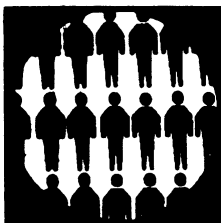


**This Is Your Only Invitation.  
Please Handle Immediately.  
Enrollment On First-Come,  
First-Serve Basis. Strictly Limited.**

**Outstanding LTC  
Authorities Solving Your Major  
Professional Problems.**



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**\$2,500  
In  
Prizes!!**

## **RESULTS MANAGEMENT SPRING 2009 NATIONAL LTC CONFERENCE/EXHIBIT**

**Long Term Care Confronts Its Major Challenges  
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**AMERICA'S MOST ACCREDITED AND LEAST EXPENSIVE  
CONFERENCE/EXHIBIT  
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**53 ACCREDITATIONS FOR ALL HEALTH CARE PROFESSIONALS**  
All programs selected by vote of tri-state LTC administrators

**Featuring  
John Kennedy, Esq.  
National Authority  
In LTC Law**



**IN "LTC LAW:  
CRITICAL ISSUES  
AND  
RECOMMENDATIONS"**

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

## **16 PA NHA CREDITS – 8 CREDITS/DAY**

**UP TO 16 NHA CREDITS FOR NEW JERSEY, NEW YORK,  
MARYLAND, AND THIRTY-FOUR OTHER STATES**

**UP TO 18 CREDITS FOR PROFESSIONALS IN ADMINISTRATION, PHARMACY,  
NURSING, ACTIVITIES, ACCOUNTING, AND DIETETICS**

**HANDSOME GROUP DISCOUNTS OF UP TO 20% (5 ATTENDING FOR THE COST OF 4)**

**March 2-3  
Harrisburg East Holiday Inn  
HARRISBURG/HERSHEY**

**DeHaan Foundation**

**CO-SPONSORS:**

**University of Pittsburgh  
INSTITUTE ON AGING**  
*In partnership with UPMC Health System*



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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. (See Guarantee on far left outside panel.)

## **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 national 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 two 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-D to correspond to the coding for the speakers addressing them. Speakers may be assisted by executive staff members.

**March 2 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS**  
**ARCHITECTURAL AND FINANCIAL EXCELLENCE FOR THE NHA**

7:30 AM Registration

**8:00 AM Achieving Architectural and Interior Design Excellence:  
Enhancing Resident Care and Profitability While Upgrading the  
Budgeting Process, Design Excellence and the Relationship  
with Your Architect (A)**

What Is Good and Appropriate Design; Good Design Need Not Cost More; Evaluating and Integrating Cost-Effective Trends in Architecture and Interior Design; Maximizing Construction Dollars to Optimize Profitability; Budget Impact of Design Decision-Making Process; Hiring the Architect and Getting the Most Out of the Relationship; Studying the Best National Practices

12:30 PM LUNCH

**2:00 PM Managing the Revenue Cycle of Your LTC Facility to Insure You,  
As a NHA, Know Where Your Revenue Is Hiding (B)**

Impact of the Admissions Process in Revenue Cycle Management; Don't Just Fill the Beds-Get Paid; Part B Billing; Managing Your Billing Processes; Traditional Revenue Streams in a SNF Setting; Medicare Part B Revenue Opportunities: Are You Missing the Boat; Accounts Receivable Management: Who is Minding the Store; Specialty Product Lines: Which Generate Income Greater than Cost; Medicaid Pending: Pending, Not Lost Revenue; Minding the P's & Q's of the P&L.

6:30 PM End of Program Day

**(A) William Helsley, Principal, Weber Murphy Fox (WMF)**

As a Project Architect, Mr. Helsley interacts with the PA Department of Health on his firm's LTC projects. He has supervised more than twenty such projects, including: Presbyterian Homes (Erie, Manchester, Oil City), Lutheran Homes, PA Memorial Homes, and Grandview Extendicare (Multiple Sites). Kim Jeffreys, a Principal in the firm, and Charles Haynes, a Senior Associate, will co-present, focusing on Construction and Interior Design Practices. Since its founding in 1967, WMF has served 1,500+ clients in 3,000 projects. The firm's last appearance at a LTC conference in Pittsburgh in 2008 met with universal praise.



**(B) Jennifer Richter, President, Richter and Associates**

Ms. Richter, CPA, has 19 years of experience providing financial management in the healthcare environment including LTC, acute care, and ancillary services. Earlier in her career, she was Controller of Communicare Health Services, Inc. As President of Richter and Associates, she has provided oversight for more than 80 billing and consulting projects. She was the highest rated speaker in her last LTC appearance in Pittsburgh in Spring 2008. Recently, she was honored as one of Cleveland's "Forty under 40" by Crain's Cleveland Business, a listing of Ohio's rising stars in business. Carolyn Lookabill, VP, Health Choice Screening, will co-present.



**March 3 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS**  
**LTC LAW AND ORGANIZATIONAL EXCELLENCE**

7:30 AM Registration

8:00 AM **LTC Law: Major Issues and Recommendations (C)**

A Provider's Tools to Obtain Payment for Services Rendered: Admission Agreements, Medicaid Applications/Appeals, Undue Hardship Waivers under Deficit Reductions Act, Guardianships, Litigation Options; Deficit Reduction Act's Impact on Medicaid Eligibility – Transfer Penalties, Undue Hardship Waiver Procedures, Home Equity Limits, Citizenship Requirements; Suggested Revisions to Admission Agreement; County Assistance Office Determinations; Medicaid Eligibility Appeal Process; Guardianships and Medicaid Eligibility; Litigation Tools to Compel Cooperation, Payment, or Medicaid Eligibility; Act 169: Advance Directives, Living Wills, Powers of Attorney, Absence of Legal Documents.

