

# A U T H O R ' S B I O G R A P H Y

## **Shawn McCormick, BS, RRT**

Shawn McCormick is Chairman and CEO of Zoey LP. She and her partner, Ginny Treviño, founded the company in May 2001 to develop fun, creative, and educational tools that will help children and their families learn how to gain control over asthma. Concurrently, Shawn is the Owner and President of Summit DME of San Antonio LLC, a home medical equipment provider; and Owner and President of Pulmonary Therapies, LLC, a respiratory disease management company.



Prior to founding Summit DME, Pulmonary Therapies, and Zoey LP, Shawn was a Director of Patient Care Services at Santa Rosa Health Care Corporation in San Antonio, Texas for nine years.

During her tenure at Santa Rosa, Shawn managed the adult and pediatric cardiopulmonary services and numerous adult nursing departments. She established an outpatient pulmonary rehabilitation program for those afflicted with chronic obstructive pulmonary disease. Prior to Santa Rosa, Shawn was affiliated with three health care organizations in a respiratory care supervisory role (Herman Hospital, Houston Texas; Gulfcoast Community Hospital, Biloxi Mississippi; and Metropolitan Hospital, San Antonio Texas).

Shawn's professional affiliations include the American Association of Respiratory Care, the Texas Society for Respiratory Care, the Asthma Coalition of Texas, and the Association of Asthma Educators. She is also a member of the National Association of Women Business Owners and the Society of Children's Book Writers and Illustrators.

A registered respiratory therapist for twenty-three years, Shawn received her Bachelor of Science degree in Health Education from Southwest Texas State University. Her areas of clinical expertise include respiratory home care services, neonatal, pediatric and adult respiratory care, and pulmonary rehabilitation.

Shawn has been married to her husband, Dennis for twenty years. They have three teenage children, Calen, Maggie, and Jordan. Their thirteen-year-old son, Jordan, has moderate persistent asthma. His asthma is controlled and he is active in school, basketball, and golf. Shawn's personal and professional experience with asthma inspired her to write books that teach children and their families how to manage and control this chronic disease.

The founders of the company, Shawn and Ginny, authored Zoey LP's first two books on asthma: *Zoey and the Zones - A Story for Children with Asthma*; and *Zoey and the Zones - Companion Workbook for Parents of Children with Asthma*. They will be published and available in March 2002.

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# A U T H O R ' S B I O G R A P H Y

## **Ginny Treviño**

Ginny Treviño is the Corporate Treasurer and Chief Operating Officer of Zoey LP. She and her partner, Shawn McCormick, founded the company in May 2001. Concurrently, Ginny is the Director of Operations of Summit DME of San Antonio LLC, a home medical equipment provider, where she oversees all operations including legal, human resources, respiratory therapy services, customer service, and warehouse and delivery services.

Prior to founding Zoey, LP, Ginny was the President/CEO of Infusion Centers of America, Inc., one of the country's first outpatient facilities to provide IV therapy and pain management services to ambulatory patients; and of Sleep Centers of America, Inc., its subsidiary. Ginny's responsibilities included developing the business plans, securing investor financing, corporate, facility and pharmacy development, State and Federal licensure, and oversight of facility operations. In 1995, Infusion Centers of America, Inc. was sold to a publicly traded company.

Ginny's previous professional experience includes the Vice Presidency of a Home Health Agency consulting firm where she oversaw the operations of numerous home healthcare agencies. In this role she oversaw agency audits and financial administration and developed and implemented quality assurance and staff development programs. She established a Physician Medical Advisory Board and Pediatric Clinical Advisory Team to improve the quality and continuity of care for special needs children being served by these agencies. She has also administrated comprehensive nursing programs for adult and pediatric patients.

Ginny's professional affiliations include the National Association of Women Business Owners, the National Association of Homecare, and the Asthma Coalition of Texas. She is a member of the Society of Children's Book Writers and Illustrators and is also a Parent Volunteer for the Texas State Special Olympics.

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## About Zoey LP

Zoey LP, headquartered in San Antonio, Texas, is an asthma-specific educational resource company dedicated to providing educational tools, training programs, and asthma-related products to pediatric asthma patients and their families. Products include books and workbooks for children with asthma and their families, asthma management products, and training programs for clinicians.

Shawn McCormick, BS, RRT, and Ginny Treviño founded Zoey LP in 2001. Their goal was to establish a company that focuses on providing young asthma patients and their families with the resources and materials necessary to make informed choices about managing and controlling their disease. This includes learning how to recognize asthma symptoms, understand and apply treatment plans, and prevent attacks that can become a life-threatening emergency.

Zoey LP's partnering strategies are to garner relationships with manufacturers of asthma management products and medications, as well as with other health care service organizations and professionals that administer care to pediatric asthma patients. Zoey LP's products will work hand-in-hand with existing medical treatments, programs, and products to help provide a full spectrum of care and information to the young asthma patient and their parents. To this end, Zoey LP exists to provide fun, creative, and educational tools that will help children with asthma gain control over their disease. Zoey LP books, products, and programs are currently available through our Website, [www.zoeyzones.com](http://www.zoeyzones.com) or by calling toll free 1-866-ASK-ZOEY. They will also be available through a variety of other sources, including retail stores, pharmacies, healthcare-sponsored programs, and through doctors and hospitals.

Zoey LP is a subsidiary of Health Zones Corporation, whose mission is to be the preeminent provider of innovative education tools, information, and resources that empower patients with chronic, debilitating diseases, to control, manage, and live with their illness. Health Zones will provide a full complement of resources and products targeted at pediatric patients and their families to address the most widespread chronic illnesses that affect this group. This includes asthma, juvenile diabetes, eating disorders, and chronic upper respiratory infections.

