

Executive MBA Program

▶▶▶ This complimentary workshop offers extraordinary value for all provider and supplier attendees.

SUNDAY, MAY 2

7:00 – 8:00 a.m. Breakfast

Partner: 

8:00 – 11:15 a.m. Executive MBA Program

TRANSITIONAL CARE: REINVENTING THE FUTURE OF LONG TERM CARE



Some analysts are forecasting that in ten years, the most successful providers will no longer be in the business of long term care, but rather in transitional care between the hospital and home. While most providers have greatly expanded their rehab capacities in the past decade, only a very small percentage have made the leap to providing true transitional care.

This workshop will explore the upside of this opportunity and explain the clinical, marketing and capital elements. You'll also get a better understanding of the increasingly critical role hospitals will play in your future - what they are looking for in successful transitional care operators and how to become their preferred provider.

8:00 – 8:30 a.m. Presentation

The Case for Transitional Care: A Demand, Supply and Demographic Forecast of Long Term Care's Future



Presenter:
Mike Slavik
Principal & Leader
National Senior Living Practice
LarsonAllen LLP

8:30 – 9:00 a.m. Presentation

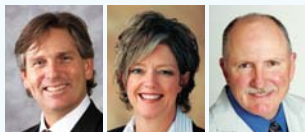
Becoming the Preferred Transitional Care Provider for Hospitals



Presenter:
Andy Edeburn
Director of Project Management
Health Dimensions Group

9:00 – 10:15 a.m.

Hospital Focus Group: What Hospital Executives Look for in Successful Transitional Care Providers



Participants:
Brian Cloch (Moderator), CEO, Transitional Care Mgmt.
Judy Amiano, VP, Riverside Health System
William Adair, Medical Director & Chair, Christ Hospital Rehab.

10:15 – 10:30 a.m.

Break

Partner: 
Analytics to Answers

10:30 – 11:15 a.m. Expert Panel

Successful Transitional Care Operators: Best Practices



Panelists (from l to r):
David Ellis (Moderator), President, Lincoln Healthcare Events
Brian Cloch, CEO, Transitional Care Management
Keith Helmer, EVP & COO, Medical Facilities of America
Peter Longo, Partner, Cantex Senior Communities
Doug Preston, CEO, Legend Healthcare

Conference Agenda

▶▶▶ Check-In

Please plan to check-in with us during one of the times below at our Welcome Desk:

Saturday 10:00 a.m. – 8:00 p.m.

Sunday 10:00 a.m. – 6:00 p.m.

Partner:



SATURDAY, MAY 1

5:15 – 7:00 p.m.

Early Arrivals' Reception

If you arrive by Saturday, meet fellow attendees at this fun and casual reception before heading out to dinner.

Partner: **RehabCare**

SUNDAY, MAY 2

6:00 – 6:30 a.m.

Lighthouse 8K Run

Partner: **V C P I**

7:00 – 8:00 a.m.

Executive MBA Breakfast

Partner: **V C P I**

8:00 – 11:15 a.m.

Executive MBA Program

Transitional Care: Reinventing the Future of Long Term Care

See page 5 for the MBA Program Description

11:30 a.m. – 6:00 p.m.

Recreation (See page 11 for recreation details)

12:00 – 6:00 p.m.

Executive Golf Tournament

Partner: **STANLEY**
Healthcare Solutions

11:30 a.m. – 3:00 p.m.

Beach BBQ

Partner: **Hill-Rom**
Enhancing Outcomes for Patients and Their Caregivers

12:30 – 4:30 p.m.

Key Biscayne Shoreline Kayak Tour

Partner: **CLINICAL**
Resources LLC

12:30 – 4:30 p.m.

Everglades Experience

Partner: **DIRECT SUPPLY**
Caring for Your Success

6:00 – 6:30 p.m.

Newcomer's Reception

LTC 100 and its board members would like to welcome all first-time provider attendees with this casual cocktail reception (for first-time provider attendees only).

Lincoln Executive Bookshop

Our on-site bookstore offers an eclectic mix of titles on leadership, management, personal development and general interest – all selected with healthcare CEOs in mind.

