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## **Centre For Neuro Skills (CNS) Opens New Los Angeles Facility Designed to Deliver Advanced Care to Brain Injury Patients**

*Mark Ashley Founded CNS Nearly 40 Years Ago to Transform His Brother's Life*

**LOS ANGELES (July 1, 2020)** – Did you know that more than 2.5 million Americans suffer from a traumatic brain injury and more than 750,000 have a stroke (acquired brain injury) each year? Mark Ashley, Chief Executive Officer, founded the [Centre for Neuro Skills \(CNS\)](#) nearly 40 years ago to help his brother who suffered from locked-in syndrome due to a devastating event. CNS is a premier provider of treatment for traumatic and acquired brain injury. Today, it announced the opening of the company's new clinic serving the Los Angeles community. The new 24,500-square-foot facility in Tarzana is now admitting new patients.

The virtual grand opening will be held Tuesday, July 14 from 5 – 6 p.m. PDT. The event will feature a tour of the facility, patient testimonials (with a special appearance by former patient ([Justin Glick](#)), an interactive question/answer segment, and a musical performance by singer [Gabriela](#).

### **Steve Ashley Story**

In 1972, a devastating event left 21-year-old Steve Ashley completely disabled, suffering from locked-in syndrome that rendered him cognitively intact but dependent on a ventilator, unable to move his body, speak or even breathe on his own. Conventional medicine and available rehabilitative therapies gave Steve no hope for significant recovery or regaining an independent life.

As Steve's brother, Dr. Mark J. Ashley wanted to demonstrate that significant rehabilitation was possible after completion of acute care. Steve became one of the first CNS patients. His recovery became the model for CNS' ongoing philosophy of practice.

After months of successes and setbacks, celebration and frustration, Steve Ashley found a new life. He learned how to speak, to drive his electric wheelchair, to use the bathroom, to feed himself and to live alone in his own home. He even got married. With CNS' unique approach to therapy, he returned to society, and to himself.

"Centre for Neuro Skills' long history serving the Los Angeles community started in 1989 when we opened a clinic in Encino. We are proud to have relocated to a new and larger clinic that will help us meet increased demand. The new clinic, in addition to our existing residential housing in the area, will enable us to serve more people, delivering high-quality, advanced care to patients and their families," said CNS Founder and Chief Executive Officer Dr. Mark Ashley. "What sets us apart from other rehabilitation facilities is our focus on brain injury and individualized treatment for each patient. Our new location is designed to provide patient therapy every moment they're in the facility with the goal of maximizing independence and quality of life."

## **Patient-centered approach to treating brain injury**

CNS, highly regarded for its expertise in stroke treatment and brain injury rehabilitation, will include state-of-the-art technology and advanced care systems at the clinic:

- ZeroG® Gait and Balance System, for balance and gait improvement
- Dynavision™, utilized to address visual, cognitive and motor deficits
- Independent Living Scale tracking system to monitor patient progress
- Programs for vision, neurobehavior, cognitive retraining, speech, physical and occupational therapy provided by highly trained and certified clinical therapy staff
- Individualized counseling as well as family counseling

## **Brain injury and its devastating and costly effects**

Traumatic brain injury (TBI), caused by traumatic forces to the brain, is most commonly caused by car crashes, falls, sports injuries, explosive blasts, objects falling on the head and sharp objects penetrating the skull.

Acquired brain injury (ABI) is classified as a non-traumatic brain injury or disease such as stroke, encephalitis or other infectious diseases, anoxic/hypoxic injury (lack of oxygen to the brain), aneurysms, seizure disorders, surgical procedures and toxic exposure.

- According to the California Office of Statewide Health Planning and Development:
  - In 2015 alone, there were [32,627 TBI cases](#) that led to hospitalization in California.
  - Additionally, [210,910 TBI cases](#) in 2015 led to emergency department visits (for treatment & release, or transfer to another facility).
- According to the Brain Injury Association of America, the annual national incidence of TBI is 2,617,000.
- The Centers for Disease Control and Prevention (CDC) notes that more than [795,000 Americans](#) suffer a stroke each year.
- The CDC reports that acute care and rehabilitation of brain injury patients in the United States costs \$9 billion to \$10 billion per year. This does not include indirect costs to society and families.

## **Convenient Location**

The new CNS Los Angeles clinic is in the Tarzana Medical Atrium (5411 Etiwanda Ave., Suite 300), across the street from the new Providence Cedars-Sinai Tarzana Medical Center. The CNS facility is walking distance from medical appointments, grocery stores, local delis and bakeries. A full-service pharmacy is located in the building. The new facility unites clinical and administrative staff under one roof, enhancing team cohesion: a critical component to CNS' approach to patient care.

## **Virtual Grand Opening**

Registration for the CNS virtual grand opening, Tuesday, July 14, from 5 – 6 p.m., is now open. Go to <https://events.bizzabo.com/cnslaxopening> to learn more and reserve your virtual seat.

## **About Centre for Neuro Skills**

Centre for Neuro Skills is an experienced and respected world leader in providing intensive rehabilitation and medical programs for those recovering from all types of brain injury. CNS covers a full spectrum of advanced care from residential and assisted living to outpatient/day treatment. Founded by Dr. Mark Ashley in 1980, CNS has six locations in California and Texas.

For more information about Center for Neuro Skills visit: <https://www.neuroskills.com/>, [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#).

## **Media Please Note**

For high-res images, to request an interview with CNS executives or for a facility tour (virtual, or onsite in the future), please contact Robin Carr at [cns@landispr.com](mailto:cns@landispr.com) / (415) 971-3991.

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