

# Affirming Skilled Nursing's Role in the Evolving Healthcare System

EXCLUSIVELY FOR SENIOR MANAGEMENT IN SKILLED NURSING, LONG TERM CARE & TRANSITIONAL CARE



**LTC-100**  
LEADERSHIP & STRATEGY CONFERENCE

May 5 - 8, 2012  
Ritz-Carlton Naples Beach, FL

REGISTER BY MARCH 23 AND SAVE \$300

**Executive MBA Program**  
**Getting Change Right: Transforming Organizations from the Inside Out**



Renowned change agent Seth Kahan challenges convention with "change through engagement"

**Washington Insiders Update**



D.C. insiders deliver insights into the future of healthcare and how it will be shaped by the elections of 2012

- ▶ **CEO Focus Group: Strategies for Success in Uncertain Times**
- ▶ **Rising to the "20 Percent" Challenge Think Tank**

## Affirming Skilled Nursing's Role in the Evolving Healthcare System

Rising costs and ballooning deficits are forcing a hard look at how healthcare is delivered in this country. The changes will not only result in reduced reimbursements and increased regulatory scrutiny, but will fundamentally shift roles and responsibilities.

Skilled nursing has played, and will continue to play, a vital role in our healthcare system, caring for the most vulnerable among us and providing high quality, cost-effective rehabilitation.

But we have to evolve with the changing healthcare and economic landscape. We have to develop new relationships and adapt to the new models for assuming risk and responsibility for the care we're providing. We need to continue to innovate, become more efficient and do an even better job of addressing the needs of those we care for. We need to do all this at a time of significant uncertainty.

It's not an easy task, but there's no doubt that skilled nursing will play an even more important role in the healthcare future. At LTC 100, you'll get insight into the latest developments in Washington, learn strategies for success from our most progressive executives and thought leaders, and be able to share ideas with your peers from around the country.

I look forward to seeing you in Naples at the 2012 LTC 100 Conference!



Scott Brown  
VP, Post Acute Group Director  
Lincoln Healthcare Events

# Why Attend

## Strategize & Plan for the Future



The 2012 program is focused on helping you evaluate your strategic options, and get insight into some of the tools and capabilities you'll need to succeed in the future.

## Meet With Your Peers



Many of the most dynamic players in skilled nursing attend, offering you an opportunity to form valuable relationships and expand your personal network during education, social functions and recreation.

## Experience a Unique Leadership Event



Our goal is to make this the best overall conference experience of your year. We've considered every detail to optimize the productivity of your time and expense. You'll return home energized and armed with new ideas for yourself and your organization.

# Who Attends



LTC 100 is exclusively for CEOs, Presidents, CFOs, COOs and select VPs from skilled nursing, long term care and transitional care organizations with at least \$40 million in revenue. This results in a very select, top-level audience.

**About Lincoln Healthcare Events:** Founded in 1998, Lincoln Healthcare Events is an independent organizer of executive leadership communities in healthcare. We strive to positively impact the quality and effectiveness of the U.S. healthcare system by delivering the single most valuable conference and community of healthcare executives in each of the sectors we serve. Our conferences offer senior-level executives highly focused venues for understanding strategic trends, sharing best practices and building relationships.



# Program Highlights

LTC 100 combines cutting-edge education with an inspiring setting and unique features.

## EXECUTIVE MBA PROGRAM

### Getting Change Right: How Great Leaders Transform from the Inside Out



Hear world renowned change-management expert Seth Kahan challenge conventional views of organizational change. Mandates are out, says Kahan, who advocates for change through engagement. When the right people are having the right conversations and interactions, they act in concert, even when the situations they confront are unpredictable. This eye-opening workshop will provide case studies and offer field-tested, actionable techniques.

## EDUCATION HIGHLIGHTS

### Think Tank: Rising to the “20 Percent” Challenge



The squeeze is on for skilled nursing. Diminishing reimbursements for Medicare and Medicaid are creating a need to cut costs in an environment that demands better outcomes. What's

a SNF to do? A Think Tank of leading operators has been challenged with generating innovative ideas to achieve a 20% improvement in cost/quality.

### Washington Insiders Update



Washington's most influential insiders will offer frank insights into the dynamics that will impact the future of long term care as a result of the political and policy tsunami rolling over the

horizon. What is in store for healthcare over the next decade? How does long term care demonstrate value and build its case in Washington?

