With the right post-acute care partner, anything is possible.
Our Joint Venture Model: Built for Post-Acute Care Strength

Among its more than 120 specialty hospitals are Select Medical’s network of rehabilitation hospitals. This network includes the nationally renowned Kessler Institute for Rehabilitation in New Jersey and a dozen other hospitals -- many of which are co-owned with partners. Kessler is the nation’s largest single rehabilitation hospital and, as recently as 2012, was ranked by U.S. News and World Report as the nation’s number two medical rehabilitation hospital.

Select Medical also partners with leading health care providers such as the Baylor Health Care System, Penn State Milton S. Hershey Medical Center and SSM Health Care in St. Louis to create regional rehabilitation networks. In 2011, U.S. News and World Report ranked the Baylor Institute for Rehabilitation among the nation’s top 25 percent of “high-performing” rehabilitation hospitals. In addition, Penn State Hershey Rehabilitation Hospital offers advanced adult and pediatric rehabilitation care and, after just two years of operation, plans to nearly double in size. In January 2012, SSM Rehabilitation Network expanded to include a new 60-bed hospital.

We invite you to learn more about these success stories and about the Select Medical Way of doing business: Doing well by doing right.
For more than 60 years, Kessler Institute has pioneered the course of physical medicine and rehabilitation. Today, it continues to define the field — providing highly specialized care, advanced treatment and leading-edge technologies that enable individuals with spinal cord injuries, brain injuries, stroke, amputation, neurological disorders, and musculoskeletal and orthopedic conditions to rebuild their lives.

Kessler Rehabilitation Center is New Jersey’s premier provider of comprehensive outpatient services. With a network of 75 outpatient physical therapy centers located throughout the state, Kessler specializes in the treatment of sports, orthopedic, hand and work-related injuries. Our team of more than 200 physical, occupational and speech therapists, along with other rehabilitation specialists, focus on providing exceptional care and unparalleled customer service.

Kessler is one of only seven centers in the country to receive federal designation as a Model System for the treatment and research of both spinal cord injury and brain injury treatment and research. That same level of expertise and experience distinguishes each of the comprehensive rehabilitation programs offered at its three New Jersey campuses. It also extends to the rest of Select Medical’s Kessler Knowledge Network, where best practices in clinical operations and administration, training, and marketing are shared.
The reason why we do what we do is in pursuit of our organization’s mission: deliver exceptional healthcare. We were impressed that Select Medical had the track record of seeking to be best in class. Their business success was built around their belief that each day they had to deliver exceptional service to their patients and to the physicians that work within those facilities. That’s the same belief we have, that the financial success is a by-product of creating extraordinary care each and every day. We wanted to make sure that with whomever we partnered, that there was going to be cultural compatibility, that the same sort of commitment to collaboration and engagement and creativity was part of the way that they did business.

One of the things that really convinced us to partner with Select Medical was when we saw the great care they took in making sure our employees were, from the beginning, sensitively cared for throughout the transition. There was a natural concern on the part of our employees as to how their world would change. Would things change in ways that were going to be undesirable or detract from the commitment they had to the patients we serve? Select Medical went to great lengths to carefully communicate to each person that the change was going to be ultimately positive for them, for patients, as well as for the organization.”

-Bob Porter
“The reason why we chose Select Medical was because they shared our values, they shared our mission, we seemed to have cultures that were similar, we seemed to have values that were similar, and we also had an organization that we felt comfortable with. And that’s important because we want people that we feel comfortable with who are transparent, honest, hardworking, and get up every day and share the same values that we share.

In the short period of two years, we were able to move from a single, solo rehabilitation provider to the largest rehabilitation network in North Texas. Our future plans are that we now need to become a regional state player in rehabilitation and that’s our next goal, we want to be the state’s largest rehabilitation network in collaboration with our partner, Select. We think that we will get there in a period of a couple years.

Our employees almost have an invisible relationship with Select, in the sense that quality was not only maintained, but enhanced during the first six months of our partnership. We began a journey of acclamation and communication so that our stakeholders, our physicians, our medical staff, our clinicians, our caregivers and all of our employees would feel that we work together every day just as we did before.

If I were asked to give advice to a large hospital network that might be considering the same things we did, I would simply tell them this— they should look for a partner that shares their values, a partner that shares their commitment to quality, a partner with demonstrated excellence experience who can implement a new partnership structure in a way that is not only smooth, but also adds to the reputation and brand of your healthcare system. Select is that partner because they have great resources, great experience, a vast network and allow the freedom for caregivers, clinicians and employees to explore the limits of their professional development.”

-John McWhorter

Room for Growth.

In 2012 the joint venture added two more medical rehabilitation hospitals for a total of five hospitals and more than two dozen outpatient clinics in the Dallas/Ft. Worth area.
Our joint venture in Hershey, Pennsylvania plans to nearly double its beds and add outpatient programs in 2014.

“Penn State Hershey Medical Center is the only academic health center in Central Pennsylvania. We asked ourselves: what would be the best way to create a brand-new, state-of-the-art, rehabilitation facility? We decided we wanted to do it with a partner like Select Medical.

It was very important to us that Select Medical could create an effective partnership that supported all four pieces of our mission – not only in family patient care, but education, research and community service. Given their experience in operating an academic rehab hospital, we were very confident that they would share our values and support our commitment to not just patient care, but our academic mission as well.

We have been growing for two years now. We’re already planning for substantial expansion of the rehab hospital. Having a state-of-the-art academic rehabilitation hospital has been extraordinarily important to the larger community.

We also have a responsibility as an academic health center to train the next generation of clinicians, physicians, and other healthcare providers. So having this kind of facility with this kind of partnership positions us well for training too. We will offer a great experience in how to create a continuum of care.”

-Hal Paz
WHAT SOLVING THE POST-ACUTE CARE PUZZLE WITH THE RIGHT PARTNER MEANS:

RIGHT CARE. RIGHT COST. RIGHT TIME.

RIGHT CARE | IMPROVED OUTCOMES FOR PATIENTS AND FAMILY
- Total focus on the post-acute continuum
- Coordinated strategy to manage patients through the continuum
- Better communication with patients and families can result in improved patient satisfaction scores and loyalty
- New systems for episode-of-care management
- Better quality through coordination and communication across care giver settings
- Mitigation of readmissions through quality management throughout the continuum

RIGHT COST | INCREASE REVENUE FOR YOUR HOSPITAL SYSTEM
- Lease income
- Purchase service agreements (PSAs)
- Less leakage (i.e. increased loyalty from patients)
- Clinical program enhancement resulting in increased market share (develop new, specific care tracks and protocols for your orthopedics, stroke program, etc.).
- Development of new programs such as wound care, back pain clinics, and others.

RIGHT TIME | INCREASE SATISFACTION AMONG YOUR STAFF
- Improve retention by offering additional opportunities to work in post-acute care
- Offer employees strong post-acute educational programs
- Offer the ability to interact with and train side by side with some of the most well-known rehabilitation professionals in the nation.
- Offer your professionals strong benchmarking and outcomes data.

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SelectMedical.com/BusinessDevelopment
In 2013, Select Medical announced a new joint venture called Allevant Solutions. Allevant will help health care providers in rural areas to develop specialized programs. Learn more at allevant.com.