



PRESS KIT

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Global Healthcare Giants Raise Awareness For Cardiac Health in New York City

NEW YORK - CareRite Centers, LLC, for rehabilitation and nursing was proud to welcome, alongside Donna Karan, New York's leading healthcare executives, physicians, and caregivers to the Urban Zen flagship in New York City in observance of National Heart Health Month.

In a movement to raise awareness for cardiac health and wellness globally, CareRite Centers and Urban Zen shared with leading clinical experts the positive impact of self-care and integrative healing modalities in Western medicine. The evening was headlined by New York's Donna Karan, as she shared the mission of Urban Zen Integrative Therapy in partnership with CareRite Centers. "Marrying the Urban Zen modalities and therapists with CareRite's luxury, patient-centered approach has enormous potential to create the optimal healing environment, focusing on the individual and tailoring the care based on individual needs," shared Karan.

CareRite Centers has welcomed Urban Zen Integrative Therapy to ten skilled nursing centers across the nation to date, ensuing a nearly 11% increase in overall patient satisfaction, and over a 14% increase in patient reported pain relief without the use of medication. Dr. Christopher Glenn, Medical Director of The Riverside Premier Rehabilitation and Healing Center in New York City, noted the opportunity of integrative therapy in Western medical practice. In medicine, you must "increase your capacity to love," shared Glenn.

The Urban Zen and CareRite Centers partnership has successfully provided over 9,000 experiences to those under the care of CareRite team members, including that of private experiences for employees, patients and their loved ones, while also serving as locations for free Urban Zen Integrative Therapy community classes for professionals and family members.

"The philosophy of CareRite Centers has a deep-rooted commitment to patient satisfaction and customer service, serving as the foundational underpinning for all that we do, and provide for those under our care. Our mission is to provide our patients, our employees, and of course our families with an experience unlike any other," shared Ashley Romano, National Director of Patient Experience/Research Development for CareRite Centers.

CareRite Centers, LLC is a dynamic healthcare organization that services the needs of short term rehabilitation, skilled nursing, and long term care for thousands of patients across the nation. With a strong commitment to customer service, innovation, and philanthropy, the organization is currently represented in centers across New York, New Jersey, Pennsylvania, Ohio, Tennessee, and Florida.

For more on the monumental event, please visit:
<http://careritecenters.com/raising-awareness-heart-health-month/>

For Immediate Release
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Picture 1: Dr. Christopher Glenn, Medical Director of The Riverside Premier Rehabilitation and Healing Center in New York City sharing how Urban Zen has increased patient satisfaction at the center



Picture 2: Jacqueline Leviton, Urban Zen Integrative Therapist at St. James Rehabilitation and Healthcare Center in Long Island, providing a personal experience for a VIP guest.



Picture 3: Donna Karan alongside executive leadership of CareRite Centers during the Heart Health Awareness Symposium at Urban Zen's flagship in New York City.

URBAN ZEN

INTEGRATIVE THERAPY
PROGRAM

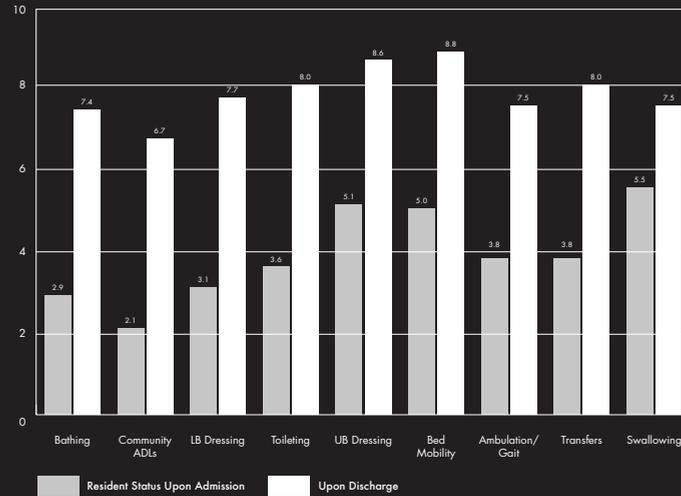
CareRite Centers' mission is to foster and provide unprecedented levels of genuine care and customer service for our communities' Rehabilitation and Nursing needs, in a soothing, tranquil and state-of-the-art environment.

