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**THE AMERICAN OCCUPATIONAL THERAPY ASSOCIATION ANNOUNCES NEW
NATIONAL PARTNERSHIP WITH GENESIS REHAB SERVICES**

(Bethesda, MD)—The American Occupational Therapy Association (AOTA) is pleased to announce a national partnership with Genesis Rehab Services (GRS), a national provider of rehabilitation therapy services. This national partnership will combine the efforts of both organizations to provide educational and professional-clinical opportunities for AOTA members while serving to advance OT practice in line with AOTA's Centennial Vision objectives. It will enable GRS to continue its support and encouragement of practice, and enhance AOTA's work with continuing education and board and specialty certification for practitioners.

Both AOTA and GRS seek to further the high standards of the profession and to proactively support practitioners in the field. "The national partnership between AOTA and GRS will allow both organizations the opportunity to better reach occupational therapy practitioners," says AOTA President Penelope Moyers. "Both organizations have prioritized the importance of having better informed practitioners. The national partnership will facilitate open discussions that will lead to a productive sharing of valuable knowledge. Those exchanges will culminate in a clearer understanding of the realities and issues impacting today's practice."

AOTA and GRS also share a commitment to give practitioners a voice, especially given the current environment of regulatory and reimbursement changes. According to Dan Hirschfeld, GRS President, "GRS supports and encourages our staff to participate in advocacy efforts through a variety of channels, including professional associations."

The new alliance benefits everyone involved. "At GRS, our mission is to provide excellent care to our patients by employing the best clinicians," says Garry Pezzano, GRS Vice President of Clinical Operations. "This national partnership allows us an incredible opportunity to support AOTA's efforts in advancing practice for their members—many of whom are educators, students, researchers, treating therapists and GRS employees."

(MORE)



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The American Occupational Therapy Association, established in 1917, represents more than 35,000 members. AOTA is an active advocate for the profession, and for individuals who can benefit from occupational therapy services.

Genesis Rehab Services, a national provider of rehabilitation therapy services, employs more than 5,000 licensed therapists serving 150,000 patients a year in skilled nursing, sub-acute, outpatient and hospital settings in 21 states and the District of Columbia.

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