

RESULTS MANAGEMENT SPRING NATIONAL LTC CONFERENCE/EXHIBIT

Long Term Care Confronts Its Major Challenges

ONLY NATIONAL AND INTERNATIONAL AUTHORITIES AS SPEAKERS.
AMERICA'S MOST ACCREDITED AND LEAST EXPENSIVE CONFERENCE/EXHIBIT
FOR NURSING HOME ADMINISTRATORS AND STAFF MEMBERS
NEEDING TO EARN REQUIRED PROFESSIONAL CREDITS

SEE OUR WEBSITE, www.resultsmanagementconferences.com
for **SPECIAL 50% DISCOUNTS**

53 ACCREDITATIONS FOR ALL HEALTH CARE PROFESSIONALS
ALL PROGRAMS SELECTED BY VOTE OF TRI-STATE LTC ADMINISTRATORS

Featuring
Janet Gerber,
National Expert
On LTC
Resident Advocacy



In "Resident
Advocacy: LTC's
Ultimate Professional
Challenge"

UP TO TWO YEARS' CREDITS IN ONE-FOUR DAYS OF STIMULATING PROBLEM-SOLVING
Attend for 4 hours or any fuller option

32 PA NHA CREDITS – 8 CREDITS/DAY

UP TO 32 NHA CREDITS FOR OHIO, WEST VIRGINIA, NEW YORK,
MARYLAND AND THIRTY FOUR OTHER STATES

UP TO 38 CREDITS FOR PROFESSIONALS IN ADMINISTRATION, PHARMACY,
NURSING, ACTIVITIES, ACCOUNTING, AND DIETETICS
HANDSOME GROUP DISCOUNTS OF UP TO 20% (5 ATTENDING FOR COST OF 4)

April 22 – 25

**Pittsburgh Airport Crowne Plaza Hotel
PITTSBURGH, PA**

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BACKGROUND

Results Management conferences exclusively address the specialized needs of long term health care. The credibility of our speakers and programs proves the wisdom of our serving a single master. Participants will benefit from problem solving opportunities with some of America's most outstanding health care authorities. Results Management guarantees NHA's and all other LTC professionals, through our Double Money-Back Guarantee, the finest LTC programming in America.

ADVANTAGES WE OFFER YOU

Consider your advantages in remaining loyal to Results Management:

- 1) Lowest cost by far, on average 25% less than the mean cost of all other providers' fees;
- 2) Finest national LTC authorities and most timely content, as determined by our advisory committee and selected by 300 LTC administrators participating in our semi-annual surveys and interviews;
- 3) Strong problem solving rather than "mere information generating" present in much LTC programming;
- 4) Greatest award of NHA and other professional credits. While earning 8 credit hours/day with us, for example, **PA NHA's pay less than they would for a typical 6-hour day elsewhere, and Ohio NHA's satisfy their annual 20-hour con ed requirement in 2.5 days with us;**
- 5) Added convenience of being able to attend any part of our programming, as schedule allows;
- 6) Networking opportunities with major decision-makers;
- 7) Double money-back guarantee as an assurance of quality;
- 8) 20 leading companies as exhibitors of the latest LTC products and services;
- 9) \$2,500 in prizes to attendees.

ACCREDITATION

Rarely has one educational program awarded so many hours of credit and so many accreditations. Fifty-three accreditations, including forty-two state NHA certifications (notably Pennsylvania's) and others for personal care home managers, nurses (RN's & LPN's), social workers, accountants, managers, pharmacists, attorneys, and dietary professionals, will be awarded. Be certain to indicate the certifications you wish to receive. If you can attend a portion of the conference, hours of credit will be prorated accordingly.

WHY SHOULD YOU ATTEND?