### Strategies for Success in Uncertain Times



Hear from leading CEOs about how their organizations are adapting to the shifting healthcare landscape as they manage their businesses today while forecasting and planning for

more changes to come. They will discuss strategies for success in a world of expanding managed care, ACO pilots, outcomes-based referrals, chronic care management and bundled payments.

## SPECIAL FEATURES

### Spouse Program



Our spouse program includes a memorable lineup of activities: a private Catamaran tour with a Margarita lunch, yoga on the beach and a book club. Spouses are also invited to recreation,

receptions and dinners.

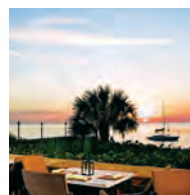
*See page 9 for complete Spouse Program details.*

### Cocktail Book



The LTC 100 Cocktail Book is an indispensable resource to help you connect with your peers. It features both individual and company profiles and is distributed one week before the conference.

### The Ritz-Carlton Naples Beach



The Ritz-Carlton Naples Beach is situated in the heart of Southwest Florida's Paradise Coast, one of the most inviting destinations in the world.

Activities available for LTC 100 participants include golf, cycling, kayaking, sailing, a VIP history tour, cooking demonstrations, wine tasting and lounging on the beach.

# Conference Agenda

SATURDAY, MAY 5

5:30 – 7:00 pm

## Early Arrivals' Reception

Catch up with friends and fellow attendees before you head out to dinner. Dinner is on your own this evening.

Partner:  RehabCare

SUNDAY, MAY 6

6:00 – 6:30 am

## Fun Run

7:15 – 8:00 am

## Executive MBA Breakfast

Partner:  IT Solved.  
V C P I

8:00 – 10:45 am

## Executive MBA Program

### Getting Change Right: How Great Leaders Transform from the Inside Out



Change doesn't flow from the top down, bottom up, or side to side. It flows from the inside out. Real change happens only when people want it to – when they feel engaged. In this provocative management

workshop, Seth Kahan, a world renowned authority on change management, will challenge you to approach organizational change in a whole new way. Instead of pushing ideas through with mandates, Kahan advocates for authentic change through engagement – the need to connect to people, to listen, and to involve as many key people as possible in the realization of their goals.

#### About Seth Kahan



Seth Kahan is an authority on change, helping leaders get traction, buy-in, and engagement for large-scale change. He has worked directly with the President of the World Bank, Director of the Peace

Corps, Senior Managers of Shell Exploration, and many other CEOs and organizations. In 2002 Seth was designated a Visionary by the Center for Association Leadership for helping to successfully make the World Bank one of the world's Most Admired Knowledge Enterprises. In 2009, the Society for Advancement of Consultants recognized him as an exemplar and thought-leader in the field of change.

Kahan is also the author of *Getting Change Right: How Leaders Transform Organizations from the Inside Out*.

11:00 am – 12:00 pm

## Speed Meetings

These highly productive, rapid-format meetings between provider attendees and a select group of suppliers are an efficient way to jump-start your networking. You'll conduct up to 8 face-to-face meetings in just one hour.

Partners: Speed Meetings selection will be held Sunday, May 6 from 7:00 -7:30 am.

12:30 – 5:30 pm

## Recreation

See page 8 for details

12:30 – 5:30 pm Executive Golf Tournament

Partner:  STANLEY  
Healthcare Solutions

12:30 – 5:30 pm Offshore Fishing

12:30 – 5:30 pm Sailing Regatta

Partner:  Primus  
Medical LLC  
Leading Through Innovation

12:30 – 4:30 pm Everglades Cycling Tour

Partner:  American  
HEALTHTECH  
Post Acute Care  
Information Technology

12:30 – 4:00 pm VIP Estate Tours:  
Homes of Edison & Ford

Partner:  IT Solved.  
V C P I

7:00 – 9:00 pm

## Opening Reception & Dinner

Partner:  PointClickCare

WELCOME DESK

Saturday: 10:00 am – 5:00 pm  
Sunday: 10:00 am – 5:00 pm

Partner:

 Lewis & Clark  
LTC RISK RETENTION GROUP, INC.

7:00 – 8:00 am

**Breakfast**

Partner:  KRONOS

8:00 – 9:00 am

**Opening General Session**

**Washington Insiders Update**

Washington’s most influential insiders will offer frank insights into the dynamics that will impact the future of long term care as a result of the political and policy tsunami rolling over the horizon. Hear what the healthcare system will look like in the next decade, predictions about payment reform, and the role of skilled nursing in creating a high-value system.



