

## **FOR IMMEDIATE RELEASE**

CONTACT: Jeanne Moore  
Public Relations  
Phone: (484) 949-5647

### **Genesis HealthCare Opens 5<sup>th</sup> PowerBack Rehabilitation Location in the Greater Philadelphia Area**

Kennett Square, PA – (September 9, 2013) – Genesis HealthCare, a leading provider of short-term post-acute, rehabilitation and skilled nursing care services, today announced that Genesis HealthCare at Spring Mill, located in Phoenixville, PA, has become its newest PowerBack Rehabilitation location. PowerBack Rehabilitation was launched in the Greater Philadelphia area earlier this year in response to the market demand for shorter post-hospital patient recovery periods and fewer post-discharge setbacks. PowerBack’s goal is to help patients get back home as quickly and safely as possible.

In describing the philosophy behind PowerBack Rehabilitation, Genesis HealthCare’s CEO George Hager said, “Research proves that most people who require rehabilitation therapy after surgery or illness are completely caught off guard with no plan in place. Without a plan, patients and families can become emotional and make rushed decisions. We believe in the importance of planning ahead and PowerBack should be the plan if the patient’s goal is a safe and speedy recovery.”

Designed for 100% short-term care and rehabilitation, most PowerBack Rehabilitation patients typically recover and return home within a few weeks. By calling the PowerBack CareLine, patients can pre-book their stay at PowerBack to allow for a smooth transition from hospital to rehabilitation. PowerBack also encourages people, particularly those 50 and older, to order their own personalized PowerBack Card. “You never know when you will end up in the hospital and in need of rehabilitation,” notes Mr. Hager. “It is best to have a plan.”

Executive Director of PowerBack Rehabilitation in Phoenixville, Thao Wesler explained, “With the newest equipment available and aggressive therapy plans tailored for each individual patient, the entire PowerBack model is designed to help our short stay patients get their Power Back. And we pamper them while they’re here.”

PowerBack Rehabilitation in Phoenixville now offers:

- Expanded clinical capabilities to include cardiac, orthopedic and pulmonary specialized care;
- Full-time physician and full-time nurse practitioner on campus;
- State-of-the art therapy gym open 7 days per week with extended hours;
- Added care planning and daily schedules to be directed by the patient;
- Enhanced Guest Services team to ensure an outstanding experience;

- Café style and in-room Dining Services offering a wide variety of meal choices.

PowerBack Rehabilitation locations are now available in:

- Voorhees, NJ
- Center City, Philadelphia
- Norristown, PA
- Phoenixville, PA
- Willow Grove, PA
- Moorestown, NJ (*coming soon*)

Visit PowerBack Rehabilitation at [www.powerbackrehabilitation.com](http://www.powerbackrehabilitation.com) or call 888-928-2000 for more information.

***About Genesis HealthCare***

*Genesis HealthCare is one of the nation's largest skilled nursing care providers with more than 400 skilled nursing centers and assisted living residences in 28 states nationwide. Genesis also supplies rehabilitation therapy to nearly 1,500 healthcare providers in 45 states and the District of Columbia. Visit our website at [www.geneshcc.com](http://www.geneshcc.com).*

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