As though lowest cost, highest program quality, most pertinent topics as selected by your peers, finest speakers, greatest award of professional credits and double money-back guarantee were not reasons enough for your attendance, let the words of recent conference/exhibit attendees provide additional incentive. In response to our question about ways we could improve, one wrote: **"You may be able to improve but I can't imagine how you could offer more excellent programming for the price. It would be a bargain at twice the cost. Count on me to attend your programs and to spread word to my colleagues."** And another: **"Invaluable in its practical problem solving by national authorities."**

The programs, organized on a daily basis and appearing in boldface type on the program listed below, are alphabetically coded A-J to correspond to the coding for the speakers addressing them. Speakers may be assisted by executive staff members.

<u>APRIL 22 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS</u> <u>LABOR LAW AND EMPLOYEE RELATIONS</u>
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7:30 AM Registration

8:00 AM **Confronting LTC Labor Law's Current Critical Challenges (A)**

Strategies for Resolution of Workplace Complaints; Union Avoidance: New Risks, New Strategies; Performance Reviews and Job Descriptions: How Good Are your Documents and your Processes? Background Checks and Credit Reports: Avoid the Pitfalls; Labor Law Update; Legislative Update; Trends in 2012 and Beyond.

12:30 PM LUNCH

2:00 PM **Modeling the Culture Change of the Finest Non-Profits: Sherwood Oaks as a Model (B)**

Best Practices of the Best Regional Model; Past Decade of Campus and Programmatic Change; Market Pressures Driving Change; New Challenges and Planned Responses.

3:30 PM **Confronting LTC's Critical HR/Employee Relations Challenges (C)**

The Employers' Former Mindset of "Catch Me If You Can" and the Department of Labor's (DOL) New Strategy of "When I Catch You" ; Designing Consistent Pay Structures that Attract, Motivate and Retain Talent; Documenting Pay Decisions to Minimize Employment Practice Risks; New DOL Rules Under "Plan/Prevent/Protect" Requiring Employers Be Responsible to Comply with Employment Laws; Performing Internal Pay Equity Audit of Your Organization.

6:30 PM End of Program Day

(A) W. Scott Hardy, Partner; Thomas Smock, Partner; Maria Greco Danaher, Partner; Ogletree Deakins

Mr. Hardy represents health care clients and litigates nationally in federal and state courts. He is Vice Chair of the Labor and Employment Practices Group for the American Healthcare Lawyers Association (AHLA). He is listed in "The Best Lawyers in America" and in "Pennsylvania Super Lawyers". Mr. Smock has been practicing employment law for 38 years and is expert in dealing with unions in health care. Ms. Danaher has been named as one of the "Best Lawyers in America" since 2007 and is on the faculty of the University of Pittsburgh's Law School. Philip Kontul and Mariah Passarelli will co-present. Ogletree Deakins is one of America's three largest employment law firms, with 40 offices from L.A. to Miami (including their Pittsburgh offices) and serves more than half of America's Fortune 500 companies.

(B) Mark Bondi, President and CEO, Sherwood Oaks

Mr. Bondi, J.D. and NHA, leads this highly admired 400-resident not-for-profit continuing care retirement community. During his 12 years as CEO, Sherwood Oaks attained a 5-Star Medicare rating; undertook two major campus renovations totaling \$31 million; increased philanthropic support in a \$9 million capital campaign; and achieved CCAC accreditation. Katherine Vojtko, Vice President, will co-present.

(C) Jonna Contacos-Sawyer, President; HR Consultants, Inc.

One of only two management consultants in the U.S. having earned the designations of CMC, SPHR, and CCP, and on the Business faculty at Penn State, St. Francis University, and Geneva College, Ms. Contacos-Sawyer has also been named as one of PA's Best 50 Women in Business and has received the Pennsylvania Entrepreneur Award. The company she leads as President is one of America's first HR consulting firms to be ISO 9001:2008 certified. Her consulting expertise includes identifying core strategic business drivers, developing infrastructure, and developing employee involvement programs to improve organizational success. Polly Heeter Wright will also present; she is expert in resolving organizational dysfunction with solutions balancing the needs of the employer, employees, and customers.