**Dan Mendelson** (Moderator), President & Founder, Avalere Health  
**William Altman**, SVP Strategy & Public Policy, Kindred Healthcare  
**Bruce Vladeck** PhD, Senior Advisor, Nexera Inc.  
**Bob Wood**, President, BGR Government Affairs

9:00 – 9:30 am

**Break**

Partner:  First Quality

9:30 – 10:30 am

**Concurrent Sessions**

**Think Tank: Strategies for Rural Providers**

Rural providers face unique challenges in this world of partnerships, ACOs and bundled payments. Our team of experts will consider the options, provide specific recommendations, and answer key questions: How important is it to align with health systems? Should you specialize or broaden your range of services? Is “do nothing” a viable option?



**Andy Edeburn** (Moderator), Consultant Manager, Health Care, CliftonLarsonAllen LLP  
**Troy Baumann**, President, Community Eldercare Services  
**Doug Cox**, COO, Serenity HealthCARE, Affiliate of Signature HealthCARE  
**Kenneth Cohn**, MD, CEO, HealthcareCollaboration.com  
**Joe Perkin**, VP Operations, Midwest Health Management  
**Tim Phillippe**, President & CEO, Christian Homes  
**Nancy Schwalm**, Chief Business Operations Officer, Piñon Management

**A View from Inside CMS**

Journey into the heart of CMS for a “guided tour” by former CMS Acting Administrator Charlene Frizzera. This session will be a frank discussion of the issues and misconceptions about CMS: how decisions get made inside CMS; how CMS is influenced by Congress and other government entities; and how healthcare providers can work with CMS to influence policy.



**Michael Slavik** (Moderator), Principal, Healthcare, CliftonLarsonAllen LLP  
**Charlene Frizzera**, Former COO & Acting Administrator, CMS

**Op Co / Prop Co: The Great Divide Between Operations & Real Estate**

A wave of high visibility restructurings has separated property from operations, making more efficient use of freehold or leasehold assets, enhancing the value of the business and creating more flexibility and focus. But as reimbursement cuts go deeper, some operators are wary of the additional expense from lease payments. Learn whether now is the right time to rethink the real estate play.



**Brian Beckwith** (Moderator), CEO, Formation Capital  
**Jim Klausman**, President & CEO, Midwest Health

**Making the Case for Skilled Nursing Rehabilitation: Keys to Effective Outcome Measurement**

In a world of pay-for-performance, demonstrating value is the key to avoiding additional reimbursement reductions. Panelists will examine the benefits of SNF-based rehab and address three core questions: How do SNFs demonstrate value? Which outcomes are most important to measure? How do you measure them in a way that is meaningful to payors?



**Andrew Kramer**, MD, CEO, Providigm  
**Mary Van de Kamp**, SVP Clinical Operations, RehabCare Group

10:30 – 11:00 am

**Break**

Partner:  **Omnicare**

**11:00 am – 12:00 pm**  
**Concurrent Sessions**

**The LTAC: Friend or Foe?**

LTACs are taking rehab patients away from nursing homes and getting higher rates – at least that’s the view of many SNF providers. But is it accurate? Panelists will review the LTAC business model and share insight into which patients can be better served by a SNF – and which cannot. The panel will also explore how alliances with LTACs can create a unique positioning with hospitals.



**Lane Bowen**, EVP & President, Nursing Center Division, Kindred Healthcare  
**Keith Krein**, MD, Chief Medical Officer, Kindred Healthcare

**The Addition by Subtraction Growth Strategy: Relocating Residents Back to the Community**



Relocating nursing home residents back into their community with home-based services is not the expected growth strategy for a multi-facility skilled nursing operator. But that’s exactly what Kissito Healthcare is doing with its evidence-based program for transitions of care.

Developed in concert with the Albert Einstein College of Medicine, this program is improving outcomes and breaking down silos to achieve cost-saving alignment with payors and patients.

**Tom Clarke**, CEO, Kissito Healthcare

**The Playbook for Partnering with Hospitals in an Era of Outcomes-Based Payment Reform**

As CMS imposes outcome-based quality mandates, hospitals are scrutinizing their relationships with post acute providers more than ever before. Get the playbook for becoming an essential hospital partner, including standardized referral protocols, coordinated patient follow-up, visibility into quality performance and clinician communication.



**Neal Peyser** (Moderator), SVP, Health Dimensions Group  
**Kenneth Cohn**, MD, CEO, HealthcareCollaboration.com  
**Michael Kasper**, CEO, DuPage Medical Group

**This Just In: The View from the Bleeding Edge of Bundled Payment Initiatives**



Hospitals and post acute providers are already getting a jump on the bundled payment pilot (even if the official program doesn’t start until January 2013). Learn from early adopter research and planning, including the diagnoses selected and anticipated benefit from the shared savings. You’ll also hear first-hand from participants about how they are redesigning care to manage downside risk.