Monday 7:00 a.m. – 2:00 p.m.

Tuesday 7:00 a.m. – 1:00 p.m.

6:30 – 9:00 p.m.

Opening Reception & Dinner

Enjoy a savory buffet and umbrella drinks as we kick off LTC 100 with this fun and casual Hawaiian-inspired reception and dinner.

Partner:



LOVE FUNDING
KNOWLEDGE. INTEGRITY. RESULTS.

MONDAY, MAY 3

7:00 – 8:00 a.m.

Breakfast

Partner: **RecoverCare**
Equipment. Solutions. Results!

8:00 – 9:15 a.m.

Opening General Session

Thriving in Turbulent Times: Developing a Change Ready® Mindset with Robert Kriegel

Author of the international bestseller *If it Ain't Broke...Break It!*, Dr. Robert Kriegel is a leading authority in the field of change and human performance. In this provocative keynote, he'll demonstrate how the only way to stay ahead of competition is to be Change Ready® – to drive change by constantly challenging old thinking. You will learn how to overcome the obstacles to change, motivate people to drive change, and round up the "sacred cows" that cost money and inhibit change.

About Robert Kriegel



An internationally respected expert in performance psychology, Dr. Robert Kriegel is devoted to developing paradigm-busting strategies and Change Ready® people. Kriegel advises organizations around the world on how to keep ahead in these turbulent and unpredictable times. While he primarily applies his expertise to the business arena, Kriegel is also a pioneer in sports psychology and continues to work in that field.

Education Grant Provided By: **CARESPRING**
...The Power of Healing

9:15 – 9:45 a.m.

Break

Partner: **American HEALTHTECH**
Innovative Technology for Long-Term Care

Monday Conference Agenda Continued

9:45 – 10:45 a.m.

Concurrent Sessions

Raising Capital: It All Starts with Equity

While debt capital is restricted, equity investment in LTC is growing. Get an insider's perspective on the state of equity investing and the rationale for equity investors' growing interest in long term care. What are they looking for in provider management companies? What type of deal terms and structures are emerging? Learn how you can raise equity and what equity investors are requiring and expecting in 2010/2011.



Panelists (from l to r):

Arnold Whitman (Moderator), CEO & Co-Chairman, Formation Capital
Scott G. Eisen, Managing Director, Citigroup Global Markets
Peter A. Hunt, Director of M&A, Co-Head of Healthcare Investment Banking, JMP Securities
Vincent T. Pica, II, Managing Partner & President, SAFANAD Inc.
Peter Pickette, Managing Director, CS Capital Advisors LLC

Post-Acute Bundling is Here: PACE as a Successful Capitated Business Model

While the debate about post-acute bundling and care management rages on, PACE programs provide coordinated care while allowing participants to remain at home (and are Medicare and Medicaid approved in over 30 states). Learn why for-profit providers are making the move to PACE, and how it benefits seniors, the healthcare system, and your bottom line.

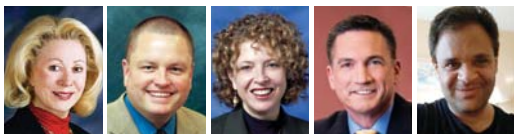


Panelists (from l to r):

Mike Slavik (Moderator), Principal & Leader, National Senior Living Practice, LarsonAllen LLP
Christine Allen, VP Community Based Services, Genesis Healthcare Corp.
Shawn Bloom, President & CEO, National PACE Association
Peter Fitzgerald, SVP Integrated Care Strategies, Volunteers of America

Home Care Wants to Eat Your Lunch: Long Term Care vs. Home Care Debate

During this provocative session, providers from home care and long term care will debate the merits of each setting in caring for America's frail elderly and chronically ill. While there is a preference for aging at home, what happens when response time is critical? Can technology replace the 24 hour care of a SNF? Which delivers better outcomes and is more cost-effective, and for whom? How should we weigh the issues of sociability, access and independence?



