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## **GENESIS REHAB SERVICES REACHES PLATINUM NATIONAL PARTNERSHIP STATUS WITH AOTA** *GRS Renews Partnership Originating in 2007*

**Bethesda, MD** — The American Occupational Therapy Association (AOTA) is pleased to announce the renewal of a national partnership with Genesis Rehab Services (GRS), a national provider of rehabilitation therapy services. GRS began its national partnership relationship with AOTA in 2007 and now provides membership to more than 1,000 of its occupational therapy practitioners.

This national partnership, which has now reached AOTA's Platinum level, will continue to 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 continue to allow both organizations the opportunity to better reach occupational therapy practitioners," says AOTA President Penelope Moyers Cleveland, EdD, OTR/L, BCMH, FAOTA. "Both organizations have prioritized the importance of having better informed practitioners. The national partnership will facilitate open discussions that will lead to a productive collaboration. 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 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."

Founded in 1917, the **American Occupational Therapy Association (AOTA)** represents the professional interests and concerns of more than 140,000 occupational therapists, assistants and students nationwide. The Association educates the public and advances the profession of occupational therapy by providing resources, setting standards including accreditations and serving as an advocate to improve health care. Based in Bethesda, Md., AOTA's major programs and activities are directed toward promoting the professional development of its members and assuring consumer access to quality services so patients can maximize their individual potential. For more information, go to [www.aota.org](http://www.aota.org).

**Genesis Rehab Services** is a leading provider of contract physical therapy, occupational therapy, speech therapy, respiratory therapy and wellness services in the long-term care rehabilitation industry. We are one of the largest and strongest rehabilitation organizations in the country, serving over 900 skilled nursing centers, assisted living facilities, independent living facilities, hospitals, home health companies, adult day care programs, and outpatient clinics in 25 states and the District of Columbia. For more information, go to [www.genesisrehab.com](http://www.genesisrehab.com).