

Complete Care Announces Shelby Reid as Chief Executive Officer, Advancing Patient-Centered Healthcare

ORLANDO, FL, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- [Complete Care](#) has announced the appointment of [Shelby Reid](#) as chief executive officer, promoting the longtime executive after 17 years of leadership and service with the organization.

Reid's appointment reflects the Board of Directors' confidence in her ability to lead Complete Care through its next phase of strategic growth while advancing its mission of delivering coordinated, patient-centered healthcare.

"Shelby has helped shape this organization from its earliest days into the leading healthcare company it is today," said Executive Chair Marc Ott, DC. "She leads with integrity, operational excellence and an unwavering commitment to our core value: Patient is Priority. The Board and I have complete confidence in her vision for the future."



Shelby Reid, CEO

Shelby began her career at Complete Care as a marketing representative. As the organization expanded, she advanced into practice management, helped integrate medical services into the clinics, and played a key role in the growth of Complete Care to its 30-clinic footprint today.

Throughout her career, Reid has remained focused on the organization's mission and culture, emphasizing exceptional patient care, operational excellence and investment in people.

"It is an incredible honor to lead the organization that has shaped my professional life," Reid said. "Complete Care's success has always been driven by our people and our unwavering commitment to putting patients first. I look forward to building on our strong foundation, supporting our teams and continuing to deliver exceptional care to the communities we serve."

About Complete Care

Complete Care is a leading multidisciplinary healthcare organization dedicated to delivering high-quality, patient-centered care through an integrated network of injury care providers and services. The organization partners with physicians, hospitals, attorneys, and community healthcare professionals to improve patient outcomes while maintaining the highest standards of clinical excellence, compliance, and operational performance.

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Complete Care Centers, LLC

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