



NEWS RELEASE

For immediate release

Date: June 4, 2009

Contact: Molly Nance
Director of Marketing and Strategic Planning
402-458-9872 or mnance@madonna.org

Madonna Rehabilitation Hospital selected as State Lead Center of Excellence

Lincoln, Neb. – Madonna Rehabilitation Hospital has been named the State Lead Center of Excellence for Nebraska to implement the National Pediatric Acquired Brain Injury Plan (PABI Plan) developed by the National Advisory Board of The Sarah Jane Brain Foundation. Madonna will represent the state in efforts to expand research, develop protocols and build awareness of PABI, the leading cause of death and disability for children under 15 years of age in the United States.

“The American Academy of Pediatrics’ (AAP) support, along with the Obama administrations’ support for the Patient Centered Medical Home, fall squarely in concert with the mission of the PABI Plan. As such, I am quite proud of the work to date and the opportunity before Madonna as we move forward with the designation as the State Center of Excellence for the PABI Plan,” said M. Scott Applegate, MD, FAAP, President-Elect Nebraska AAP and Medical Director of Pediatrics, Madonna Rehabilitation Hospital.

Madonna Rehabilitation Hospital was selected because of its nationally recognized pediatric rehabilitation program and exceptional outcomes. It is one of only eight hospitals in the United States accredited by the international Commission on Accreditation of Rehabilitation Facilities (CARF) for both inpatient brain injury and pediatric-specific rehabilitation. The facilities with these accreditations are:

- Madonna Rehabilitation Hospital – Lincoln, Neb.
- Mayo Clinic Rehabilitation Unit – Rochester, Minn.
- Jackson Memorial Rehabilitation Center – Miami, Fla.
- Children’s Healthcare of Atlanta at Scottish Rite – Atlanta, Ga.
- Kennedy Krieger Children’s Hospital – Baltimore, Md.
- Tampa General Hospital Rehabilitation Unit – Tampa, Fla.
- Roger C. Peace Hospital – Greenville, S.C.
- PSE & G Children’s Specialty Hospital – New Brunswick, N.J.

As the State Lead Center of Excellence, Madonna will direct the development of a statewide master plan to accomplish the goals and premises as outlined in the national PABI Plan. Holly Schifsky, OTR/L, pediatric program manager at Madonna, will serve as the Center coordinator.

Since expanding its pediatric rehabilitation program, including room additions and renovations to a dedicated pediatric unit in December 2007, Madonna has served more than 360 children and adolescents with a variety of conditions — predominantly patients with brain injury, but also stroke, spinal cord injury, burns and major multiple trauma.

Madonna offers a continuum of rehabilitation care from long-term acute care hospitalization to outpatient services. The hospital is one of just a few rehabilitation facilities nationally with a pediatric-specific rehabilitation hospital day program, offering intensive daily therapy on an outpatient basis.

The Sarah Jane Brain Project was started in October 2007 by Patrick Donohue, named after his daughter Sarah Jane who was shaken by her baby nurse when she was just 5 days old, causing a severe brain injury. According to the Sarah Jane Brain Project, pediatric acquired brain causes more than 5,000 deaths per year, more than 17,000 permanent disabilities and more than 1,000,000 hospitalizations. For more information about the Sarah Jane Brain Project and the national PABI plan, see the Web site at <http://www.thebrainproject.org/default.asp>.

###

About Madonna Rehabilitation Hospital*Since 1958, Madonna Rehabilitation Hospital has provided hope and healing to thousands of people whose lives had been interrupted by traumatic events or illness. Through nationally accredited programs and services, Madonna offers individualized rehabilitation treatment to help every patient heal in mind, body and spirit – and ultimately live life to the fullest. Madonna Rehabilitation Hospital is located at 5401 South Street in Lincoln, Nebraska, 68506; 402-489-7102; www.Madonna.org.*