



FOX BETTERLIVING™

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REBRANDING CAPTURES THE TRUE FOX



Move-in Day at the New Headquarters

YOU MAY HAVE NOTICED THAT THE FOX LOGO HAS BEEN **REVAMPED**, THE WEB SITE HAS BEEN **REDESIGNED** AND THE OVERALL LOOK AND TONE OF FOX HAS BEEN **REIGNITED**. AS WE MOVE INTO OUR 11TH YEAR OF PRACTICE IT WAS TIME TO GIVE FOX A “BOLT”... LITERALLY.

By Braeden Pashley, Director of Community Relations

OVER THE PAST FEW months Fox Rehabilitation™ has collaborated with BOLTgroup, a national design firm based in North Carolina. As a company in the midst of explosive growth, we wanted to continue to be proactive not only in our clinical practice, but also in our marketing and recruitment activities. BOLTgroup worked with Fox management and employees to capture our true personality and strengthen the message we convey in the community.

After conducting interviews with Fox employees and many meetings with Tim Fox, Executive Director, and Carolyn Risilia, Executive Director of Marketing, BOLTgroup came to a simple, but overlooked, conclusion — the passion and excitement of Fox employees was not reflected in its current branding. Every employee they spoke with shared an underlying theme in their description of Fox — a true

passion for not only their profession, but also for the manner in which Fox lets them practice; we truly rehabilitate lives. Nothing in the “Home Sweet Home” image and the myriad of brochures communicated the essence of Fox. The new branding does. With a greater understanding of our culture, BOLTgroup REinvigorated our “Mission Possible,” company mantra, and brand standards.

Not only has Fox’s marketing and recruitment collateral been updated to reflect the new branding, but we have embraced the world of Social Media as a means of getting our message to the community. We have established ourselves on Facebook and Twitter, and are excited to see where these avenues lead.

The REinvention of Fox cannot come at a more ideal time. We have outgrown our current location and have moved operations to a much larger building. This will provide Fox the breathing room it needs to accommodate more staff members as we expand into new territories.

If you would like to be REinspired, or simply to REvisit your understanding of Fox, please visit us on Facebook, Twitter or the web. Also, feel free to stop by our new headquarters! □



FOX ADDS SPEECH-LANGUAGE PATHOLOGY SERVICES



Megan Nahas,
Director of
SLP Services,
CCC-SLP, MA

WITH THE NEW IMPLEMENTATION OF Medicare B reimbursement for Speech-Language Pathology services on July 1, 2009, Megan Nahas jumped at the chance to serve as Director of Speech-Language Pathology Services at Fox and develop an SLP program to serve the geriatric population in the most functional place of all, their homes.

Megan holds a BS from the Richard Stockton College of New Jersey in Speech Pathology and Audiology, and an MA from The College of New Jersey in Speech-Language Pathology.

Prior to joining Fox, Megan worked in long-term care where she developed her experience with and love of geriatric care. In close conjunction with Fox's stellar staff, Megan has laid the groundwork for one of the first programs in the country to ever offer Medicare B reimbursed, geriatric Speech-Language Pathology services in the home. □



I feel so fortunate to be part of a company that has embraced SLP services in the home under Medicare B. It's an area that for so long has had a great need for our services."

— Megan Nahas

EVENTS



SAVE THE DATE
FOR A **FOXGERI**
FUN FUNDRAISER

Have fun and raise funds!
There's no better way to do this than to participate in **FoxGERI's Oktoberfest Fundraiser.**

Support the FoxGERI vision to improve the quality of health care for older adults through education and research.

WHEN: Thurs., Oct. 15, 2009
4:00 – 7:00 pm

WHERE: Headquarters
7 Carnegie Plaza
Cherry Hill, NJ 08003

Cost is \$50 per person.
For more information, please contact admin@foxgeri.org or call 1 877 407 3469.