**Kathleen Griffin**, National Director, Post Acute & Senior Services, Health Dimensions Group

**12:15 – 1:45 pm**  
**Lunch & General Session**

**CEO Focus Group: Strategies for Success in Uncertain Times**

CEOs are facing more uncertainty than ever, including reimbursement cuts, regulatory scrutiny, cautious lenders and an escalating deficit crisis in Washington. Leading CEOs will discuss how their organizations are adapting to the shifting healthcare landscape, including a discussion of strategies for success in a world of expanding managed care, ACO pilots, outcomes-based referrals, chronic care management and bundled payments.



**John Richter** (Moderator), Chief Practice Officer, CliftonLarsonAllen LLP  
**David Horazdovsky**, President & CEO, Evangelical Lutheran Good Samaritan Society  
**Neil Kurtz**, President & CEO, Golden Living  
**Joe Steier**, President & CEO, Signature Healthcare

**2:30 – 5:30 pm**  
**Recreation**

*See page 8 for details*

**2:30 – 4:30 pm** **Cooking Healthy!**

**2:30 – 5:30 pm** **Wine Tasting**

**2:30 – 5:30 pm** **Kayak the Cocohatchee**

*Partner:* **STANLEY**  
 Healthcare Solutions

**2:30 – 5:30 pm** **Cycle Tour of Old Naples**

*Partner:* **TENA**  
 Personal Care brand by SCA  
 Life Care

**2:30 – 5:00 pm** **Afternoon at the Beach**

*Partner:* **MDI Achieve**


► **Express Checkout:** After the closing session on Tuesday, we can print your boarding pass so that you can stay for the entire conference and then depart quickly. We suggest scheduling your departing flight for after 2:00 pm.




6:30 – 10:30 pm

**White Party**

White is the new black at this evening’s affair. If you want to get in the spirit wear something white.

6:30 – 7:30 pm **Reception**  
*Partner:*  **Prime Care TECHNOLOGIES**

7:30 – 9:00 pm **Dinner**  
*Partner:*  **MDI Achieve**

9:00 – 10:30 pm **After-Dinner Social**  
*Partner:*  **SILVER CHAIR**  
Learning Systems  
 A revolution in training

T U E S D A Y , M A Y 8

7:00 – 8:00 am

**Breakfast**

8:00 – 9:00 am

**General Session**

**Think Tank: Rising to the “20 Percent” Challenge**

Diminishing reimbursements for Medicare and Medicaid require cutting costs in an environment that demands improved quality and outcomes. LTC 100 challenged a Think Tank of leading operators to come up with their best ideas to achieve a 20% improvement in cost/quality. We’ll share these ideas, along with an analysis of the estimated impact and the requirements for successful implementation.



- David Ellis** (Moderator), President, Lincoln Healthcare Events
  - Clay Crosson**, President & COO, Americare Systems
  - David Eppers**, CFO, Carespring Health Care Management
  - Stuart Lindeman**, President & CEO, Revera Health Systems
  - Stephen McPherson**, President & CEO, Masonicare
  - Tim Phillippe**, President, Christian Homes
  - Garrett Robertson**, CEO, Deseret Health Group
  - Michael Slavik**, Principal, Healthcare, CliftonLarsonAllen LLP
- \*Think Tank participants listed above. Presenters To Be Announced.

9:00 – 9:30 am **Break** *Partner:*  **Hallmark Rehabilitation**  
make a difference - every day, every time

9:30 – 10:30 am

**Concurrent Sessions**

**M&A Forecast for the Skilled Nursing Segment**

Volatile capital markets and the latest round of reimbursement cuts have slammed the brakes on acquisitions in skilled nursing. Experts will provide insight into the status of M&A, and their forecasts for the future.

**Presenters** To Be Announced

**Patient-Centered Care: The Silverado Story**



Silverado Senior Living is a recognized leader in care for Alzheimer’s patients. Thanks in part to its culture of patient-centered care, Silverado has achieved dramatic improvements in clinical efficiency, cost and quality measurements. Stephen Winner will share how Silverado provides life affirming care to the memory-impaired.

