



Northeast Rehab Celebrates National Wear Red Day

SALEM, NH – February has become associated not only with red Valentine’s Day hearts but also the Little Red Dress that represents the Go Red Campaign, a very big effort spearheaded by the American Heart Association to build awareness of heart disease with women.

Heart disease is still the No. 1 killer of women, taking the life of 1 in 3 women each year. This means many women - mothers, sisters, wives, and friends - are dying at the rate of one per minute because they don’t know that heart disease kills.

On February 4th, hundreds of Northeast Rehab employees wore red and signed commitment hearts to become living examples showing how to live a heart-healthy lifestyle and spread the word to others. In addition to wearing red, the entire week was dedicated to education of employees and the community about risk factors and the importance of prevention and early detection of heart disease.

Since its inception, Northeast Rehab has proudly supported the AHA’s Go Red movement to harness the energy, passion and power of women to band together and collectively wipe out heart disease because the risk factors for heart disease are the same as those for a stroke.

“Northeast Rehabilitation Hospital Network is one of a handful of facilities in New England that has a certification from the Joint Commission in Stroke Rehabilitation,” said Tricia Desrocher, director of the stroke program at Northeast Rehab. “As part of this certification, we strive to educate the community and our employees on how to prevent strokes and heart disease.”

Like many other organization, Northeast Rehab is truly helping to make a difference.

“With 600 employees at Northeast Rehab, it is impressive to witness the high level of participation and excitement that surrounds this event each year. The color red blanketed our hospitals, outpatient clinics and was even seen out in the community as our homecare staff went about their daily work”, said Patty Buiocchi, Vice President Business Development and Strategic Planning.

Northeast Rehab has been serving the physical rehabilitation needs of people in Southern New Hampshire, the Merrimack Valley since 1984. Northeast Rehab provides personalized care supported by an entire network of services following surgery, illness or injury. Our network includes two acute inpatient rehabilitation hospitals, over 20 outpatient therapy clinics serving adults and children, a home care division, and many other specialty services.