

TRAINING ORGANIZATION CORE MESSAGING

About Us

Founded in 2014, GRS Academy is part of Genesis Rehab Services (GRS), one of the largest and most respected providers of rehabilitation and wellness services in the United States—with patient outcomes that consistently surpass industry averages.

Our holistic, 360 degree approach to education and training ensures that learners gain not only knowledge, but also strong clinical skills and the ability to effectively and confidently apply those skills on the job. Our goal is to create meaningful changes in healthcare quality, cost, and service through training that reaches beyond the classroom all the way into the workplace, ensuring not just education, but empowerment.

- We teach **KNOWLEDGE ONLINE** through highly-engaging interactive coursework that includes videos, simulations, discussions, activities, knowledge checks, and more.
- We teach **SKILLS ON-GROUND** through a unique, cost-effective train-the-trainer program and course-specific toolkits that enable employers to efficiently deliver hands-on lab experiences for skills practice, and competency assessments to validate learning.
- We teach **APPLICATION ON THE JOB** through our proprietary *Knowledge to Action* product line that enables workplace supervisors to support application of learning and nurture clinical reasoning with course-specific case study exercises, critical thinking activities, job aids, and more.

About Genesis Rehab Services

Founded in 1985, Genesis Rehab Services (GRS) is one of the largest and most respected providers of physical therapy, occupational therapy, speech therapy, respiratory therapy, and wellness services in the United States.

- *More than 1,600 locations in 46 states, plus the District of Columbia (Washington DC)*
- *More than 16,000 therapists and assistants**
- *More than 55,000 patients every day*
- *Known for extraordinary patient outcomes*

Partnering with thousands of skilled nursing centers, assisted living facilities, independent living facilities, hospitals, home health companies, adult day care programs, and outpatient clinics, GRS provides comprehensive, evidence-based therapy services that consistently yield patient outcomes that exceed industry averages.

In 2014, GRS expanded beyond the United States for the first time when it began operating in China to help meet the country's urgent need for Western, evidence-based rehabilitation services. The China operations arm known as GRS Health Services (GRS-HS), now includes rehabilitation and wellness facilities in Guangzhou, Zhejiang, Anhui, Beijing, Hong Kong, and Qinhuangdao. GRS Academy serves as the exclusive training provider to GRS-HS, providing training and continual professional development to the employees who work in those sites, and to other healthcare professionals across China.

Why GRS Academy?

As the worldwide training arm of Genesis Rehab Services, GRS Academy understands healthcare training needs from the inside out. Our progressive training model equips learners with the relevant knowledge and skills they need to provide high-quality care and fuel business success in today's rapidly-evolving healthcare industry.

Here are just a few of the things that set GRS Academy apart:

- **Created by a U.S. Industry Leader**
Founded more than 30 years ago, Genesis Rehab Services is one of the largest and most respected providers of rehabilitation and wellness services in the United States—with patient outcomes that consistently exceed industry averages. Our programs teach the same evidence-based approaches that have made GRS a U.S. industry leader.
- **Developed and Taught by Healthcare Professionals**
Our curriculum developers and instructors are not strictly academics. They are practitioners with years of hands-on healthcare experience. They understand the real-world needs of today's patients and healthcare organizations—ensuring our curriculum is relevant and realistic.
- **Reaches Beyond the Online Classroom**
While trainings offered by most other providers are entirely online, ours extend well beyond the online classroom all the way into the workplace. Our cost-effective train-the-trainer model and Knowledge to Action toolkits enable organizations to conveniently deliver on-ground and on-the-job training that complements our online courses—ensuring learners gain not only knowledge but also strong clinical skills and the ability to confidently apply those skills on the job.
- **Interdisciplinary Rather than Individual**
While other training providers focus on helping individual learners gain new knowledge within a discrete discipline, GRS Academy focuses on building awareness and synergies across the entire interdisciplinary team, to more fully impact organizational behavior and outcomes. Our courses teach learners about their unique roles, and the roles of their colleagues, while providing opportunities to practice applying skills with other members of the interdisciplinary team.
- **Requires Active Engagement**
Most training providers offer courses that are entirely video- and slide-based. Learners sit passively through hours of video and power point slides and, not surprisingly, often lose interest and tune out—ultimately absorbing very little. But our trainings offer a wide variety of activities—including games, simulations, discussions, and more—to keep learners interested while requiring their active participation and mental engagement.
- **Interactive Rather Than Solitary**
Our programs allow learners to progress at their own pace in an “asynchronous” fashion—yet we have created a learner experience that is anything but lonely. Unlike other programs that learners must complete entirely in isolation, our online courses include frequent interaction with other learners and are actively facilitated by experienced healthcare practitioners.

- **Evidence-Based and Leading-Edge**

The skills we teach are proven best practices that change lives. Our programs teach the same modern, evidence-based approaches for which GRS is known—and our curriculum remains aligned with internationally-accepted standards of care such as those set forth by the National Board of Medical Examiners (NBME).

The Need In China

As with many parts of the world, the older adult population in China is growing rapidly, and so are lifestyle-related illnesses such as obesity and diabetes. These realities require a large workforce of trained rehabilitation and wellness professionals to help people recover from age-related injuries and disabilities, adopt healthier lifestyles, prevent future injuries and illness, and maximize their independence and well-being.

Yet, in China, the urgent need for those professionals is far surpassing the supply:

- **Just 1 in 60 people needing rehabilitation in China has access to care.**
- **China's older adult population is expected to double over the next 35 years, from 185 million adults over the age of 60 today, to 487 million by 2053.**
- **The childhood obesity rate has risen exponentially in just a generation, from roughly 1% of all Chinese youth in 1985, to 17% of boys and 9% of girls in 2014.**
- **Of the 85 million people with disabilities in China, only 25.5 million are receiving rehabilitation services.**
- **China has just one rehabilitation therapist for every 100,000 people—compared to 60 per 100,000 in most developed countries.**

As one of the largest providers of rehabilitation and wellness services in the United States—with more than 18,000 therapists serving more than 55,000 patients every day—Genesis Rehab Services (GRS) created GRS Academy to help China meet its urgent need for highly-trained rehabilitation and wellness professionals.

Through a cost-effective mix of online and on-ground training, we are empowering hundreds of Chinese healthcare workers and organizations with the same evidence-based skills that have enabled GRS to achieve extraordinary patient outcomes and become a recognized U.S. leader.

1. *Healthintelasia, China Rehabilitation Services: the next blue sea healthcare market in China?, October 2015*
2. *China Daily, China's Aging Population to Double by 2053, October 23, 2012*
3. *Science Daily, China Pays Price of Western Lifestyle with Soaring Childhood Obesity, April 2016*
4. *Chinadaily.com.cn, Push Renewed for Rehabilitation Services, September 2016*
5. *International China Ageing Industry Association, Rehabilitation Training Professionals, 2015*