



FOR IMMEDIATE RELEASE

**Innova Committed as Leader in Alzheimer's Care in Southern Jersey
Opens Essentia[®] Neighborhoods &
Sponsors 2009 Alzheimer's Association - Delaware Valley Events**

Mount Laurel, Deptford and Hammonton, NJ. January 29, 2009: INNOVA Health Systems ("INNOVA"), a leader in post acute care in Southern, New Jersey will now be the Corporate sponsor of the Alzheimer's Association of the Delaware Valley Chapter. Proud to be a pioneer in the delivery of post acute services in Southern Jersey, INNOVA has expanded its commitment to the community and has recently developed three 60-bed "Essentia[®] Neighborhoods" in each of its 240 bed facilities.

INNOVA's decision to sponsor Southern Jersey came as a direct result of their development of the only freestanding built-to-purpose facility in New York City for persons with Alzheimer's. INNOVA set the standard for Alzheimer's care in this market and experienced unprecedented success from its collaboration with the NYC Alzheimer Chapter. This sponsorship will assist in the fundraising for various events that lead to treatment and possible cure.

INNOVA's "Essentia[®] Neighborhoods," developed this past year, are exclusively dedicated and programmed for the treatment of person's with Alzheimer's and related dementias. The Essentia[®] program is a secured memory impairment neighborhood. It provides an unprecedented structured seven-day-a-week therapeutic activity-based program. The Essentia[®] Program was created by Drew Barile, CEO eight years ago and has been placed in 20 owned and managed facilities since then.

The staff members within Essentia[®] Neighborhoods are trained to recognize each resident's need for daily therapeutic programming to make the most of his or her current skills and abilities. INNOVA's Essentia[®] staff continually participates in accredited educational and professional classes and annual intensive training seminars in order to provide the best in quality care to its patients.

INNOVA's commitment to Alzheimer's care is exemplified in the personalized treatment administered to each of their patients. At a recent Delaware Valley Chapter breakfast conference, an Association Leader stated "The presentation from Mr. Barile about the commitment of Innova to support the Alzheimer's Association was powerful and compelling... and his commitment to our charitable cause is inspiring."

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