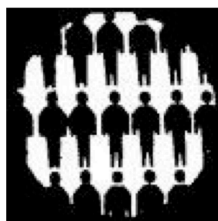


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April 11 – 14, 2011
Pittsburgh Airport Crowne Plaza Hotel
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BACKGROUND

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 eight others for managers, nurses, social workers, accountants, 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-H to correspond to the coding for the speakers addressing them. Speakers may be assisted by executive staff members.

<u>APRIL 11 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS</u> <u>MANAGING STRESS AND LABOR LAW</u>

- 7:30 AM Registration
- 8:00 AM **Managing your Stress and Limiting Staff's Stress in your Healthcare Workplace (A)**
Manage Stress Before It Manages You; Practical Problem Solving; Solutions to Stressors; Stop Multi-Tasking; Get Organized; Work Smarter Not Harder; Emotional Intelligence and Staff Behavior; Team Building.
- 10:45 AM **Confronting LTC Labor Law's Current Critical Challenges (B)**
Labor Law Update; Changes at the NLRB; Trends in 2011 and Beyond.
- 12:30 PM LUNCH
- 2:00 PM **Confronting LTC Labor Law's Current Critical Challenges (B) (con't)**
Social Networking Rights and Responsibilities in the Workplace; EEO Update; Issues Under the ADA and FMLA; What Your Organization Should Be Doing Now; Legislative Update; Pending Legislation's Importance for Health Care Providers.
- 6:30 PM End of Program Day
- (A) **Sally Littell, Manager of Employee Assistance Program; Gateway Rehabilitation Center**
Ms. Littell's department provides coaching and HR consulting services for 100 employers, totalling 100,000+ covered individuals. As an HR trainer, she specializes in emotional intelligence, stress management, and team building. With B.S. and M.S. degrees in HR Management, she is also a certified emotional intelligence coach.
- (B) **Michael Stief, Partner; Donna Geary, Partner; Sheri Giger, Associate; Jackson, Lewis, Schnitzer & Krupman**
Mr. Stief, Ms. Geary, and Ms. Giger are attorneys with the Pittsburgh office of the national firm, Jackson Lewis, which represents employers in all labor, employment and benefits matters. Mr. Stief earned his J.D. degree from Ohio Northern University, where he edited the Law Review. Ms. Geary earned her J.D. at Duquesne University after earlier working as a corporate HR manager. Ms. Giger trains extensively on topics that include anti-harassment, hiring and interviewing, and preventative workplace practices. The trio are among the region's most highly regarded speakers on labor law, and have always been highly reviewed in their RM appearances.

April 12 For NHA's, DON's, AND ALL SUPERVISORS/MANAGERS
INSTITUTIONAL CULTURE CHANGE AND END-OF-LIFE ETHICS

7:30 AM Registration

8:00 AM **Creating the Needed Culture Change in Your Healthcare Organization (C)**

De-Institutionalizing Your Organization; Eliminating Hierarchy of Administrative Rule; Forming Relationships as Central to Elder-Centered Care; Leadership Team as "Eden Grandparents"; Home-Style Environment; Team Scheduling; Peer Disciplinary Board; Blended Job Descriptions.

12:30 PM LUNCH

2:00 PM **LTC Health Care Ethics: Advance Directives, Dementia Care and Professional Boundaries (D)**

Advance Directives and Act 169: Ethical Framework for End-of-Life Decision-Making; Components of Act 169; Common Dilemmas Involving Advance Directives; Ethical Issues in Dementia Care: Caring for Both the Patient and the Family: Role and Limitations of Advance Directives for Alzheimer's Patients; Act 169 Implications for Clinical Decision-Making for Patients with Advance Directives; Relationships and Responsibilities in LTC: Boundary Issues Informed by Medical Ethics: Professional Roles and Boundaries; Significant Boundary Issues; Ethical Issues Related to Professional Practice; Negotiating Boundary Issues within the Context of Medical Ethics Guidelines.

6:30 PM End of Program Day

(C) Kim Moody, Cindy Godfrey, NHAs and Administrators, Rolling Fields; Certified Eden Associates (C)

Kim and Cindy have spent their lives in nursing home care. As young children they regularly visited residents in their parents' Heaster Home and worked there in housekeeping during their high school summers. Not long after their parents built Rolling Fields, a 123-bed nursing facility, in 1979, Kim and Cindy, after completing college and obtaining their NHA licenses, became Rolling Field's Administrators. Especially since becoming Certified Eden Associates in 2003, they have been vigorously pursuing their culture change journey at Rolling Fields.

(D) Dr. Richard Morycz, Dr. Jennifer Hagerty Lingler, Dr. Cynthia McCarthy, Consortium Ethics Program, University of Pittsburgh

An Associate Professor of Psychiatry, Medicine, and Social Work, Dr. Morycz is Program Director of the Benedum Geriatric Center, a large geriatric ambulatory assessment and treatment clinic; Administrative Director of Geriatric Services at Western Psychiatric Institute and Clinic (WPIC); and Director of the Geriatric In-Home Support Program, an innovative program funded by Allegheny County's Department of Mental Health. Dr. Hagerty Lingler is an Assistant Professor of Nursing at the University of Pittsburgh; her research interests include Alzheimer's disease and its treatment. Dr. McCarthy is the Consortium Liaison for the UPMC Home Care Ethics Program.

April 13 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS
HR/EMPLOYEE RELATIONS AND FINANCIAL EXCELLENCE FOR THE NHA

7:30 AM Registration

8:00 AM **Improving the Financial Health of Your LTC Facility (E)**

Benchmarking; Staffing; Billing; Financial Statement Analysis; Cost Reporting; Occupancy Issues; Defining and Measuring Financial Health; Scenarios and Strategies to Improve Financial Health.