HIRING | SPEECH-LANGUAGE PATHOLOGISTS

WE ARE CURRENTLY HIRING SPEECH-Language Pathologists in the following states: New Jersey, New York, Pennsylvania, Delaware and Virginia. This is a unique opportunity to join one of the leading companies in

services of this kind. For more information on our coverage areas, please visit foxrehab.org. If you are interested, contact Jennifer Hibbs, Director of Recruitment, at 1 877 407 3422 or jennifer.hibbs@foxrehab.org

STAFF MORALE AIMS TO REWARD VALUED FOX TEAM MEMBERS

A PRIMARY GOAL AT FOX is to create and foster a work environment where staff members feel valued and acknowledged for their contributions to Fox's overall success.

As we expand, we will always embrace our growth, but never lose sight of the private and intimate business environment that attracted employees to Fox. Executive Director, Tim Fox, feels so strongly about the morale of his staff that he hired a Director of Staff Morale, Kristy Caramanna, as well as a staff morale coordinator for each region of Fox.

These individuals are innovative, proactive, energetic, team players and great communica-

tors! They help to create an atmosphere that improves productivity, team unity and morale in their regions.

These coordinators have their finger on the pulse of their region's morale. They spend one-on-one time with each employee and make sure that all personal and professional achievements are shared and celebrated. They play a large role in keeping employees happy and feeling valued! □

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A happy and valued person is better equipped to deal with daily challenges and reach new personal and professional heights.”

— Tim Fox



Kristy Caramanna, Tim Fox, and Carolyn Risilia, at the Philadelphia REbranding Road Show

FOCUS

> KRISTY CARAMANNA,
DIRECTOR OF
STAFF MORALE

“When I met with Tim to discuss this position, I was moved by his appreciation of his staff and his dedication to making sure they were recognized and felt valued for the hard work that they do every day. We agreed that this position was needed because we had both learned over the years that there is no one-size-fits-all answer to what motivates employees and that maintaining a high level of morale requires diligent effort on a continual basis.

The purpose of the Director of Staff Morale is: *To establish Fox Rehabilitation™ as the premier place of employment for Physical, Occupational and Speech Therapists as well as administrative health care professionals, where they are highly valued and rewarded for outstanding service.* My goal is to ensure that all Fox employees are happy, motivated and guided to contribute fully to the realization of the Fox mission, vision and goals.” □

UPCOMING FOXGERI 2009 – 2010 CONTINUING EDUCATION SCHEDULE

<p>> THE GERIATRIC SHOULDER</p>	<p>Speaker: Mimi Jacobs, PT, GCS, OCS September 24, 2009 6pm-8pm Wilmington, DE</p>	<p>\$30</p>
<p>> DEMENTIA POSSIBLE CARE</p>	<p>Speaker: Lanny Butler, MS, OTR October 3, 2009 8am-4:30pm Atlantic City/Cologne, NJ</p>	<p>\$125</p>
<p>> ETHICS & NJ JURISPRUDENCE</p>	<p>Speaker: Nancy Kirsch, PT, DPT, PhD November 7, 2009 8am-12:30pm Somerset, NJ</p>	<p>\$75</p>
<p>> APTA CLINICAL INSTRUCTOR EDUCATION & CREDENTIALING PROGRAM</p>	<p>Speakers: Elaine Becker, PT, DPT, MA & Dennise Krencicki, PT, DPT, MA November 13 & 14, 2009 Cherry Hill, NJ</p>	<p>\$200 APTA Member \$250 non-APTA Member</p>
<p>> EVIDENCE-BASED REHABILITATION OF PARKINSON'S DISEASE</p>	<p>Speaker: Deborah Kegelmeyer, PT, DPT, MS, GCS January 30, 2010 8am-4:30pm Philadelphia, PA</p>	<p>\$145</p>
<p>> REHABILITATING YOUR APPROACH: Maximizing Outcomes In Patients With Cognitive Impairment</p>	<p>Speakers: Mike Studer, PT, MHS, NCS & Robert Winningham, PhD April 24, 2010 8am-4:30pm Philadelphia, PA</p>	<p>\$145</p>

For more information or to register for a course, contact admin@foxgeri.org or call 1 877 407 3469.