April 23 For NHA's, DON's, AND ALL SUPERVISORS/MANAGERS
ASSURING RESIDENT ADVOCACY AND RESIDENT SAFETY

- 7:30 AM Registration
8:00 AM **A Systems-Based Approach to Resident Safety in Long-Term Care (D)**
Prevention of Abuse and Neglect: What Does Your Policy Include? It's a New World: Social Media; Accident Prevention and Supervision – What Do the Reports Tell You? Conducting a Thorough Investigation; The A-B-C's of Behavior Management; Providing a Strong Foundation: Staff Development – Regulatory Requirements and Essentials for Tracking Compliance.
12:30 PM LUNCH
2:00 PM **Resident Advocacy: LTC's Ultimate Professional Challenge (E)**
Impact of Resident Advocacy: Embracing Gerontology; "Individualized" Care Plans Do Make a Difference; RUG vs Resident=RAC; A Balancing Act-Payment for Performance-That is VALID; The Regs, The Survey, and You.
6:30 PM End of Program Day

(D) Kathryn Vaccari, Senior Clinical Services Specialist; Lori Jamison, and Erin Race, Clinical Services Specialists; Complete Healthcare Resources (CHR)

Ms. Vaccari, MSN, CRNP, NHA, is responsible for the oversight of clinical services for all of the Company's contracted facilities. In her 40-year LTC clinical career, she has developed a Geriatric Assessment Program and has authored in-service programs approved by the PA Dept. of Health. Ms. Jamison and Ms. Race are responsible for Quality Assurance at the Company's Pennsylvania facilities. Their specialty areas include: Resident Care Planning, Accident Prevention, and Electronic Medical Management. CHR provides tools, support and education through management and consulting services to senior providers at the Company's fourteen facilities in Pennsylvania and Maryland.

(E) Janet Gerber, President/CEO, Gerber Consulting Services (GCSI)

Ms. Gerber specializes in PA Dept. of Health survey corrective action assistance throughout the Commonwealth. For 25 years, GCSI has assisted facilities with successful turnarounds, both fiscal and regulatory, including facilities already terminated from Medicare and Medicaid programs through the Final Enforcement process; and has supported national law and accounting firms involved in both RAC and Dept. of Justice (DOJ) reviews of skilled nursing facilities. Ms. Gerber, a national authority in MA Case-Mix and Medicare PPS, including Recovery Audit Contractor (RAC) programs, is an RN, Board-certified in Gerontology, who approaches every LTC endeavor as a "Resident Advocate". We are honored that she is joining us for a first time in our 28-year history.

April 24 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS
FINANCIAL EXCELLENCE AND BILLING COMPLIANCE

- 7:30 AM Registration
8:00 AM **Strengthening Your LTC Facility's Financial Future: The Federal Perspective (F)**
Federal Form 990 Update; Financial Aspects of Providing Ancillary Services to SNF Residents (Therapy, Pharmacy, etc.); Medicare Reimbursement Update; Nurse Staffing – What Does It Mean to the "Bottom Line"; Long-term Care Entity Business Valuations; National Audit and Accounting Update – What Is the Impact on Long-term Care Providers; Medicare Wage Index –What Does It Mean to Skilled Nursing Facilities.
12:30 PM LUNCH
1:00 PM **Modeling the Culture Change of the Finest Non-Profits: Presbyterian SeniorCare as a Model (G)**
Best Practices of the Best Regional Model; Past Decade of Campus and Programmatic Change; Market Pressures Driving Change; New Challenges and Planned Responses; CARF-CCAC Person-Centered Accreditation Surveys.
2:30 PM **Billing Compliance-What You Don't Know CAN Hurt You (H)**
Is Your Facility Prepared for a \$100,000 Recoupment from Medicare? Are You Ready for the Medicare and Medicaid Integrity Audits? You're Ready for Survey Compliance...What about Billing Compliance? RAC, MIP, OIG Billing Compliance Audit Programs; Understanding the Post-Payment Billing Compliance Programs; Developing a Compliance Program Identifying Potential Risks and Solutions in a SNF Setting; Post-Payment Billing Compliance Audits of SNF's by Both Medicare and Medicaid; The Recovery Audit Contractor Program's Permanence; SNF's Needed Focus on Billing Compliance; "Triple Check" Process for Claims Pre-Submission to Minimize Risk Exposure for the SNF.
5:30 PM End of Program Day

(F) K. James Hunt, Partner In-Charge, Health Care Services; Jennifer Cidila and Jeff Petrell, Partners, Health Care Services; Carbis, Walker and Associates, LLP.

