

## **EXCERPT FROM B2B SALES CATALOG**

### **Why GRS International Consulting?**

#### **We are operators who do consulting, not consultants who teach operations.**

As a present day leader in the long-term care, rehabilitation, and healthcare space, Genesis understands healthcare operations from the inside out. While many consulting teams have been removed from the direct care setting for many years, our expert consultants remain actively involved and embedded in our day-to-day operations. They bring a powerful insider's perspective on the financial, operational, clinical, and human resource realities of today's healthcare environments—as well as the critical, yet often overlooked, human aspects of delivering compassionate care, from the emotional strain of placing a loved one in long-term care, to caregiver burnout and its implications.

#### **We do more than offer advice, we provide access to our intellectual property with proven results.**

Perhaps one of the most distinctive and valuable aspects of our consulting work is the fact that we go beyond written reports and broad-based recommendations. We provide our clients with the actual assessment tools, policies and procedures, care protocols, job aids, training manuals, and more that have enabled Genesis to achieve operational and clinical excellence. We give you the turnkey resources of an established healthcare organization, empowering your teams to hit the ground running with proven processes and approaches.

#### **We offer you the benefit of learning not only from our successes—but also our mistakes.**

Founded nearly 30 years ago, Genesis has "seen it all." We have worked with a wide range of clinical populations, navigated through innumerable industry changes, and tested and fine-tuned our operational and clinical practices. Working with Genesis-IC provides your organization access to decades of learning, preventing costly mistakes and accelerating your path to success.

#### **We bring Western training right to you.**

Our training instructors are experts coming from the U.S., as well as Western-trained Chinese nationals—giving learners convenient access to Western knowledge and training in an in-person setting.

#### **Our training reaches beyond the classroom all the way into the workplace.**

Through a unique mix of online coursework, classroom lectures, hands-on skill labs, as well as practical workplace training tools and job aids, our trainings ensure that learners gain not only knowledge, but also strong clinical skills and the ability to effectively and confidently apply those skills on the job.

#### **We teach evidence-based skills that are tightly aligned with international standards.**

All of the skills we teach and the recommendations we make are proven best practices and are aligned with industry standards such as those set forth by the Joint Commission International (JCI). This not only

positions your organization for clinical and operational success, but it paves the way for internationally recognized accreditation.

**We are known for excellence, and are committed to helping you achieve the same.**

Genesis consistently achieves outcomes that exceed industry averages, and a commitment to excellence is woven into the fabric of everything we do. Our proprietary Clinical & Operational Excellence Program is at the heart of the work we do and the resources we share with our consulting clients.