12:30 PM LUNCH

2:00 PM **Facing Special Challenges in LTC Law (D)**

Documentation/Records: Requests for Records- What to Do; Key Areas: Intake, Communication with Physicians and Families, Changes in Residents' Conditions; Accuracy; HIPAA; Dealing with Third Parties: Difficult Family Members; What Jurors Think: A Synopsis of a Jury Research Project; 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; Defending Individually Named Defendants; Disgruntled Employees; Under-Staffing, Under-Budget, and Under-Supply Claims; The Developing Picture for LTC; Analyzing a Typical Residency and Identifying Most Common Nursing Errors from Admission to Discharge; Mock Depositions with Respect to NHA's and DON's: Personal Responsibility and Professional Liability; Trends, Successes, and Areas of Concern; Recommendation for Reducing Liability.

6:30 PM End of Program Day

**(C) John Kennedy, Managing Partner, Kennedy PC Law Offices**

Mr. Kennedy founded his own law firm after serving as Assistant General Counsel for one of America's largest operations 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 first appearance at a LTC conference in Pittsburgh in Spring 2006, he was awarded the highest reviews from conferees. Associates in his firm will co-present.

**(D) Stuart O'Neal, Partner; Mark Hartig, Partner; McCumber Daniels, P.A.**

Working from offices in Philadelphia, Mr. O'Neal is responsible for his firm's Pennsylvania operations. His practice focuses on the defense of nursing homes, personal care homes, assisted living facilities and their management companies. He is legal counsel for the PA Assisted Living Association (PALA) and sits on the Pennsylvania Healthcare Association's Tort/Liability Committee, where his firm serves as tort counsel. He represents health care employers in union disputes in both the arbitration and mediation arenas. With offices also in Florida, McCumber Daniels is an AV rated firm that specializes in LTC and medical defense in both civil and administrative proceedings. Mark Hartig, the firm's co-founder, will co-present.

**EXHIBITOR DISPLAYS**

In addition to outstanding educational programs, the companion exhibit features 20 invited companies displaying the latest products important to long term health care. 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, Care Apothecary, Concept Rehab, Diamond Pharmacy, Family Home Health, Functional Pathways, Genesis Rehab, Hill-Rom, Mission Pharmacy, Mobilex USA, NeighborCare Pharmacy, J.T. Posey Company, Western Pennsylvania Hospital News, People First Rehabilitation, Pharmacy Management Group, PharMerica, Richter & Associates, Sysco Foods, Tri-State Mobile X-Ray and the University of Pittsburgh Institute of Aging.



### TRAINING SITE/DIRECTIONS

The Holiday Inn Harrisburg East, an upscale property for the business traveler, is conveniently located at Exit 2 off Interstate 283. Situated 1/4 mile off Exit 247 of the Pennsylvania Turnpike, it is **conveniently** located next to Interstates 81, 83, and 283. Easily accessible to Harrisburg International Airport, only (5) miles away, the hotel provides courtesy van service to/from the airport for hotel guests. The handsome property, located at 4751 Lindle Road, is one and a half hours from Baltimore and Philadelphia and two and a half hours from New York City and Washington DC. Locally, it is 7 miles from Hershey and 5 miles from downtown Harrisburg.

From Philadelphia – 110 miles: PA Turnpike West to Exit 247 to 283 North; from State College, Lewistown – 65 miles: Rt. 322 East I-81 North to I-83 South to 283 South; from Scranton, Wilkes-Barre – 100 miles: I-81 South to I-83 South to 283 South; from South New Jersey – 125 miles: New Jersey Turnpike West take Exit 6 to the PA Turnpike West, take Exit 247 to 283 North; from New York City – 200 miles: Take 1-78 West to I-81 South to I-83 South to 283 South; from Baltimore, MD – 100 miles: 1-83 North to 283 South; from Wilmington, DE – 100 miles: Rt. 41N to 30W to 283W to 283N.

### OVERNIGHT ACCOMMODATIONS

A special reduced rate of \$99.00 for single and for double rooms applies for conference participants. You may make reservations and qualify for the discounted rate by telephoning 1-800-637-4817 or 1-717-939-7841 and identifying yourself as a Results Management registrant. The discount will be applied at checkout. The reservation deadline is February 16.

### REGISTRATION: TWO-DAY- ONE-DAY; OR 4- OR 6- HOUR SEGMENTS

The deadline for mail registration and payment is February 20. If seats remain, last minute registration may be made by telephone, but all registrations postmarked or made in person after 2/20 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 5 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 **\$122.00** 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 February 20. They will be assessed a 20% PROCESSING FEE. No refunds or payment credits will be granted under any other conditions.

### GROUP DISCOUNTS

On two-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 unconditional guarantee: 1.) If 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 written evidence by 2/20, you may attend our current conference at no charge and also receive a complimentary registration for our next conference.

### FURTHER INFORMATION

For further information about Results Management or this conference, access our website at

**[www.resultsmanagementconferences.com](http://www.resultsmanagementconferences.com)** or call us at 412-216-9557.

PLEASE CALL FOR DETAILS ON OUR ACCLAIMED, LOW-COST, 2-HOUR SEMINARS FOR YOUR WHOLE STAFF IN "CUSTOMER SERVICE SKILLS" AND "COMMUNICATING SKILLFULLY WITH RESIDENTS & FAMILY MEMBERS." AVAILABLE AT ANY TIME IN YOUR FACILITY. ON YOUR PERSONAL SCHEDULE.