Mr. Hunt is Carbis Walker's Managing Partner and Coordinator of Health Care Services. His expertise includes: Medicare and Medicaid cost report preparation, operational reviews to improve efficiency, litigation support for Medicare and Medicaid appeals, evaluation of financing alternatives, healthcare benchmarking studies, and auditing Corporate Compliance Programs. Ms. Cidila specializes her practice in the healthcare and non-profit sectors, and Mr. Petrell, an attorney and CPA, is expert with tax-exempt organizations. Edward Klik, Charles Laverty, Brandon Harlan, and Mark Servedio will co-present. Carbis Walker, as healthcare specialists, join us annually, because their seminars are so vital to the financial health of our conferees' facilities.



(G) Celeste Golonski, Corporate Compliance and Quality Officer, Presbyterian SeniorCare (PSC)

Under the leadership of Paul Winkler, President and CEO, Presbyterian SeniorCare (PSC) became PA's first accredited Aging Services network, and one of only a handful of LTC organizations in the U.S. to hold such a distinction. Through its three campuses (Longwood at Oakmont, Oakmont, and Washington plus 51 affiliates) PSC is synonymous with excellence in enhancing the quality of life for older adults, including the 6,000+ seniors it serves. Ms. Golonski is responsible for PSC's process improvement and integrated strategic planning. A licensed NHA, she is the former Regional Manager for six nursing homes in the Aging Services Network. Dr. Karen Molcan, Senior Director of PSC's Oakmont Campus, will co-present.

(H) Jennifer Richter, President; Richter & Associates

Ms. Richter supervises a team of 25 employees and provides oversight to over 100 financial and accounts receivable management projects for LTC clients across the United States. With a CPA and over 20 years of experiences as a controller, CFO and accountant, Ms. Richter has been involved in the financial management for health care providers throughout her professional life. Named by Crain's Cleveland Business as one of the "Forty under 40" in 2008, she is an accepted legal expert witness on accounts receivable valuation and reimbursement and has provided expert testimony in legal proceedings for healthcare clients. Carolyn Lookabill, Director of Operations, will co-present.

**April 25 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS
LTC LAW AND ORGANIZATIONAL EXCELLENCE**

7:30 AM Registration

8:00 AM **LTC Law: Payment For Services Rendered and Reimbursement Issues (I)**

Admission Agreements; Medicaid Eligibility; Administrative Appeals; Guardianships; Estates; Powers of Attorney; Transfer Penalties; Civil Litigation to Collect AR; Statutory Duty of Support; Criminal Statutes and Financial Exploitation of Seniors; Advance Directives; End-of-Life Decisions.

12:30 PM LUNCH

1:00 PM **LTC Law: Litigation Prevention and Survival; Preparing for the DOH Survey and its Consequences (J)**

Professional and Corporate Liability Issues in LTC Litigation; Corporate Negligence Claims; Documentation Errors and Their Impact on Litigation; **Mock Deposition**; Communication with Physicians and Families; Interfacility Communication; How to Handle Record Requests; Recent Developments in LTC Litigation; Disgruntled Employees; Under-Staffing and Under-Budget Claims; DOH Surveys: Preparing For the Survey and Addressing Issues Following the Survey.

