



Telecare: What's in a name?

Mort Bakar and Art Gladman began making plans in 1963 to create a modern psychiatric hospital in Oakland. A couple of years later, while driving to a local gym, Art was considering what to name the hospital's operating company, and "Tender Loving Care" came to mind in the form of T.L.Care.

However, when we got our license from California's Commissioner of Corporations, our name was accidently misread, and the periods were mistaken for the "e's". Because of this turn of events, our name became Telecare! In the early years, we only had one program, Gladman Memorial Hospital, and everyone knew us as Gladman. However, as we grew and added more programs, the Telecare Corporation name has stuck and generated tremendous goodwill because of the reputation we built. There is still quite a bit of internal discussion about the lessons of this story, and where the fun history of our name might lead us in the future!