

**For Immediate Release Nicole Biesecker**

**March 27, 2013 (800) 753-9633**

**Genesis HealthCare Pioneers Short-Term Rehab Stays with**

**PowerBack Program, Features HydroWorx Aquatic Therapy**

*The face of retirement community living is changing its model, due to the foresight of industry leaders such as Genesis HealthCare. Knowing that some adults ages 50+ require short-term rehabilitation stays without the need for lifetime residency commitments, Genesis has created PowerPack Rehabilitation, a mid-level solution aimed at Baby Boomers who require skilled facilities on a temporary basis. PowerBack features numerous revolutionary rehab options, most notably the first HydroWorx 2000 series therapy pool at any comparable location in the state.*

Active Baby Boomers have drawn a line in the sand when it comes to permanently living in a retirement community, and they’re not crossing it without good reason. As an answer to their determination to remain in their homes as long as possible, but with the realization that accidents and health problems could require them to obtain professional medical assistance, Genesis HealthCare has created the PowerBack Senior Living Center model in Voorhees, New Jersey.

Engineered to offer short-term rehab choices to adults who intend to return to their homes after intensive emotional and physical therapy following traumas, PowerBack features advanced therapeutic technologies, most notably a HydroWorx 2000 series therapy pool with integrated treadmill and variable depth options.

The HydroWorx 2000 Series is ideally suited for the aging population. Elder exercise, rehabilitation, maintenance and injury prevention is promoted in a stress free environment that eliminates fear of falling and accessibility. Patients simply walk, or are wheeled onto, the raised pool floor, and then slowly lowered to any water depth up to six feet.

As one of the nation’s largest nursing and rehabilitation therapy providers, Genesis has partnered with the Burris Construction Company for the design and construction of their PowerBack facilities. Says William G. Burris, Jr., Chairman and CEO of Burris Construction Company, “As an organization, we spend a great deal of time developing new ways to support best practices in patient care. HydroWorx allows us to give our clients the ability to provide in-house cutting-edge aquatic therapy, the very same therapeutic technology currently used by internationally recognized institutions such as Cleveland Clinic and Kennedy Krieger. And that’s exciting.”

As a mid-level solution, PowerBack has been heralded by experts in senior living models as a way to remove the out-of-sight, out-of-mind “old folks home” stigma that haunts the memories of Americans. Today’s seniors are more physically fit than their generational counterparts, and this has initiated need for solutions like PowerBack. Rather than promoting long-term senior living facilities as a recommendation when intensive aquatic therapy is required, PowerBack offers short-term stays.

Highlights of the PowerBack grand opening in New Jersey include:

* A HydroWorx 2000 series aquatic therapy pool (the first in the state to offer this revolutionary technology to short-term residents.)
* A 124 bed post-acute facility dedicated to post-hospital short-stay rehab.
* Skilled nursing care round-the-clock.

To learn more about the HydroWorx Series 2000 therapy pool, visit them at <http://www.hydroworx.com/pools-for-professionals/products/details.aspx?id=6>, and to find out more about the Genesis PowerBack program, click this link: <http://www.powerbackrehabilitation.com/Home.aspx>.

About HydroWorx

HydroWorx, based in Middletown, Pennsylvania, offers a wide range of underwater treadmill pools, underwater treadmills, and peripheral products and services. Every day, over 15,000 athletes and patients use HydroWorx technology to recover from injuries and health conditions.

More information about HydroWorx’s upcoming webinars, as well as archived webcasts, can be found by visiting <http://www.hydroworx.com/research-education/video-library/details.aspx?id=151&categoryId=23>.

# # #