5:30 PM End of Program Day

(I) John Kennedy, Managing Partner; Kennedy PC Law Offices

Mr. Kennedy founded his firm after serving as Assistant General Counsel for one of America's largest operators of LTC facilities. His firm provides services exclusively for the LTC community. His areas of practice include: Medicaid/Medicare audit and rate appeals, Medicaid eligibility, guardianships, collections, regulatory matters, civil litigation, and corporate compliance. In law school, he was Managing Editor of the Dickinson Law Review. In his appearance at the RM conference in Pittsburgh in Spring 2011, he was awarded the highest reviews from conferees. Colleagues in his firm including Rodney Myer, Ben Glatfelter, Casey Slotter, Justin Davis, and Mike Siegert, will co-present.



(J) Fred Hughes, Partner; Kara White, Associate; McCumber Daniels, P.A.

Working from offices in Philadelphia, Mr. Hughes focuses on the defense of nursing homes, hospitals, assisted living facilities and their management companies. At UCLA Law School he was part of the Moot Court Honors Program. Ms. White, R.N. and J.D., represents nursing homes, hospitals, physicians, and nurses in medical malpractice claims. In law school, she was President of the Health Law Society. The excellence of this team's 2011 RM presentation made RM conferees demand their 2012 return. McCumber Daniels is an AV rated firm that specializes in LTC and medical defense in both civil and administrative proceedings.

EXHIBITOR DISPLAYS

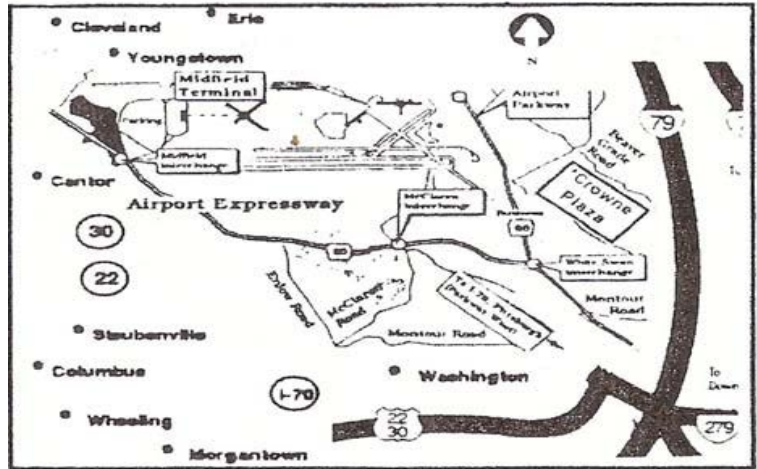
In addition to outstanding educational programs, the companion exhibit on the first two conference days features 20 invited companies displaying the latest products important to long term health care. The exhibit will not be available on the third or fourth days. Your exhibit visits will qualify you to win one of 25 prizes worth \$2,500, which include a wide range of gift cards, consumer electronic products, appliances, and luggage. A partial list of the participating companies includes: Apex Medical, B&B Medical Supply, Benchmark Therapies, Blue Sky Therapy, Broussard Healthcare, Cintas, Cura Hospitality, Diamond Pharmacy, Dr. Kmiecik's Dental, Express Mobile Diagnostic, Garda RX, Genesis Rehab, Hill-Rom, Life Systems, LTC Insurance Services, Mobilex USA, Nutrition Management Services, Onsite Healthcare, Western Pennsylvania Hospital News, Pharmacy Management Group, Rehab Care, ReGear Life Sciences, Select Rehabilitation, Sysco Foods, Tri-State Mobile X-Ray, and the University of Pittsburgh Institute of Aging.

