



The Help. The Hope. The Healing.

The Charles T. Sitrin Health Care Center, Inc.  
2050 Tilden Avenue, P.O. Box 1000  
New Hartford, NY 13413  
(315) 797-8000 www.sitrin.com

#### **DESCRIPTION OF SERVICES**

Services at Sitrin include long-term care, respite care, post-acute care, inpatient comprehensive medical rehabilitation and outpatient medical rehabilitation (physical, occupational, and aquatic therapies, speech and language pathology, audiology, pediatric therapy) medically-affiliated adult day health care, residential care for adults with developmental disabilities, adaptive sports, four dental clinics and a mobile dental van, child care, wellness classes, and a wellness center. Sitrin also provides specialized services for hand therapy, chiropractic, lymphedema, fibromyalgia, pain management, rheumatology, back pain, psychiatry and psychology, as well as an ADHD clinic and podiatry.

#### **NUMBER OF WORKERS**

485

#### **OWNER OR PRESIDENT**

Richard A. Wilson, CEO; Edward Kowalsky, Chairman of the Board

#### **COMPANY HISTORY**

The Charles T. Sitrin Health Care Center, Inc., formerly known as the Sitrin Home, was founded in 1951 as a six-bed residence for the elderly. Since that time, Sitrin has expanded its campus to include 133 long-term care beds and a 40-bed post-acute medical rehabilitation unit. In 1991, Sitrin established two special needs residences for 24 adults with developmental disabilities. The Sitrin Child Care Center opened in 1995 for 24 children; a new facility opened in 2003 to accommodate 64 children. In 1997, Sitrin established the first licensed Comprehensive Outpatient Rehabilitation Facility (CORF) in a four-county area of Central New York. Since that time, it has served literally thousands of people in need of advanced medical rehabilitation.

Sitrin also introduced the region's first:

- Adult Day Health Care Program (1974)
- Pair of aquatic therapy pools (1997)
- Mobile dental clinic (2000)
- Adaptive sports program (2001)
- *Parastep I* (2005)

In 2001, Sitrin established the STARS (Success Through Adaptive Recreation & Sports) Program, offering medical rehabilitation patients and people with disabilities the opportunity to participate in a variety of sports, including wheelchair road racing, wheelchair curling, wheelchair basketball, adaptive golf, mono-skiing, and adaptive paddling.

The *Parastep I* is an innovative treatment that helps people with spinal cord injuries to stand and take steps through a combination of electric stimulation, a walker, and the guidance of a physical therapist. The Sitrin Medical Rehabilitation Center is the only facility in the Northern United States to offer the *Parastep I*.



The Help. The Hope. The Healing.

The Charles T. Sitrin Health Care Center, Inc.  
2050 Tilden Avenue, P.O. Box 1000  
New Hartford, NY 13413  
(315) 797-8000 [www.sitrin.com](http://www.sitrin.com)

In addition to its myriad of programs and services, Sitrin also provides an offsite 30-unit apartment complex for adults age 55 and older (Georgian Court Estates).

Sitrin further expanded its broad range of services in July 2006 by acquiring Camp Sitrin, the former Camp Pioneer located on Graffenburg Road in Frankfort. Modifications are underway to make Camp Sitrin accessible to people with disabilities. The camp's tranquil setting and natural landscape can accommodate outdoor activities for people of all ages and abilities. Sitrin will partner with other organizations so they may also enjoy the camp's many amenities. The Community Foundation of Herkimer & Oneida Counties, Inc. awarded Sitrin \$80,000 to aid in renovations to the property. The Bank of America Charitable Foundation, Inc., also awarded Sitrin a \$10,000 grant for the camp.

The Sitrin Health Care Center is the only long-term care facility in the region that has achieved four consecutive accreditations by the Commission on Accreditation of Rehabilitation Facilities (CARF). This accreditation, which represents the highest level attainable, was awarded to Sitrin's inpatient medical rehabilitation program for fulfilling the stringent standards established by CARF.

#### **MOST IMPORTANT 2007 DEVELOPMENT**

In August 2007, Sitrin broke ground on its \$38 million expansion project, its most ambitious to date. In November 2007, the Sitrin Foundation launched a \$3 million development campaign to raise funds for this expansion.

#### **BIGGEST CHALLENGE FACING YOUR BUSINESS**

Cuts to State Medicaid payments continue to be the biggest challenge facing the health care industry.

#### **PLANS FOR 2008**

Sitrin's expansion project is currently underway, and consists of:

- Construction of nine residential-style homes for long-term care residents. These residences will offer more personalized care in a setting indicative of one's own home. Amenities will include private bedrooms and bathrooms, gardens, and landscaped courtyards.
- Renovation of two nursing home wings from semi-private to private rooms for post-acute rehabilitation patients, those needing pulmonary rehabilitation, and individuals with significant physical impairments, such as ALS (Lou Gehrig's disease), Parkinson's disease, spinal cord injuries, or similar neuromuscular conditions. Private rooms will also be designed for patients with health problems due to obesity.
- Construction of Cedarbrook, which will consist of 44 one- and two-bedroom assisted living apartments.

The Sitrin Foundation is raising funds for this expansion project. Its goal is \$3 million. In addition to receiving corporate gifts, The Community Foundation of Herkimer & Oneida Counties, Inc. has approved a challenge grant for \$75,000 for Sitrin's expansion project.