

# Genesis Rehabilitation Services

## Company Description

Genesis is a premier provider of rehabilitation and wellness services to SNFs, AL, CCRCs, hospitals and outpatient centers throughout the U.S. Through Genesis you have unmatched resources, including access to experts in wellness, physical, occupational and speech therapy, respiratory, physician services, reimbursement, regulatory and education. Our strengths are in understanding customers' challenges, recognizing that delivering quality clinical care is expected, and that increasing both census and quality mix while optimizing reimbursement is a must.

Genesis leverages innovation and technology utilizing state-of-the-art software as well as products such as RevitalCare powered by ACP, VitalStim, Nintendo Wii and IN2L. With more and more baby boomers "coming of age", in addition to traditional therapies we deliver comprehensive wellness services through SPA Living (which stands for Seniors Pursuing Active Living).

Genesis employs over 8,000 employees providing expert clinical services to 33,000 patients each month. We provide more clinical, operational and regulatory support to our business partners and employees than any other company.

Although we currently do not operate in every state, we are open to pursuing new states with the right business partner.

**Geographic Area Served:** U.S. Only

**Segments Served:** SNF, AL, IL, CCRC

## 2010/2011 Product & Service Innovations

- **Achieve Optimal Medicare Rates:** Utilize our clinical expertise and customized software to achieve optimal Medicare rates approaching \$500 while seamlessly integrating your billing systems.
- **Customizable Marketing Video:** Highlight your capabilities including short stay rehab, ventilator, dialysis, specialty units, and AL to use with hospitals, discharge planners, families, influencers and other referral sources to differentiate you in the market.
- **Development of Wellness Programs and Specialty Units** in select markets such as short stay rehab, sub acute and ventilator to assist you in differentiating your centers in the market place.

## Suggested Consultative Discussions

- **Maintaining High Levels of Functioning and Independence:** Learn how Genesis programming enables residents to maintain their highest level of functioning and independence, leading to higher customer satisfaction and increased facility census.
- **How to Appropriately Achieve Optimal Medicare Rates Approaching \$500 Per Day:** Our business partners can expect to receive optimal Medicare rates through clinical excellence because we will treat 85% to 87% of all Medicare admissions and optimize your RUGs.
- **Increase Your Rehab Program's Profitability:** We can do an on-site pro forma for you that demonstrates how the addition of Genesis Clinical expertise will result in optimal census and reimbursement.



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