The CareRite Center experience enlivens our guests' physical and emotional strength through cutting-edge technology, highly trained healthcare professionals, and partnerships like Urban Zen, which allow us to treat our patients, their families, and our most precious resources, our associates, **to get our patients back to their fullest potential of ReNEWal™.**

CLINICAL OUTCOME MEASURES

CareRite, LLC

National Network Results 2014 to 2015



Resident Status Upon Admission Upon Discharge

Upon partnering with Urban Zen, CareRite Centers has seen an **increase in associate and patient satisfaction of 8.34%.**

To learn more about the Urban Zen Integrative Therapy Program, visit UrbanZen.org, or email us at UrbanZen@CareRiteCenters.com.



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? WHAT IS...

AN INTEGRATIVE THERAPY SESSION

An integrative therapy session incorporates three gentle healing modalities: Reiki, essential oil therapy and yoga therapy. This integrative approach is uniquely designed to address the primary symptoms of PANIC™-E (Pain, Anxiety, Nausea, Insomnia, Constipation and Exhaustion).

YOGA THERAPY

MINDFUL MOVEMENTS

Subtle movements that relieve anxiety, improve circulation, minimize constipation and decrease insomnia, done in a bed or chair.

RESTORATIVE POSES

Postures that enhances circulation, digestion and respiration.

BREATH AWARENESS

Exercises that assists in dealing with all the symptoms of PANIC™-E (Pain, Anxiety, Nausea, Insomnia, Constipation and Exhaustion).

BODY AWARENESS

Meditation that minimizes pain and releases anxiety.

ESSENTIAL OIL THERAPY

Essential oil therapy uses essential oils made from plant materials to promote relaxation, relieve stress and anxiety and minimize insomnia, nausea and pain.

REIKI

Reiki is a Japanese vibrational energy therapy facilitated by light touch, on or slightly off the body, balancing the human biofield.



MAXIMUM HEALING ENVIRONMENT

"I had a wonderful experience with Urban Zen. You were **so calming** and the gentle movements and meditation **helped me feel more comfortable during my recovery.**"

- Dianne C., Jupiter Gardens

"Urban Zen is my saving grace.

It is what saved me when I came here. I know that inner-healing is just as important as outer-healing."

- Alba I., St. James

"Urban Zen and The Phoenix have been a lifesaver."

- Lenwood F., The Phoenix

"My thing is mobility, my thing is movement. I get to move parts of my body that I didn't think I could. I happen to believe God doesn't make mistakes.

You appeared in my life at the right time."

- V. Pombo, Cortlandt Healthcare

"My husband's illness also created a bewildering time for me.

I'm so grateful

to the Riverside for the Urban Zen Integrative Therapy Program.

Urban Zen provided

physical ease,

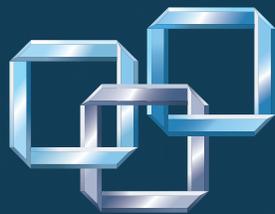
and even

moments of joy!

Thank you for this gift to the New York community."

- L. Shreve, Family Member, The Riverside

AS SEEN IN:



CARERITE
CENTERS

REHABILITATING AND REJUVENATING THE BODY, MIND, AND SOUL

With locations throughout New York, New Jersey, Ohio, and Pennsylvania, CareRite Centers is setting the standard for hospitable, state-of-the-art rehabilitation and nursing care.



Upon entering the soothing atmosphere of a CareRite Center, people realize right away that they aren't just patients—they're guests. And their stay will not just be one of physical healing but also one of spiritual and mental renewal.

"Our primary focus is to ensure that both our quality of care and our customer service are progressing forward with excellence as our nonnegotiable standard," says Co-founder Neal Einhorn. "The outstanding feedback is the reason we got into this industry—to help those in need with talent and compassion."

That mission is captured symbolically in the logo: the three rings represent CareRite Centers' unwavering commitment to associates, to patients, and to the community.

"Our goal is to help residents return home stronger than they've ever

been," says Ashley Romano, National Director of Patient Experience, noting that the Cardiovascular and Pulmonary Rehabilitation Programs are among the Centers' signature programs. "We take a long-term approach. We only want patients returning as volunteers."

THE TEAM DIFFERENCE

"Our facilities showcase five-star amenities as well as state-of-the-art equipment and renovation, but the foundation of our ongoing success is our staff," says COO Akiva Rudner. "They are hand selected as the premier healthcare professionals in the industry with sensitivity and heart at their core. They are our most precious resource."

Each community is staffed with high-level and deeply committed healthcare professionals, with a strong focus on experts in the medical, clinical, and

rehabilitation arena. A designated Concierge Director ensures that patients feel comfortable and well cared for, and many other professionals provide excellence in rehabilitation and nursing services.

An integrated therapy model provides alternative healing opportunities, such as art therapy, alongside traditional medical modalities. Patients are coached in practicing daily tasks such as laundry and other skills, which prepare them to return to doing the things they love at home safely.