Panelists (from l to r):

Kathleen M. Griffin (Moderator), National Director, Post Acute & Senior Services, Health Dimensions Group
Ronnie Cook, CEO, Artegan
Erin Denholm, CEO, Centura Health at Home
Robert Donovan, President, AseraCare Hospice & Home Health
Alex Paley, COO, Cypress Health Care Management

Strategies for Success under RUGs-IV

Reimbursement changes in RUGs-IV will require providers to redefine their business strategy. The RUGs-IV redistribution for 2011 effectively 'moves the cheese' - requiring a tactical shift to mitigate possible decreases in Medicare reimbursement. This session will address how innovative providers are responding to these changes, from initial analysis to reviewing the viability of specific strategies. Panelists will summarize key changes in RUGs-IV that have the greatest impact on revenue; discuss how various types of current practice fare under RUGs-IV; and address the challenges specific segments will experience.



Panelists (from l to r):

Steven Littlehale (Moderator), EVP & Chief Clinical Officer, PointRight
Lane Bowen, EVP & President, Health Services Division, Kindred Healthcare
Steve Chies, SVP LTC Operations, Benedictine Health Systems
Jim Douthitt, SVP Financial Operations, RehabCare Group
David Rubenstein, EVP Strategy & Support Services, LaVie Care Centers

10:45 – 11:15 a.m.

Break  MDI Achieve

Partner:

11:15 a.m. – 12:15 p.m.

Concurrent Sessions

Seniornomics: Challenging Conventional Assumptions in Long Term Care

Does additional food spend impact resident satisfaction? How important are survey results for driving occupancy? How does retention of your top CNAs impact patient satisfaction ratings? Inspired by the best-seller *Freakonomics*, Traditions Management (a Florida-based LTC provider) tested and quantified many commonly held business assumptions in long term care – with surprising results and implications.



Presenter:

Benjamin Atkins, President & CEO, Traditions Management

HUD Finance: A Winner's Guide

While traditional debt sources have dried up, HUD has emerged as the lender of choice for many providers. This session will offer expert insight into successfully navigating HUD and the new HUD LEAN program.



Presenters (from l to r):

Jon Camps, SVP & Chief Underwriter, Love Funding
Leonard Lucas, First VP, Senior Loan Originator, Love Funding
Marc Lussier, CEO, Valuations & Information Group
Laura Saull-Smith, SVP, Love Funding

Monday Conference Agenda Continued

Best Practices for Reducing Risk in Your Organization

Litigation and settlement costs continue to soar, and providers are seeing more claims than ever. Minimizing exposure requires an aggressive, coordinated approach that incorporates predictive techniques, identifies risk, introduces better operational procedures and training, and enhances communication. Learn best practices on how to prevent and manage claims to mitigate financial and reputation setbacks.



Panelists (from l to r):

Sandy Elsass (Moderator), President, The Uni-Ter Group: Lewis & Clark LTC RRG, Inc.

Chauncey Hunker, Chief Risk & Compliance Officer, Sun Healthcare
Marie Infante, SVP, Chief Compliance Officer & General Counsel
 Healthcare, Golden Living

Kim Martin, SVP Risk Mgmt. & Compliance & CCO, Kindred Healthcare

Think Before You Spend: Positioning Your Facilities to Win

Faced with increasing competition and declining census, many providers will react by investing in capital improvements to upgrade their facilities' appearance. Successful positioning requires solid strategic analysis and planning before you invest, sometimes yielding radical or counter-intuitive approaches. Learn how to turn struggling facilities into winners by linking marketing, finance, design and operations into your development plan.



Panelists (from l to r):

John Richter (Moderator), Executive Principal, LarsonAllen LLP

Jeffrey Davis, Senior Vice President & CFO, Presbyterian Senior Living

Laura Kuhl, VP Strategic Marketing, Communicare Health Services

Additional Panelists To Be Announced


12:15 – 6:00 p.m.