12:30 PM LUNCH

1:00 PM **Confronting LTC's Critical HR/Employee Relations Challenges (F)**

Implementing Employee Engagement Programs; Managing Performance; Compensation Planning; Overcoming Organizational Dysfunction; Balancing Employer, Employee, and Customer Needs; Monitoring and Measuring Customer Satisfaction; Transforming HR; Improving Organizational Effectiveness

5:30 PM End of Program Day

(E) **K. James Hunt, Partner In-Charge, Healthcare Services; Jennifer Cidila and Dan Wolf, Senior Managers, Health Care Services; Carbis, Walker and Associates, LLP.**

A CPA and NHA faculty member at two Pennsylvania colleges, Mr. Hunt provides clients with consulting services in maximizing reimbursement. Ms. Cidila and Mr. Wolf, both CPA's, also have extensive experience working with Pennsylvania skilled nursing facilities. They have performed hundreds of audits in third party reimbursement, taxes, and operational improvement/ turnaround. We are pleased that Carbis Walker participates annually; as healthcare specialists, they bring a welcome expertise and are always among the best received by conferees.

(F) **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 14 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 (G)**

Admission Agreement Revisions; Medicaid Eligibility; Applications/Appeals; Guardianships; Transfer Penalties, Appeals, Undue Hardship Waivers; Litigation Tools to Compel Cooperation, Payment, or Medicaid Eligibility; Commonwealth Court Appeals; Criminal Statutes and Suspected Financial Exploitation of Residents; Claims against Estates; and Allowance of Sale/Transfer of MA Certified Beds.

12:30 PM LUNCH

1:00 PM **LTC Law: Facing Special Liability and Litigation Challenges (H)**

Professional and Corporate Liability Issues in LTC Litigation; Corporate Negligence Claims; Preparing for DOH Surveys; Addressing Issues Following DOH Surveys; HIPAA What You Need to Know; Medicare Reporting Requirements; Most Common Nursing Documentation Errors; Documentation/Records: Requests for Records-What to Do; Key Areas: Intake, Communication with Physicians and Families, Changes in Residents' Conditions; Accuracy; Dealing with Physicians and Hospitals; Difficult Family Members; Recent Developments in Long Term Care Litigation: Trends, Plaintiff/Defense Themes, Verdicts/Settlements; Litigation-What to Expect: Written Discovery/Documentation Issues; Deposition Tactics; OBRA/State Regulations; Policies and Procedures; Disgruntled Employees; Under-Staffing, Under-Budget, and Under-Supply Claims; Mock Depositions with Respect to NHA's and DON's: Recommendation for Reducing Liability.

5:30 PM End of Program Day

(G) **John Kennedy, Managing Partner; Kennedy PC Law Offices**

Mr. Kennedy founded his law firm after serving as Assistant General Counsel for one of America's largest operators of LTC facilities. His firm provides legal services exclusively for the LTC provider 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 most recent appearance at a RM conference in Pittsburgh in Spring 2010, he was awarded the highest reviews from conferees. Colleagues in his firm including Rodney Myer, Ben Glatfelter, Laura Davis, Justin Davis, and Mike Siegert, will co-present.



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

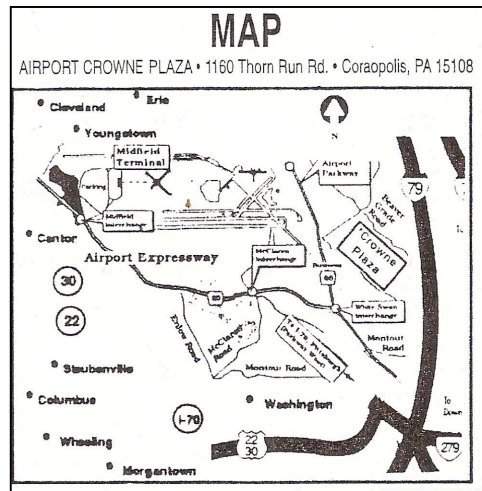
Working from offices in Philadelphia, Mr. Hughes focuses on the defense of nursing homes, hospitals, assisted living facilities and their management companies. At UCLA Law school he was part of the Moot Court Honors Program. Ms. White, R.N. and J.D., represents nursing homes, hospitals, physicians, and nurses in medical malpractice claims. In law school, she was President of the Health Law Society. 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 certificates, consumer electronic products, appliances, and luggage. A partial list of the participating companies includes: Apex Medical, Blackburn's Pharmacy, Blue Sky Therapy, Cintas, Continuing Care Rx, Cura Hospitality, Diamond Pharmacy, Genesis Rehab, Hill-Rom, Home Instead, LTC Insurance Services, Mission Pharmacy, Moblex USA, Paris Healthcare, Western Pennsylvania Hospital News, People First Rehabilitation, Pharmacy Management Group, Popish Inc., Sysco Foods, Tri-State Mobile X-Ray, Vantage, and the University of Pittsburgh Institute of Aging.

TRAINING SITE

The handsome Pittsburgh Airport Crowne Plaza Hotel (the former Royce) 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 Exit 60A (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. From South: Follow 79 N to Exit 59 B for 22/30 West and the Airport. Follow approximately 6 miles to Exit 3 for Business 60 / Moon. Follow Business 60 to the Thorn Run Road Exit (no #). 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 3 (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 \$112.00 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 March 27. 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 1. If seats remain, last minute registration may be made by telephone, but all registrations postmarked or made in person after 4/1 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 daily. **Registration confirmations will not be mailed. A 5% DISCOUNT APPLIES ON ALL REGISTRATIONS POSTMARKED BY JANUARY 21 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 **\$152.00** 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 1. 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 1, 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 resultsmanagement@aol.com.