

HEALTHCARE REHABILITATION AND THERAPY

Rehabilitation is About More Than Just Healing Muscles

In the box office hit *The Bucket List*, Jack Nicholson's attitude about customer service improved dramatically after he became a patient in his own hospital. Such a change of heart wasn't necessary for Floyd A. Schlossberg, president of Alden, who recently benefited from his company's long-time commitment to customer satisfaction when he spent 19 days recovering from hip surgery at Alden North Shore Rehabilitation and Health Care Center in Skokie.

"Rehabilitation is more than just healing muscles," contends Schlossberg, who founded his Chicago-based health care organization in 1971. "It's a healing process that identifies and meets

the patient's needs in all areas of life."

Schlossberg believes that successful rehabilitation depends on a person's attitude and ability to persevere, which is greatly influenced by physical surroundings and a knowledgeable, caring rehabilitation team.

"When you come to a place like Alden North Shore (one of Alden's 21 rehabilitation centers), it's like coming to a five-star hotel," says Schlossberg. "Among the amenities are restaurant-style fine dining, free WiFi (wireless Internet access) and private room availability."

Alden's rehabilitation program, which offers physical, occupational and speech therapies up to seven days a week, combines traditional therapy protocols with exercises that build up an extra reserve of strength to promote a return to full functionality. This evidence-based approach, known as Optimal Rehabilitation, involves patient-centered goals and treatment plans that are customized to patients' individual needs.

While the ultimate goal is to return home, Schlossberg says that post-hospital rehabilitation centers "give patients a running start on getting better. Our therapists are special people who have the clinical expertise and the ability to motivate people to progress through what can be a hard, sometimes difficult rehabilitation process."

Although he is president of Alden, Schlossberg scoffs at the idea that his experience was different than that of any other patient. "At Alden, every rehabilitation patient is a VIP," he insists. "People tell me all the time that they are having the same experience I did. The atmosphere and meals are enjoyable, the staff is great, rehab patients work real hard and go to bed exhausted. Then we go home."

Schlossberg predicts that rehabilitation will play an even larger role in Alden's future. "We plan to build more rehabilitation centers," he says. "We will always have the capability of caring for long-term residents, but our emphasis will be on providing therapies that enable people to return to their homes and the community after achieving maximum functionality."



Floyd A. Schlossberg



For more information about Rehabilitation and Therapy Services at Alden, visit www.thealdennetwork.com or call 1-800-351-3130