Recreation

(See page 11 for recreation details)

12:30 – 6:00 p.m. **Golf Tournament** (Spouses Welcome)
 Partner: **PointClickCare**

12:30 – 4:00 p.m. **Afternoon at the Beach**
 Partner: 

12:45 – 5:00 p.m. **Celebrity Home Yacht Cruise**
 Partner: 

12:45 – 5:00 p.m. **Sailing Regatta**
 Partner: 

1:00 – 5:00 p.m. **Key Biscayne Heritage Bike Tour**
 Partner: 

6:30 – 10:30 p.m.

Havana Noches

We're bringing the flavor and music of Cuba to you for this evening of great food and entertainment. Start the night with live Cuban music, then into the ballroom for an elegant dinner, followed by more after-dinner entertainment and socializing.

6:30 – 7:30 p.m. **Reception** Partner: 

7:30 – 9:00 p.m. **Dinner** Partner: 

9:00 – 10:30 p.m. **After-Dinner Social** Partner: 

TUESDAY, MAY 4

7:00 – 8:00 a.m.

Breakfast

Partner: 

8:00 – 9:15 a.m.

Live Focus Group

How Boomers Choose Rehab for Aging Parents

This focus group will give you a rare look at the mindset of adult children selecting facilities for aging parents: their decision-making process, the challenges they face, and the factors they consider most important. What is the relative importance of location, amenities, clinical excellence and recommendations? What sources do they consider to be credible? How do they use the Internet? Learn what will make your facilities the ideal choice for Medicare and private pay residents.



Participants:

Tim Getty (Moderator), VP of Senior Living, Health Dimensions Group
Additional Focus Group Panelists To Be Announced

9:15 – 9:45 a.m.

Break

Partner: 

“Always one of the premier long term care conferences of the year in all aspects: location, logistics, education, recreational activities and networking opportunities. Looking forward to next year!”

Clay Crosson, President & COO, Americare

Tuesday Conference Agenda Continued

9:45 – 10:45 a.m.

Concurrent Sessions

Blogs, Twitter and Facebook – Oh My! The Role of Social Media in Long Term Care

The explosive growth of social media is bringing millions of people online every day, particularly baby boomers. The fastest growing segment using social media is the over 50 crowd. What are the implications for you? Learn how to transform your online presence and how social networking can build brand awareness, open lines of communication, and enhance the resident experience.



Panelists (from l to r):

Brian Geysler (Moderator), APRN-BC, MSN, Founder, CareNetworks.com
Connie Bessler, CEO, Greystone Healthcare Management
Phil Elmore, President & CEO, Christian Care Centers
Maddie Grant, CAE, Chief Social Media Strategist, SocialFish

Attracting and Retaining Quality Staff: New Insight on an Age Old Problem

Get new insights on reducing turnover among direct care staff and improving workforce quality from the results of a four-year, \$15.5 million Better Jobs Better Care study by The Institute for the Future of Aging Services. You'll walk away with actionable steps to: develop a robust pipeline of qualified staff, retain the best of the best, create better-educated and prepared candidates, impact education and incentive structures, and enhance the perceptions of senior care in your community.



Panelists:

Dr. Robyn I. Stone (Moderator), Executive Director, Institute for the Future of Aging Services
Fran Roebuck Kuhns, President & CEO, WRC Senior Services
Irene Fleshner, SVP Strategic Nursing Initiatives, Genesis HealthCare

Riches in Niches: Long Stay Alternatives

While many providers aggressively compete for a traditional, broad spectrum of potential residents, some progressive organizations are focusing on under-served niche markets with profitable results. Schizophrenia, multiple sclerosis, veterans with brain injuries and ethnic populations are just a few examples of niches that can differentiate you from competitors, diversify your portfolio, and enhance census. Nancy Schwalm will use Piñon Management as a case study on targeting niches to find success in a shrinking market.



Presenter:

Nancy Schwalm (Moderator), Chief Business Operations Officer, Piñon Management

10:45 – 11:15 a.m.

Break

Partner:  Peoplefirst
Rehabilitation

11:15 a.m. – 12:15 p.m.

Closing Keynote Session

Developing Relationship Savvy Using Your EQ not Your IQ



Emotional Intelligence counts twice as much as intellect and technical skills combined in creating successful relationships, both personal and professional. Emotional Intelligence (EQ), the ability to manage emotions, is particularly important during times of change when comfortable routines are disrupted, and leadership is required to effectively manage through these challenges.

