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**For Immediate Release**

**Brooks Rehabilitation Adds Assisted Living and Memory Care Services to its Bartram Campus Plan**

Jacksonville, Fla., *September 9, 2011* - Brooks Rehabilitation is dedicated to providing various options to meet the unique needs of our patients and the community, empowering people to achieve their highest level of recovery and ensuring they remain as independent as possible. With that goal in mind, Brooks Rehabilitation has begun infrastructure development on its Bartram campus located on I-95 and Bartram Park Boulevard in southern Duval County. The campus will be designed as a destination for those needing rehabilitation and other services focused on the aging adult. The first phase of the project, which will break ground in early 2012, will include a three-story, 61-unit assisted living facility (ALF), an 18-unit memory care facility and the 100-bed skilled nursing facility (SNF) previously announced which will expand Brooks Rehabilitation's continuum of care.

As the population ages, Brooks will leverage their experience in rehabilitation to keep active seniors as independent as possible in the most appropriate setting for their needs. To facilitate an active lifestyle, Brooks' Assisted Living Facility will focus on a social environment. Residents will be encouraged to explore the multitude of amenities and activities that will be available within the facility as well as take advantage of other wellness, cultural and socialization opportunities throughout the community. Planned amenities include a library, wellness gym, billiards room, multiple dining options including a bistro, media room, two-story atrium and many outdoor spaces that overlook the pond and park-like setting.

With nearly 600,000 people over the age of 65 projected to have Alzheimer's in the state of Florida by the year 2025, Brooks recognized the importance of providing highly-specialized memory care services. Brooks intends to model the new memory care facility after THE GREEN HOUSE® Project, a nationally recognized best practice model using the latest evidence-based research. THE GREEN HOUSE® model is a de-institutionalization effort that is designed to mimic a private home setting. Concepts such as a universal worker, a smaller number of staff with training in multiple operational functions, encourages a communal environment, reduces confusion and anxiety and preserves the dignity and enhances quality for memory care residents.

The new, state-of-the-art Bartram Skilled Nursing Facility will feature a 4,000 square foot therapy gym, outdoor therapy courtyard, highly trained rehabilitation clinicians, private rooms

and interior courtyards to promote recovery. Each of the three “neighborhoods” will feature areas where residents can dine together, participate in activities, have a designated treatment team, and form their own unique communities within the overall facility. Patients in need of short stay rehabilitation for a period of 20-30 days will occupy the majority of rooms while those in need of longer term care will form their own “neighborhood”.

The design and construction teams have been chosen for the Bartram project and include: England Thims-Miller (civil engineer), Prosser Hallock (land planner, landscape, and signage design), Vallencourt Construction (infrastructure contractor), Okeefe-Painter (architects), TLC Engineering (mechanical, electrical, plumbing engineer) and Fickling Construction, Inc. (buildings contractor).

“Brooks Rehabilitation’s strategic goal is to be a coordinated continuum of rehabilitation solutions in the markets we serve. The expansion of services on the Bartram campus fills a critical gap in our care continuum enabling us to provide more seamless transitions between the phases of care for patients recovering from acute illness and injury. Effectively treating patients in the right setting for their individual needs will result in the best possible outcomes at the lowest cost,” said Doug Baer, President and CEO of Brooks Rehabilitation.

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### **About Brooks Rehabilitation**

*Brooks Rehabilitation has been serving Southeast Georgia, Northeast and Central Florida for over 35 years. As a non-profit organization, Brooks Rehabilitation, based in Jacksonville, FL, operates one of the nation’s largest inpatient rehabilitation hospitals in the US with 157 beds, one of the region’s largest home healthcare agencies, 26 outpatient rehabilitation clinics, a skilled nursing unit dedicated to orthopedic rehabilitation, a rehabilitation medicine physician practice and an award winning skilled nursing facility. In addition, Brooks Rehabilitation operates the Brooks Rehabilitation Clinical Research Center which specializes in research for stroke, brain injury, spinal cord injury and more to advance the science of rehabilitation. Brooks Rehabilitation also provides many low or no cost community programs and services such as the Brooks Clubhouse and our Adaptive Sports and Recreation Program to improve the quality of life for people living with physical disabilities. For more information, visit [BrooksRehab.org](http://BrooksRehab.org)*