

S A N D R A } { M O R A L E S

Podcast guest sheet

What a host or producer needs to book Sandra and plan the episode — the bio as read, four angles, questions she is good on, and what she will not do on air.

IN THIS SHEET

The bio, as the host reads it

Episode angles

Ten questions she is good on

What she will not do on air

Logistics

Read verbatim. Please use this same wording in show notes.

Sandra Morales is a healthcare entrepreneur, founder, CEO, and patient advocate who has spent the last 20 years building, operating, and evolving healthcare companies from the inside. In 2006, she founded Kassy Health, a skilled home health organization serving Central Florida and Florida's Space Coast. Twenty years later, she's still running it. She is also the founder of Kassy Wellness, a private-pay precision medicine and longevity practice.

EPISODE ANGLES

Four, in this order

The Durability Advantage

Most guests who talk about building a company have already sold theirs. Sandra started hers in 2006 and still runs it. Twenty years of decisions she has had to live with — what held up, what did not, and what she would tell someone at year three.

Building Teams That Stay

Why people stay in a business where the people are the product and most of the work happens where no manager can see it. People, not economics.

The Biology of a CEO

The attention leaders give their companies and withhold from themselves — and her own health shifting, two years after her daughter Ana Lucia was born, at 37, while she was running a company built around other people's health. Not a wellness talk. Hosts tend to find this one on their own; she is willing to go there when asked.

TEN QUESTIONS SHE IS GOOD ON

- 01 You started your company in 2006 and never sold. What made you stay when the people around you were exiting?
- 02 What is a change you were sure would break the business — and what actually happened?
- 03 Most of your team's work happens in other people's homes, where no manager can see it. How do you lead people you cannot watch?
- 04 What actually decides whether someone stays through their first year?
- 05 Healthcare innovation gets announced in headlines. What happens between the announcement and something actually working inside a company?
- 06 How do you decide whether a new technology or care model is worth adopting?
- 07 Where does innovation usually stall between the decision and daily practice?
- 08 You call The Biology of a CEO “not a wellness talk.” What is it, then?
- 09 Your own health shifted while you were running a company built around other people's health. What did you notice about yourself that you had watched in others for twenty years?
- 10 What do leaders delegate about themselves without ever deciding to?

Worth knowing before you plan the episode

No medical advice or clinical comment. Clinical questions are outside what she discusses on air.

No workforce economics — margin, reimbursement, payroll. Not her subject, by her own choice.

No product pitch. Her companies come up as facts about who she is, not as things the episode arrives at.

Questions about company ownership, the corporate portfolio, or company operations are handled by her team after the show, not on air.

LOGISTICS

BOOKING AND SCHEDULING

Lianyz Garcia

Director of Brand Operations

lgarcia@kassywellness.com

FORMAT

Remote, audio or video · or in person in Central Florida

HEADSHOTS

Hi-res available on request through the booking contact

SHOW NOTES

Please use the bio above verbatim. The booking contact can supply approved figures for written show notes on request.