Leveraging EQ starts by understanding the science of how emotions fuel behaviors, actions, and conversations – your own as well as others'. Increased emotional management helps you outperform competition, improve individual resilience, enhance communication, and generate greater success.

Dr. J.P. Pawliw-Fry will use cutting-edge research and personal stories from the worlds of business and sports to teach you the principles of emotional intelligence - and inspire you to take your career and personal life to the next level. He will give you tools to improve your EQ by:

- Increasing your awareness of the drivers of high EQ.
- Enhancing the skills that will help you during times of adversity.
- Developing empathy, the critical skill that allows you to see beyond behaviors to someone's true emotions.
- Understanding generational gaps and how the tools of EQ are critical to successfully bridging these gaps.
- Spreading your personal leadership style throughout your organization.

About Dr. J.P. Pawliw-Fry



As President and Co-Founder of the Institute for Health and Human Potential, Dr. J.P. Pawliw-Fry is recognized as a world leader in developing unique training programs in Emotional Intelligence to increase performance and leadership. He now acts as an advisor to numerous Fortune 100 companies and other organizations, including the U.S. Navy, Eli Lilly, Blue Cross Blue Shield, the U.S. Federal Reserve - as well as NHL and NBA teams, and Olympic athletes.

Dr. Pawliw-Fry's diverse training includes Queen's University, Harvard Medical School's Mind Body Medical Institute and the UMASS Medical Center Stress Clinic. His forthcoming book, *Leadership Rewired, the New Science of Sustainable Performance*, will be published this year.

▶▶▶ LTC 100 EZ Pass

Take advantage of our Express Checkout service on Tuesday. After the closing keynote by Dr. J.P. Pawliw-Fry, we'll have your boarding pass printed so that you can stay for the entire conference and then depart quickly. We suggest scheduling your departure after 2:30 p.m.

Partner:  KRONOS

2010 LTC 100 Schedule At A Glance

	SATURDAY, MAY 1	SUNDAY, MAY 2	MONDAY, MAY 3	TUESDAY, MAY 4
6:00		Lighthouse 8K Run 6:00 – 6:30 a.m.		
6:15				
6:30				
6:45				
7:00		Breakfast & Executive MBA Program 7:00 – 11:15 a.m.	Breakfast 7:00 – 8:00 a.m.	Breakfast 7:00 – 8:00 a.m.
7:15				
7:30				
7:45				
8:00				
8:15				
8:30			Opening General Session 8:00 – 9:15 a.m.	Live Focus Group 8:00 – 9:15 a.m.
8:45		Spouse Art Deco Tour 8:30 – 11:30 a.m.		Spouse Pilates or Yoga 8:00 – 9:00 a.m.
9:00			Break	Break
9:15				
9:30				
9:45			Concurrent Sessions 9:45 – 10:45 a.m.	Concurrent Sessions 9:45 – 10:45 a.m.
10:00				Spouse Breakfast 9:00 – 10:00 a.m.
10:15			Break	Spouse Breakfast & Book Club 9:00 – 10:30 a.m.
10:30				
10:45				
11:00			Concurrent Sessions 11:15 a.m. – 12:15 p.m.	Spouse Board Meeting 10:30 – 11:15 a.m.
11:15				
11:30				
11:45				
12:00				Closing Keynote 11:15 a.m. – 12:15 p.m.
12:15				
12:30				
12:45				
1:00		Beach BBQ 11:30 a.m. – 3:00 p.m.		
1:15				
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2:00		Kayak Tour 12:30 – 4:30 p.m.		
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3:00		Everglades Experience 12:30 – 4:30 p.m.		
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6:00	Early Arrivals' Reception 5:15 – 7:00 p.m.			
6:15		Newcomer's Reception 6:00 – 6:30 p.m.		
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8:00		Opening Reception & Dinner 6:30 – 9:00 p.m.		
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Lincoln Executive Bookshop

Monday: 7:00 a.m. – 2:00 p.m.
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