MAP

AIRPORT CROWNE PLAZA • 1160 Thorn Run Rd. • Coraopolis, PA 15108

TRAINING SITE

The handsome Pittsburgh Airport Crowne Plaza Hotel is our training site. Five minutes from the Greater Pittsburgh International Airport and 15 minutes from downtown on the Parkway West, it is easily accessible by way of major highways, including the Airport Parkway, Routes 22, 30, 60, and I-79. Its fine food and fitness center await you. The hotel's location near suburban malls and downtown Pittsburgh also allows pleasant evenings for those interested in enjoying Pittsburgh's night life. From North: follow 79 S to Airport Exit. Follow for 4 miles, and then take exit to Airport 60 N. At Y bear right (Moon). Take Thorn Run Road Exit. At stop sign, make a left turn, The Crowne Plaza is only 100 yards ahead on the left, next door to a Motel 6 and 1000 yards from an Embassy Suites. From South: Follow 79 N to exit for 22/30 West and the Airport. Follow approximately 6 miles to exit for Business 60 / Moon. Follow Business 60 to the Thorn Run Road Exit. At the stop sign make a left; the hotel is on the left. From East: From downtown Pittsburgh, follow airport signs and 60 N for 11 miles, then bear right and take exit (Business #60, the Old Airport Parkway) for two miles to Thorn Run Road Exit, and then follow the above directions. From Pittsburgh International Airport: When exiting the airport, follow the signs to Pittsburgh and follow 60 S. 1 mile to the Thorn Run Road Exit. Then follow directions above.



OVERNIGHT ACCOMMODATIONS

A special reduced rate of \$115.00 for single and for double rooms applies for conference participants and includes a full breakfast. You may make reservations and qualify for the discounted rate by telephoning 1-800-627-6373 or 412-262-2400 and identifying yourself as a Results Management registrant. The discount will be applied at checkout. The reservation deadline is April 8. If you want the least expensive airport hotel, use Motel 6 (approx. \$40.00), immediately next door to the Crowne Plaza; call 412-269-0990.

REGISTRATION: FOUR-DAY ONE-DAY; OR 4- OR 6- HOUR SEGMENTS

The deadline for mail registration and payment is April 13. If seats remain, last minute registration may be made by telephone, but all registrations postmarked or made in person after 4/13 will pay a 12 % service charge added to the listed registration fees. **Absolutely no exceptions.** The inexpensive fee (see registration panel) is comprehensive and includes: (1) course registration; instruction; training materials; certifications awarded; (2) refreshments; delicious hot lunch buffet daily. **Registration confirmations will not be mailed. A 5% DISCOUNT APPLIES ON ALL REGISTRATIONS POSTMARKED BY FEBRUARY 3 BUT MAY NOT BE COMBINED WITH ANY OTHER DISCOUNT. ADD 7% TO THE LISTED FEE FOR EACH CERTIFICATION REQUESTED BEYOND THE FIRST.** If only one program is of special interest, join us for that program alone. Single 4-hour program attendance costs **\$167.00** and includes the meal immediately preceding or following the session. **Full program day of 6 hours is available, if you wish to depart early each day.** To guarantee quality of learning and ease of interaction, enrollment is strictly limited and will be accepted on a first come, first serve basis. Since a strong response is certain, please register early. Cancellations will be accepted but only in writing, and only if postmarked by April 13. They will be assessed a 20% PROCESSING FEE. No refunds or payment credits will be granted under any other conditions.

GROUP DISCOUNTS

On two-, three-, and four-day registrations, a 15% discount/registrant applies for 3 or more registrations from the same organization if paid with a single check and a 20% discount/registrant for 10 or more if paid with a single check. If 10 register, the 20% group discount permits (2) to attend for free, i.e., 5 for the price of 4. Join the many organizations that hold their staff meetings during the conference because of the convenience of having everyone already gathered there. Group discounts may not be combined with any other discount.

DOUBLE MONEY-BACK GUARANTEE

So certain is the conference's quality that we offer this two-part unconditional guarantee: 1.) If at any point during the conference you are dissatisfied, you will be refunded full fees for all remaining conference programs; 2.) If you find our combination of topical programs, exclusive LTC focus, national LTC authorities, low cost, maximum credits, and wide-ranging accreditations anywhere in the country and present us with written evidence by April 13, you may attend our current conference at no charge and receive a complimentary registration for our next conference as well.

FURTHER INFORMATION

For further information about Results Management or this conference, access our website at www.resultsmanagementconferences.com, call us at 412-216-9557, or email resultsmanagemen@aol.com.