



For Immediate Release

Marquis Health Consulting Services Introduces Veterans-Focused ‘Service, anew’ Life Enrichment Model

Debut Involves 10 Marquis-Supported Skilled Nursing Centers

BRICK, N.J. (Oct. 6, 2026) — [Marquis Health Consulting Services](#) has launched “Service, anew,” a specialized life enrichment model catering to military veterans. The initiative is launching this fall at 10 Marquis-supported skilled nursing centers across four states – with more to follow.

Service, anew is designed to enhance a veteran’s rehabilitation experience by both honoring the past and building the future, from intake through discharge and transition home. By establishing a community around these VIP residents and those who care for them, it brings together the highest-quality clinical services, shared experiences and genuine connections to maximize independence and wellbeing.

“When it comes to providing compassionate care and quality of life, there is not a more deserving population than our military veterans,” said Marquis’ Jennifer Hertzog, vice president of marketing and business development, Mid-Atlantic. “Service, anew is intended to ensure these residents feel seen, supported and genuinely valued throughout their skilled nursing center stay.”

Program features include veteran-centered care plans and goal setting, as well as regular veteran therapy cohorts. Built-in relationships with the Department of Veterans Affairs and coordinated involvement with local advocacy and peer groups, such as American Legion and VFW, are integral. Specialized staff training at the center level includes an onboarding program in military culture and communication, service-related clinical considerations, and de-escalation and trauma awareness.

“At its core, Service, anew is a life enrichment model intended to reframe rehab as a continuation of a veteran’s mission – restoring strength, reclaiming their independence and preparing for the next chapter of life with purpose,” said Marquis’ Ricardo Pena, vice president of life enrichment, Mid-Atlantic. “The teams at our client centers are truly honored to care for those who have been so dedicated to serving our country.”

Inaugural Service, anew locations include [Collingswood Rehabilitation & Healthcare Center](#) in Rockville, Md., and [Mount Holly Rehabilitation & Healthcare Center](#) in Lumberton, N.J. Pennsylvania participants include [Exton Post Acute](#) in Exton, [Kearsley Rehabilitation & Nursing Center](#) in Philadelphia, [Montgomery Subacute and Respiratory Center](#) in Plymouth Meeting and [West Chester Rehabilitation & Healthcare Center](#) in

West Chester. And, in Virginia, Service, anew facilities include [Canterbury Rehabilitation & Healthcare Center](#) in Richmond, [Chelsea Rehabilitation & Healthcare Center](#) in Goochland, and Virginia Health Services' [Marcella Post Acute](#) in Hampton and [Walter Reed Post Acute](#) in Gloucester.

Marquis Health Consulting Services is a hands-on, third-generation family-owned company that provides administrative consulting services to 112 skilled nursing facilities and senior living communities along the Eastern Seaboard. The company's "Care, anew" philosophy supports its mission to help clients transform industry processes, mindsets and outcomes. Marquis-serviced skilled nursing centers have access to an evolving suite of clinician-led specialty care models, signature services and comfort features – enabling innovation, compassion and purpose in every aspect of care.

PHOTO CAPTION: Jennifer Hertzog (left) and Ricardo Pena

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