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# I N T E R V I E W   Q U E S T I O N S

## Authors' Questions and Answers

The following is a list of frequently asked questions and answers. These may be helpful in interviewing the founders of Zoey LP, Shawn McCormick, and Ginny Treviño. They are also the authors of the two asthma books, *Zoey and the Zones - A Story for Children with Asthma* and *Zoey and the Zones - Companion Workbook for Parents of Children with Asthma*. For more information, please contact:

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### QUESTIONS:

1. How do these books and website differ from other asthma-related resources already on the market?

Both the books and the website approach the treatment and management of asthma in a manner that simplifies the complexity of the information for the parent and taps into the imagination of the child with colorful and lively characters that engage their attention and desire to learn. The workbook format encourages both the parent and child to learn how to manage the disease together as a family activity. The website provides comprehensive information and activities for children, parents, and clinicians. It is a one-stop shop for information and resource links on asthma.

2. What makes this product so unique?

The children's story main character, Zoey, discovers he has asthma in a way very similar to a lot of children. Like most kids, he doesn't want to be different, so he chooses to believe he doesn't really have asthma, which results in problems with his health. Kids will be able to identify with Zoey and his story, and learn a very valuable lesson about living with the disease. The workbook is unique in that it doesn't just tell you what you should and should not do...it gives real-life strategies that can be implemented to enhance the health and life of a child with asthma. Like the children's story, it is beautifully illustrated and breaks down critical elements into simple, straightforward steps.

3. What specifically will the books teach the child and parent?

- How to live with and manage the child's asthma.
- Identify and minimize the child's asthma "triggers."
- Identify and properly use the child's asthma medications.
- Properly use a peak flow meter, MDI, spacer, and nebulizer compressor.
- Help the child and parent minimize "panic" associated with an asthma attack.
- Help the child learn to participate in sports and exercise with minimal or no asthma symptoms.
- Identify and minimize food sensitivities the child may experience.
- Manage the child's asthma symptoms and avoid attacks using the zone treatment plan.

4. How does the website work and is it user friendly?

**ZoeyZones is a comprehensive asthma website. Like the books, it is colorful and fun. The graphics are engaging for kids with asthma. For parents, there are sections for commonly asked questions, asthma statistics, “Bright Ideas” that change daily, and links to other asthma resources. In the kids’ section, there are live games and interactive activities about Zoey and asthma. The clinician corner provides the latest news on asthma medications, billing codes, asthma treatment protocols, and asthma training programs and seminars. Unlike many asthma websites geared only toward children or clinicians, zoeyzones is geared toward all three target groups. Just a click of the mouse on either group will take you into the area you desire.**

5. How would a clinician use this product? Parents? Children?

**Clinicians can use the books as teaching aids or tools when presenting asthma education to the child and their parents. Parents would use the books to garner an understanding of the disease and learn steps to implement in managing their child’s disease. Children can learn about asthma and how to recognize their symptoms, avoid their triggers, take their medicines properly, and know when they are getting into trouble.**

6. What is asthma?

**Asthma is a chronic disease that inflames the airways in the lungs. This means that the airways are swollen and sensitive. The swelling is always there, even when you feel good. The swelling can be controlled by staying away from things that irritate your airways and make your breathing difficult, such as mold, pollen, dust, cigarette smoke, air pollution, and animal dander. In addition to being swollen or inflamed, your airways may sometimes spasm and narrow, causing bronchospasm. These attacks are characterized by wheezing, coughing, shortness of breath, or chest tightness.**

7. What causes asthma?

**The basic cause of asthma is not known. There are many theories being researched at this time by doctors and scientists. They still don’t have an answer to why some people get asthma and others do not. They do know that it can run in families and that it is affecting more and more people throughout the world.**

8. Is there a cure for asthma?

**Asthma cannot be cured, but it can be treated and controlled. Children with asthma can and should expect to live free of symptoms all or most of the time. With proper treatment and education, this can be accomplished!**

9. How do you prevent getting the disease?

**There is no prevention for this disease; however, not smoking and avoiding exposure to second-hand smoke, taking prescribed medications, and avoiding “triggers” that cause you to have an attack can often prevent asthma attacks.**

10. Who is at greater risk for getting the disease? Minorities? Low Income?

Anyone, of any sex, race, or economic background can have asthma. It is commonly seen in children that have other family members with the disease. More females than males die from the disease and the death rate for blacks with asthma is more than three times the rate in the white asthma population. Low income can be a contributing factor when those suffering from the disease do not have access to the necessary medications because of cost. Inner-city children often have higher asthma attack rates because of their increased exposure to cockroaches and the “sick building” syndrome.

11. What are the statistics on asthma?

- 26.3 million Americans have asthma.
- 8.6 million (32%) are under age 18.
- 5,438 deaths from asthma in 1998, 63% were females.
- 423,000 hospital admissions for asthma in 1998, 39% were children under the age of 15.
- Economic cost (direct medical and indirect expenditures) is \$12.7 billion per year.
- Expenditure due to school absenteeism averages \$1.5 billion per year.

12. Is asthma an increasing problem? For whom?

Statistics reveal that there was an overall decrease in asthma prevalence in 1998 as compared to 1997, however, the prevalence of the disease in children under the age of 18 increased.

13. How does one get the book? What is the website address?

The books are currently available through the Zoey website at [www.zoeyzones.com](http://www.zoeyzones.com) or by calling toll free 1-866-ASK-ZOEY.