

Honoring top female CEOs

# Brava's

## Kids Smiles



*Cheryl Janssen*  
**CEO and Executive Director**

**INDUSTRY:** Nonprofit healthcare

**IN A NUTSHELL:** Provides children in under-served communities with preventive and restorative oral healthcare

**LOCATION:** Philadelphia, PA; **FOUNDED:** 2001

**NOTE OF DISTINCTION:** Kids Smiles has grown to include a staff of more than 60 and has served more than 60,000 patients.

**EMPOWERING FAMILIES:** Kids Smiles provides dental care to underserved communities using a unique model that combines clinical services with the delivery of health education. The organization actively works to empower children and their families to take control of their health by learning about nutrition, exercise and other factors that lead to living well. More traditional for-profit dental centers do not provide education or follow-up care in the same way that Kids Smiles does. With continual effort, Kids Smiles is able to forge long-lasting relationships with the patients the organization serves, which ensures continuity of care.



Janssen meets with Crystal and Damaris Young, a new Kids Smiles patient family.

**PROMOTING COMMUNITY:** Cheryl Janssen, CEO and executive director of Kids Smiles, has a strong commitment to hiring from within the community that the organization serves. Janssen and the entire team at Kids Smiles believe in paying for extensive training for their staff, which helps set the organization apart from competitors. Janssen is committed to promoting employees from within and has developed an environment that encourages employee commitment and loyalty.

**REACHING GOALS:** When Kids Smiles was first created by its volunteer founding board, it struggled to secure funding to ensure its ongoing success. Due to a tenuous funding climate and other unforeseen issues, the center's launch was in jeopardy and perilously close to not getting off the ground. As soon as Janssen came on board, she immediately began working on a variety of fronts, including scouting locations, hiring a staff, marketing, fundraising and launching an outreach program. Through her hard work and determination, Kids Smiles overcame those initial challenges and became the successful organization it is today.

**COMMUNITY LEADER:** As a leader in her community, Janssen serves as a role model for professionalism, collaboration and excellence. She's committed to improving children's dental and overall health in under-served communities and works closely with her peers in nonprofit, for-profit and government agencies to raise awareness, address problems and improve service nationwide.

smart **CEO**

Seen in the July 2012 issue of  
Philadelphia SmartCEO magazine

BRAVA!