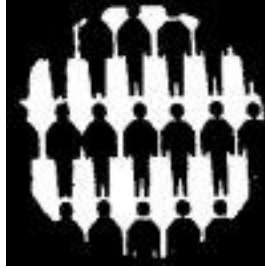


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CRITICAL ISSUES
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BACKGROUND

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.

<p style="text-align: center;"><u>FEBRUARY 22 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS</u> <u>MANAGING STRESS AND LABOR LAW</u></p>
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7:30 AM Registration

8:00 AM **Leading your Staff and Team Building for Conflict Resolution and Organizational Wellness In the Stressful Healthcare Workplace (A)**

Leading in an Era of Team Building; Stress Management Tools; Understanding Fundamental Changes in Work Environments; Emotional Intelligence and Staff Behavior; Dealing with Difficult Behavior; Recognizing your Staff as your Most Valued Assets.

12:30 PM LUNCH

2:00 PM **Hot Topics in Labor and Human Resource Law in LTC (B)**

Effective Hiring and Firing Practices; Recent Trends in Wage and Hour Litigation; Preventing Sexual and Other Harassment; ADAAA & FMLA; EFOA Patterns; Labor Law Trends Today & Beyond

6:30 PM End of Program Day

(A) Sam Anderson, Vice President of Corporate and Community Services; Gateway Rehabilitation Center

Mr. Anderson speaks regularly to employees about varied workplace issues, most notably managing stress and enhancing employee wellness. Before joining Gateway, he was Wellness Director at Alcoa Corp. and then at Westinghouse Corp. He has assumed the presentation responsibilities with us formerly held by Dr. Abraham Twerski. Sally Littell, responsible for Gateway's Employee Assistance Program, will co-present.

(B) W. Scott Hardy, Partner and Deputy Group Head, Labor and Employment Group; Cohen & Grigsby, P.C.

Mr. Hardy counsels and defends clients in all types of litigation in federal and state courts nationwide. A graduate of Notre Dame's Law School, he was named a Pennsylvania Super Lawyer "Rising Star" and is Vice Chair, Employment Group, American Healthcare Lawyers Association. He has been among the highest rated presenters in each of his past five appearances at our conferences. Phil Kontul and Jessi Herman will co-present.

FEBRUARY 23 For NHA's, DON's, AND ALL SUPERVISORS/MANAGERS
INFECTION CONTROL AND END-OF-LIFE ETHICS

- 7:30 AM Registration
8:00 AM **Confronting LTC's Critical Infection Control Challenges, Especially MDRO's (C)**
Recognizing Most Common MDRO's in LTC; Reducing MDRO's Potential Occurrence; Developing a Priority-Based System for Infection Control; Placing All MDRO's Under a Single Policy to Reduce Cross-Contamination; Incorporating Varied Precautionary Techniques for Enhanced Containment; Developing your Facility's Infection Control Policy.
12:30 PM LUNCH
2:00 PM **LTC's Ethical Challenges: Help from Ethics in Decision Making at the End of Life – The Competent; The Formerly Competent; The Never Competent (D)**
Next Generation Ethics; Flowers in the Desert: Ethical Decision Making; Making Decisions for the Never Competent Resident; Decision Making with the Formerly Competent and Competent Residents; Preserving Choices: Advance Directives; How to Encourage Advance Directives for Residents and Families
6:30 PM End of Program Day

(C) Sister Bernadette Washy, Education Coordinator; Quest Diagnostics, Inc.
Recipient of the Allegheny County Medical Society's Benjamin Rush Award for Health Education and former Infection Control Coordinator for Allegheny County's LTC Facilities, Sister Bernadette is one of the nation's leading infection control consultants and the only expert to be continually featured at the state and regional conferences of the profit, nonprofit and public state associations in Pennsylvania, West Virginia and Ohio. She was the highest rated presenter in her last conference appearance in 2003.

(D) Dr. Mary Therese Connors, Ethicist; UPMC-Mercy; Duquesne University
In addition to her position as Ethicist with a large hospital system and numerous skilled nursing facilities, Dr. Connors lectures for the Consortium Ethics Program with the University of Pittsburgh Medical System and the Center for Health Care Ethics at Duquesne University. Widely published, she also serves as Duquesne's Clinical Supervisor for Health Care Ethics Residents at health care facilities throughout Western Pennsylvania. She was the highest rated presenter in her last conference appearance in 2002.

FEBRUARY 24 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 (E)**
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
1:00 PM **Managing the Revenue Cycle of Your LTC Facility to Insure You, As a NHA, Know Where Your Revenue Is Hiding (F)**
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.
5:30 PM End of Program Day

(E) Stefani Danes, Principal; Perkins Eastman Architects, P.C.

Ms. Danes is a registered architect and one of the nation's foremost figures in designing and managing projects in senior housing and long term care. For 24 years, she has also served on the faculty of the School of Architecture at Carnegie Mellon University, teaching architectural design. She earned her undergraduate degree at Princeton and her Master's Degree at Yale. We are honored by her appearance. Perkins Eastman's Senior Living Practice is one of the largest in the eastern U.S. and Canada. Emily Chmielewski, Gerard Schmidt, and Laurie Butler will co-present.

(F) 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. Mr. 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.

FEBRUARY 25 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 (G)**

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

1:00 PM **Facing Special Challenges in LTC Law (H)**

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.

5:30 PM End of Program Day

(G) 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 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 first appearance at a LTC conference in Pittsburgh in Spring 2008, he was awarded the highest review from conferees. Associates in his firm will co-present.



(H) Stuart O'Neal, Partner; Fred Hughes, Partner; McCumber Daniels, P.A.

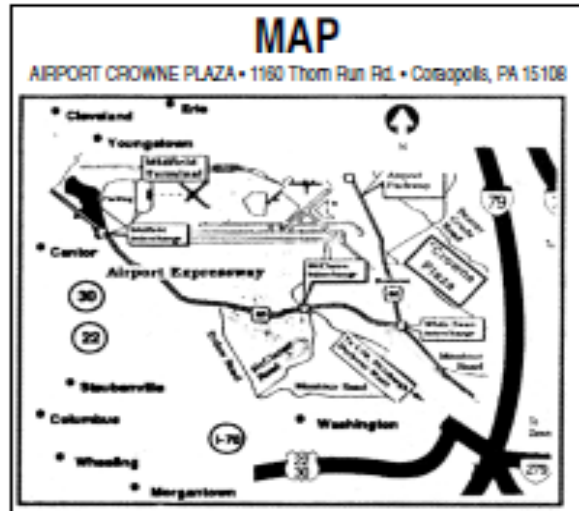
Working from offices in Philadelphia, Mr. O'Neal is responsible for his firm's Pennsylvania operations. His practice focuses on the defense of nursing homes, personal care homes, assisted living facilities and their management companies. He is legal counsel for the PA Assisted Living Association (PALA) 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. Fred Hughes will co-present. With offices also in Florida, McCumber Daniels is an AV rated firm that specializes in LTC 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 exhibits 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, 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

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 \$110.00 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 January 31. 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: THREE-DAY- ONE-DAY; OR 4- OR 6- HOUR SEGMENTS

The deadline for mail registration and payment is February 12. If seats remain, last minute registration may be made by telephone, but all registrations postmarked or made in person after 2/12 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 4 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 **\$132.00** 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 12. 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 wideranging accreditations anywhere in the country and present us with written evidence by February 12, 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 or call us at 412-216-9557.