TIM FOX RECEIVES DOCTORATE

DR. TIM FOX, PRACTICING PHYSICAL Therapist and Executive Director of Fox, has recently completed his Doctor of Physical Therapy (DPT) from Thomas Jefferson University. Tim graduated from TJU in 1995 with a

Master of Science in Physical Therapy, and last year received his Board Certification as a Geriatric Clinical Specialist (GCS) from the American Board of Physical Therapy Specialties. Tim also is an APTA Credentialed Clinical Instructor (CCI).

OCCUPATIONAL THERAPISTS ADVANCE EVIDENCE-BASED PRACTICE IN CAREGIVER TRAINING

ALTHOUGH THE CHASM between proven research and actual practice is well-documented in all health areas, it is especially true for services to family caregivers. Particularly for those caring for individuals with memory loss.

More than 50 million family caregivers nationwide provide 80% of long-term care to elders. These individuals are at risk themselves for depression, poor health, and diminished life quality and mortality. Despite a proliferation of caregiver interventions, families are underserved and / or receive services that are not evidence-based.

Fox Rehabilitation™, FoxGERI and the Jefferson Center for Applied Research on Aging and Health (CARAH) joined forces two years ago to find a solution. Funded by the Rosalynn Carter Institute for Caregiving and Johnson&Johnson, this three-way collaboration is the first of its kind. Our goal is to translate the Environmental Skill Building Program for Caregivers (ESP) from the research environment into clinical practice.

ESP builds on the skills, knowledge and traditional home care practices of occupational therapy. It requires 20 hours of therapist training in the

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Ultimately, we wish to improve services to families who are so deserving and in need of our full and evidence-based support.”

— Mimi Jacobs

assessments, protocols and client-centered care model. In 2008, fifteen OTs received this training and began the translational process. In June 2009, Ms. Laura Granberry from the Rosalynn Carter Institute visited Fox and received reports from CARAH and Fox on our progress.

We are working hard to make a difference at the individual and family care service level, health service delivery level, and health policy level. Ultimately, we wish to improve services to families who are so deserving and in need of our full and evidence-based support. □



Small Group Training with Dr. Gitlin



Site visit: Tim Fox, Mimi Jacobs, Stephanie Allen, Tracey Vause-Earland, Laura Granberry and Laura Gitlin

RIGHT DECISION. EASY MOVE.

WITH A \$15,000 RELOCATION
PACKAGE FROM FOX.



Sandy

OT with Fox since '07

"I was attracted to Fox for the flexibility, autonomy, and that it is such a forward-thinking company that's right in with the latest treatments. They really care about the quality of patient care."

REIGNITE YOUR PASSION.

Remember the exhilaration when you began your career? At Fox, we're proud to rehabilitate lives — even our clinicians' lives. And we want you to feel that exhilaration again. Our \$15,000 Relocation Package is just one example of the value we place on quality clinicians.

Every clinician is encouraged to achieve his or her personal, financial, and professional goals... an idea so appealing many have been thrilled to relocate. And it has been our pleasure to make that move easy. We currently have positions available in New Jersey, New York, Pennsylvania, Delaware, Virginia, and Florida. **Get all the details on Fox and our \$15,000 Relocation Package at foxrehab.org.**



PHYSICAL, OCCUPATIONAL, & SPEECH THERAPY.
FOX REHABILITATES LIVES.

T 1 877 407 3422 | W foxrehab.org

HER STORY:

Crystal



OCCUPATIONAL
THERAPIST,
WITH FOX SINCE '03



"A lot of graduating clinicians are nervous about going into home care because they think they'll be left flying solo. It's just the opposite at Fox. Because of having your own mentor and the awesome, smart people and internal support system, you never feel alone. There's always someone you can turn to for help. And home care is just amazing work. I had a 96-year-old patient who loved the beach and only wanted to visit his sister in Ocean City, NJ, in the time he had left. But her oceanfront condo was on the second floor. We worked and worked, and finally I was able to drive him up there on my day off. He and his sister both burst into tears when they saw each other. So did I. That's home care." □