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FOR IMMEDIATE RELEASE

CEREBRAL PALSY, INC. TO ADJUST OFFERINGS, ALIGN SERVICES FOR FUTURE SUCCESS

Service Offerings Being Updated

Cerebral Palsy, Inc. (CP), a community organization founded in 1952 which serves thousands of people in Northeast Wisconsin, will be updating its service offerings in the near term in response to the varying economic times as well as to focus its resources in the areas it serves the most people.

"It is important that we continue to look at the needs of the community, fulfill our mission, and use our donor contributions as efficiently as possible," said Kelley Ramos, Controller and Interim Executive Director at CP. "With that goal in mind, and in consideration of the challenges non-profit agencies and businesses are currently facing, we need to examine our programs across the board and determine where our resources are best utilized."

An initial area of adjustment will be in Adult Hydrotherapy, with the program to be phased out over the next few months.

Adult Hydrotherapy, also known as aquatic physical therapy, has been offered at CP since 1993. This type of one on one physical therapy with a licensed physical therapist or physical therapist assistant is available at CP with a prescription from a healthcare provider; it currently accounts for less than 10% of CP's total pool usage. Over the past several years, operational expenses have increased, the gap between the amounts billed to insurance and the amounts reimbursed has grown, and more local outpatient rehabilitation services have developed, which has made it increasingly difficult for CP to continue to provide competitive services in Adult Hydrotherapy. Beginning May 1, the program will no longer accept referrals.

"The analysis of reimbursement rates and competition, information gathered in research and the increase in operational expenses have all contributed in the decision to phase out Adult Hydrotherapy," says Lisa Sharapata, Therapy Services Director at CP. "We are dedicated and committed to seeing each of our current Adult Hydrotherapy patients through their entire plan of care, and provide them with the quality of care they have come to expect from us."

The pools will continue to offer unique aquatic swim and exercise classes, personal training, and private swim lessons; and CP's Adult Day Services and childcare clients will continue to use the pools on a daily basis. In addition, CP is committed to continue providing top quality Adult Occupational, Assistive Technology, Birth-to-3 and Pediatric Therapies, as well as, Adult Day Services, Inclusive Childcare and Outreach Services.

"As CP looks to the future, we feel this and other potential adjustments will allow us to focus our efforts on our strongest programs that best fit the community's needs," Ramos said. "We also will continue to search for additional ways to serve the community with our warm water pools and full spectrum of services."

Cerebral Palsy, Inc., a non-profit organization, has been serving Northeast Wisconsin for over fifty-five years. The agency provides outpatient occupational, physical and speech therapies; assistive technology; aquatic exercise; inclusive childcare; adult day services; vocational services; and outreach services to people of all ages. For more information about Cerebral Palsy, Inc. visit www.cp-center.org or call 920-337-1122.

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