"Our goal is to be the number one choice for our communities' needs. We do that by taking the time to hear the voices of our residents, their families, and our community at large," says Co-founder Mark Friedman. "We never settle for mediocrity; we strive for excellence daily."



CARERITE
CENTERS

PARTNER SPOTLIGHT

"We're so proud to be partnering with CareRite Centers. Marrying the Urban Zen modalities and therapists with CareRite's luxury, patient-centered approach has enormous potential to create the optimal healing environment, focusing on the individual and tailoring the care based on individual needs."

—Donna Karan, Founder and Chief Designer of Donna Karan New York and Urban Zen

CareRite Centers has locations in Manhattan, NY, Brooklyn, NY, Westchester, NY, Rockland, NY, Long Island, NY, and Chatham, NJ, as well as communities in Pennsylvania and Ohio.

Visit careritecenters.com to find a location near you.



There are 18 CareRite communities in New York, New Jersey, Pennsylvania and Ohio, dedicated to helping patients rehabilitate, rejuvenate, recover and return home.



“Our goal is to anticipate patients’ needs and provide them with support.”

ASHLEY ROMANO, NATIONAL DIRECTOR OF PATIENT EXPERIENCE AND RESEARCH DEVELOPMENT



Read more about CareRite Centers at www.ih-mag.com

A Place for Renewal

CareRite Centers’ hospitality and therapeutic programs offer a positive, individualized experience to patients. *By Jim Harris*

Most people entering rehabilitation and nursing communities following a hospital stay don’t expect to find warm towels, iPads and even cappuccinos waiting for them. For patients at a CareRite community, however, these and other hospitality-like amenities are a normal part of their experience.

Upon admission to a CareRite community, patients are greeted by a director of concierge services, who conducts a 10-question survey. In addition to learning their medical needs and pain levels, the concierge asks them about their past leisure interests, food preferences and other information including their religious practices. One patient told the concierge of their daily routine of getting a cappuccino – a practice that continued during their CareRite stay.

“We want to know what their likes are, who they are, what they prefer to be called and what makes them comfortable,” National Director of Patient Experience and Research Development Ashley Romano says. “Our goal is to anticipate patients’ needs and provide them with support.”

Community Care

There are 18 CareRite communities in New York, New Jersey, Pennsylvania and Ohio. Several of its centers were renovated in recent years.

In addition to the concierge program, CareRite offers several other services across all of its communities that exemplify its taglines as being a place where “ReNEWal Happens Here” and where patients can “rehabilitate, rejuvenate, recover and return home.”

“Our focused attention is on identifying the interests, desires and goals of each of our residents and their families,” co-founder Neal Einhorn says. “We then set forth a struc-

tured individualized plan to meet their rehabilitation needs so our residents can recover and return home to get back to do what they love to do.”

CareRite recently partnered with paralympians Todd Schaffhauser and Dennis Oehler – amputees who won gold medals for sprinting in international track and field events – to provide one-day clinics to help vascular and diabetic patients improve their mobility and encourage them following the loss of a limb.

Other programs include CareRite’s cardiovascular program, which takes a holistic approach to help people recover from heart attacks, bypass surgeries, stent placements and similar heart and circulation issues. This includes providing cardiopulmonary gymnasiums where patients can exercise on telemetry-monitored machines, heart-healthy meals and individualized lifestyle counseling. “Our teams are highly trained with years of clinical experience coupled with training in sensitivity and empathy ensuring our staff meet all clinical needs as well as our residents expressed and unexpressed wishes; improvement, progress and positive clinical outcomes is a non negotiable in all of our communities,” co-founder Mark Friedman says.

A ‘Zen’ State

CareRite’s patients and staff alike are benefiting from one of the centers’ most recent offerings. The company is partnering with the Urban Zen Integrative Therapy Program, founded by New York City-based fashion designer Donna Karan following the death of her husband from cancer.

Urban Zen’s philosophy is to “treat the patient along with the disease.” Its components include essential oil therapy, nutrition and contemplative care.

The program also offers benefits for families as well as the community. “Each of our residents have a plethora of needs and our goal in each of our communities is to be a place of healing for every aspect that needs remediation. Our concierge program as well as our Urban Zen program are investments we made to ensure that every element of attentive and rejuvenating services are offered and delivered to every resident and family member,” COO Akiva Rudner says. “The same applies to the services we offer our staff in relaxation, yoga, aromatherapy, and grounding to ensure they have the full ability to give our residents their maximum abilities daily. Our staff members are the ones that make the magic happen daily and they are therefore our most precious resource.” +

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be associated
with The
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