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Proactive therapy leader's goal: To help individuals get their 'Powerback'

Being both nimble and large aren't often terms ascribed to the same entity, particularly in an industry known more for the "TLC" of its plethora of long-established smaller therapy providers.

Powerback Rehab CEO Carl Shrom says he and his team have worked diligently at instilling that kind of personal touch of repair, restoration and renewal at each of its more than 1,700 locations across 47 states. Powerback was crafted in 2022 from the evolving Genesis Rehab Services, one of the nation's largest rehabilitation therapy providers, and its sister company, Respiratory Health

Services. A year later, it acquired Encore Rehabilitation.

In fact, Shrom, in part, attributes his company's early success to the sense of urgency COVID-19 laid at his team's feet just a few years back.

"Fueled by the challenges of the pandemic and demographic shifts in the aging population, we embraced the rapid evolution of our services, including a focus on overall wellness, lifestyle enhancement, and aging," he says. "Powerback represents our new way forward in delivering recovery, rehabilitation, and wellness to patients across the nation. Our reimaged approach

connects directly to the patient experience and is centered on transforming the road to recovery for everyone, helping patients get their *power back*."

The result: a brand identity that embodies the goals of Powerback's service portfolio, its corporate vision, and the renewed energy and enthusiasm of all of its employees.

Shrom says Powerback's launch was a major milestone after 36-plus years of service to seniors.

"We were excited to refresh our brand to better reflect the expanded scope of services available to our patients and business partners now and in the future," he recalls. "This branding perfectly illustrates our mission and our growing ambition in the market."

At its core, Powerback provides an extensive menu of services across five disciplines including rehabilitation, physical, occupational, speech and respiratory therapies, as well as a full complement of wellness services supporting older adults.

Even now, the company is working overtime in its efforts to differentiate Powerback from providers of all stripes.

Its breadth and depth are only part of the story.

Another is its scalability and flexibility. "Powerback has consistently adjusted its sails to meet the changing needs of our customers," Shrom explains.

"We offer several significant advantages centered around

consistency and quality of care and lead the industry in higher-quality therapy services and better outcomes for seniors," he adds. "Our diverse team of therapists, with specialized skills across multiple settings, leads the way for a comprehensive approach to senior care."

There's also the larger community of caregivers.

"Our experience serving the entire continuum enables us to take advantage of our upstream and downstream partnerships," Shrom adds.

One of the many examples is partnering with other facilities on clinical initiatives.

For example, Powerback has been partnering with entities like Lorien Health Services, a system of eight SNFs and six ALFs, on clinical initiatives for congestive heart failure (CHF) at Lorien's Parkinson's Center of Excellence, says its COO Wayne Brannock.

Such partnerships have made a big difference in the restored health of many residents and patients across all disciplines.

"Our prior rehab company didn't have these kinds of success stories," says Brannock. "When we changed to Powerback, it made a big difference in the quality of care we deliver."

Another is the vital connections it's been able to forge with clinicians, administrators and frontline staff at nursing homes and across the long-term care spectrum.

For Brannock and his clinicians,

the changes have been palpable.

"Powerback does what they say they're going to do. And that's extremely important to me," Brannock says. "When they say they're going to staff my buildings, they staff my buildings. They know what they're doing. They understand our goal, which is to provide excellent resident care. They have the same goal, and that's where we merge."

Powerback's deep array of services also have allowed it to build the muscle and infrastructure

safe lifting and handling and fall prevention.

Such efforts have resulted in consistently high ratings across every kind of customer, earning Powerback Rehabilitation world-class ratings from SNF and retirement care communities that have increased four years in a row. Additionally, employees have rated it a "Great Place To Work" for two years running.

Shrom boils the essential concept of Powerback's service model to these three metrics.

"Only the best of the best people work in our gyms ... and generate the highest customer satisfaction and positive patient outcomes."

— Carl Shrom, Powerback Rehab

needed to share valuable data analytics with Lorien and many other partners across the country.

Such efforts have only cast a brighter light on the value of its customer relationships — all aimed at increasing occupancy, referrals and revenue.

Powerback regularly consults on business operations for senior care centers and facilities, specializing in operational, clinical, financial and educational support across skilled nursing, assisted living and independent living facilities. The company also offers extensive helpful training to caregivers, families and residents on a wide range of topics such as dementia,

"Only the best of the best people work in our gyms, have unlimited access to education, and generate the highest customer satisfaction and positive patient outcomes," he says. "Our focus is on building strong, collaborative *partnerships* with various stakeholders, including patients, their families and healthcare providers. Finally, *performance* underscores our commitment to delivering high-quality results and continually improving services." ■

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