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**CIENA HEALTHCARE ANNOUNCES OPENING OF SPECIALTY
SUB-ACUTE UNIT AT BOULEVARD TEMPLE CARE CENTER**
*Unit to Focus on Congestive Heart Failure (CHF) Program, Collaboration with Henry Ford
Health System*

SOUTHFIELD, Mich. – March 25, 2013 – Ciena Healthcare, a leading manager and operator of skilled nursing and rehabilitation communities in Michigan and Connecticut, announces the launch of a comprehensive sub-acute unit with a Congestive Heart Failure (CHF) program at its Boulevard Temple Care Center in Detroit. The announcement was made by Mohammad Qazi, CEO, Ciena Healthcare.

“At Ciena Healthcare, we are committed to being at the forefront of innovative programs, enhancing the overall quality of care for our residents, and the leader in providing health care services important to the communities we serve,” said Qazi. “Our goal is to expand specialty units such as this to other Ciena Healthcare facilities where there is a need and where we can make a positive difference.”

Located on the 5th floor of Boulevard Temple, the sub-acute unit allows physicians to follow CHF patients’ progress through an evidenced-based rehabilitation program. The unit, which includes 31 beds, combines comprehensive care by a health care team of CHF-trained nurses, certified therapists, licensed social workers and registered dietitians along with patient education and involvement, a cornerstone to the Ciena Healthcare CHF program. Physicians and pharmaceutical experts work closely with the patient and their support network of family and friends to educate and create highly supervised exercise and diet programs to improve the patient’s quality of life.

Upon admission, during the stay and upon discharge, patients are extensively assessed and monitored by Boulevard Temple nurses and health care professionals using state-of-the-art advanced diagnostic equipment for early detection of symptoms and interventions, such as the Zoe Monitor.

The CHF sub-acute program aims to address the critically important need to deliver the most advanced care and information to cardiac patients, with the goal of decreasing hospital length of stays and hospital readmissions.

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"To bridge the communication gap between hospitals and skilled nursing facilities, we have transitional care coordinators stationed at the hospital who act as nurse liaisons in ensuring a safe and smooth transition for patients," said Joyce Turner RN, clinical program development director, Ciena Healthcare. "The coordinators complete a bedside assessment that paints a true picture of the patient's entire medical condition and individual needs on a more clinical basis. This system allows us to provide the patient with enhanced care before their arrival."

Ciena Healthcare has collaborated clinically with the Henry Ford Hospital Congestive Heart Failure Team and nursing professionals to provide staff training, patient educational materials and other resources for the CHF sub-acute unit.

"The need for this specialty program is great, as cardiac patients are most at risk for hospital readmissions," said Dr. Mirza Beg, medical director at Boulevard Temple and board-certified geriatrician on the staff of Henry Ford Hospital. "The sub-acute unit will provide a comprehensive program to those recovering from heart ailments with high quality care in a new setting. With the latest in rehabilitation treatments and a highly trained staff, our goal is to help patients achieve their optimal state of health and return home, rather than back to a hospital."

Boulevard Temple Care Center

Located in Detroit's New Center Area, Boulevard Temple is a beautiful, historic building where residents enjoy rich ambiance and unparalleled care. The 124-bed community provides short- and long-term services, with two floors dedicated to short-term rehabilitation care and expansive space for long-term care patients. Boulevard Temple was named a 2012 American Health Care Association (AHCA) Bronze Award recipient, recognizing commitment to and continuous delivery of quality care. For more information, call Boulevard Temple at (313) 895-5340.

About Ciena Healthcare

The Ciena Healthcare organization is comprised of 32 skilled nursing facilities located in Michigan and four facilities located in Connecticut, managed by Regency Healthcare Management, LLC. Ciena facilities are diverse and collectively serve all resident and patient-nursing care needs from short-term rehabilitation stays to long-term residency. Founded in 1998, Ciena Healthcare facilities offer a holistic approach to patient care and are fully committed to residents' needs and well being while also promoting their independence. Ciena's vision is to change the way nursing facilities are operated and perceived by providing and developing facilities that feature private rooms, ambiance, attention to detail and quality food preparations, all delivered by high quality, compassionate and dedicated professional, support staff. For more information, visit www.cienafacilities.com or call (248) 386-0300.

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