



IMMEDIATE RELEASE

**New Pate Rehabilitation Brand Reflects Enduring Commitment to
Serving the Dallas/Fort Worth Community**

*Forward-looking treatment, research and advocacy characterize
Pate's contribution to the successful rehabilitation of individuals with acquired brain injuries*

Dallas – March 27, 2012 – Pate Rehabilitation, delivering evidence-based treatment and support programs for individuals recovering from acquired brain injuries, today unveiled its new corporate brand identity and website. Reflecting Pate's stature as the area's preeminent care provider and patient advocate, Pate's fresh look is iconic of hope and positive progression in the recovery from brain injury.

"For more than 30 years, we have been committed to providing superior care to individuals with brain injuries, as well as compassion and support to their families," says Kent Hayden, president of Pate Rehabilitation. "While our look has changed, our perseverance in making sure all patients receive the best care and support is stronger than ever."

Pate Rehabilitation provides neuropsychological evaluations and results-oriented, comprehensive treatment programs—including physical, occupational, speech/language, and vocational therapies—to obtain optimal outcomes for patients. The myriad of targeted programs Pate offers is designed to fit the needs of every patient: community-based therapy, day neuro and young adult treatment, and transitional and supported living residential programs. Pate's unique treatment model based on functional, individualized and evidence-based therapies offers each patient the chance to once again become an active, integrated and vital member of society.

Pate's new brand, comprehensive website and informational materials further establish its commitment to quality therapies and services for patients and their families—as well as its dedication to advancing support and improving outcomes through research and advocacy efforts. The [website](#) features intuitive, user-friendly navigation that enables patients, families, and healthcare professionals to quickly find valuable information to make important care decisions. The website:

- identifies the expansive treatment, support and advocacy services Pate provides to patients and their families;
- serves as a source of educational information;
- features links to leading-edge research and the latest in brain injury rehabilitation news; and
- encourages advocacy efforts on behalf of persons with brain injuries.

"We have worked very hard to establish a brand that reflects our innovative approach to brain injury rehabilitation and our commitment to progress," says Hayden. "We feel that our new brand and website navigation strongly communicate these attributes and are excited to share this with our community."



About Pate Rehabilitation

Pate Rehabilitation is dedicated to the treatment of individuals with acquired brain injuries, helping them return to the highest quality of life possible. With facilities in Anna, Dallas and Fort Worth, Texas, Pate Rehabilitation provides personalized, evidence-based neuropsychological, cognitive, occupational, physical and speech therapies to advance and accelerate patient recovery. Recognizing that the impact of brain injury extends beyond the patient, Pate serves as a compassionate resource for family members, helping them meet the practical and emotional challenges of caring for persons with brain injuries. In addition to therapy, Pate is also the unsurpassed leader in research, advocacy and education to advance understanding in the prevention of, and effective care for, brain injuries. To learn more about Pate Rehabilitation or acquired brain injury and its treatment, please visit www.paterehab.com or call 972.241.9334.

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