

## **Name Change:OrthoRehab Is Now Otto Bock HealthCare**

Minneapolis, MN - Otto Bock HealthCare is discontinuing use of the OrthoRehab name for its post-surgical orthopedic services effective July 1, 2010. This change reflects the successful integration of the two companies' orthopedic rehab product lines and support services after the 2005 acquisition of the Arizona-based OrthoRehab, Inc., by Minneapolis-based Otto Bock HealthCare LP.

"We've successfully united our two organizations with one vision -- providing a complete orthopedic services solution that can support a patient from hospital to home," says Pat Chelf, Vice President, Sales and Marketing, Otto Bock HealthCare North America. "Now it's important that our name reflects our audiences they are being served by the full breadth, history and reputation of Otto Bock HealthCare."

Now marking its 50th year of operation in the U.S., the 80-year-old German-based Otto Bock HealthCare, is one of the largest providers of post-operative orthopedic devices and therapies in America. While leveraging global innovation and technologies, the company combines U.S. national standards for patient support services with highly localized patient reach.

Among the services offered by Otto Bock's nationally certified Patient Service Representatives are device delivery and set-up, along with patient training, support and monitoring which can begin right after surgery, in the hospital. Otto Bock is one of the few providers that can then follow the patient into the home setting with these services, including device pick-up and claims processing.

"Otto Bock's innovative devices and 24/7 patient support help simplify the process of getting a patient moving again toward a speedier and more comfortable recovery," adds Cariann Hogin, Director of Marketing, Otto Bock HealthCare. "Simplifying our name will make it easier for orthopedic surgeons, therapists and case managers to find us and make us part of their post-surgical follow-up team."

Current clients should note that despite the name change, the same phone number will apply: 1-800-RENT-CPM.

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Minnesota-based Otto Bock HealthCare LP was established in 1958 as the Americas corporate headquarters of Otto Bock HealthCare, GmbH, Duderstadt, Germany. Otto Bock has more than 3,800 employees worldwide and produces over 25,000 types of prosthetic and orthotic components for mobility and rehabilitation products, and is the U.S. leader in delivering continuous passive motion (CPM) services and related therapies.