**Stephen Winner**, Co-Founder & Chief of Culture, Silverado Senior Living

**From Theory to Practice: ACOs in the Real World**



Get real-time insight about ACOs from providers participating in the Pioneer ACO Program. These “Pioneers” will address critical issues: the process and criteria for selecting a post acute partner; understanding measurement criteria and outcomes tracking; and how post acute providers share in the savings.

**Guy Masters**, SVP, The Camden Group

10:30 – 11:00 am

**Break**

*Partner:*  **AVIV REIT**

11:00 am – 12:00 pm

**Closing General Session**

**The Impending Consumer Healthcare Revolution**

Social media, smart phones and sophisticated personalization capabilities are transforming how we interact with others. But what happens when these pervasive consumer trends inevitably spill over into healthcare? John de Souza will paint a picture of a future where consumers, empowered by technology, conduct self-diagnostics, access provider performance data and share new treatments in real-time. Learn how this consumer healthcare revolution will radically change how healthcare is delivered.

**About John de Souza**



John de Souza is President and CEO of MedHelp, the world’s largest health social network. His career path has included the IBM T. J. Watson Research Center, NASA’s Neurolab Space Project and Goldman Sachs’ Private Equity Group investing in healthcare and technology. He holds advanced degrees from MIT and College des Ingenieurs (France).

12:00 pm

**Grab-n-Go Snack**

*Partner:*  **AVIV REIT**

# Recreation

Naples is the crown jewel of Southwest Florida's Paradise Coast and a veritable playground for enthusiasts of all sorts, from sport fishermen to wine aficionados. Our activities, which our staff members have personally researched, offer something for everyone – and they're all complimentary.

## SUNDAY, MAY 6

### Executive Golf Tournament, Tiburon Club

12:30 – 5:30 pm



Designed by Greg Norman, this PGA-rated course is located in an Audobon sanctuary, and features sod wall bunkers and coquina sand – making it both challenging and beautiful.

### Offshore Fishing

12:30 – 5:30 pm

The fin-filled waters of Southwest Florida are an angler's dream. Come on board a 30-ft. state-of-the-art fishing vessel, as we set out for deep waters in search of grouper, snapper, shark, mackerel and barracuda.

### Sailing Regatta

12:30 – 5:30 pm



Hoist the main sail or set the spinnaker on this regatta along the sun-drenched waters off Naples. You and your crew of five will race against other LTC 100 teams for a prize!

### Everglades Cycling Tour

12:30 – 4:30 pm



Enjoy an eco-tour on two wheels through the luscious Everglades, riding along the flat, partially paved terrain of a converted railway line. You will experience close encounters with exotic animals (including alligators) as well as endangered indigenous plants.

### VIP Estate Tours: Homes of Edison & Ford

12:30 – 4:00 pm



Tour inside the homes of Thomas Edison and Henry Ford, two giants of American innovation – a privilege reserved for LTC 100 guests only. You'll see Edison's laboratory, botanical gardens and much more.

## MONDAY, MAY 7

### Cooking Healthy!

2:30 – 4:30 pm

Get up close and personal with a professional chef for this hands-on demonstration of healthy cooking. Our culinary experts will awaken the foodie in every participant, as they demonstrate the preparation of each tasty course for a meal using best practices in healthy cooking.

### Kayak the Cocohatchee

2:30 – 5:30 pm



The sinuous sloughs of the Cocohatchee are the perfect places for nature-loving paddlers. Your naturalist guide will tour your group through the wildlife of the Florida waterways to witness ospreys, ibises, egrets, and perhaps a dolphin or manatee.

### Cycle Tour of Old Naples

2:30 – 5:30 pm

Balmy breezes of ocean air will soothe your soul on this cycling tour through Old Naples. You'll pedal past fine examples of Florida architecture – old and new – before stopping for a stroll along the historic Naples Pier.

### Wine Tasting

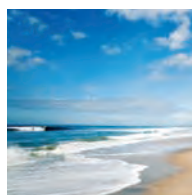
2:30 – 5:30 pm



Let Ritz-Carlton sommeliers tantalize your palate with exciting tastes – both contemporary and classic. Along the way, they'll help educate you on all aspects of the art of wine, from vintage to varietals.

### Afternoon at the Beach

2:30 – 5:00 pm



If an escape to the beach is what you want, Naples has plenty to offer. Play horseshoes, toss a Frisbee, try a boogie board – or ease into a lounge chair and catch up on some reading. Come on down, drag your toes through the sand and enjoy a day of relaxation.

# Spouse Program

A hhhh...The Ritz-Carlton Naples, one of the most beautiful locations to celebrate another LTC 100! It's the quintessential escape. The minute you walk through the lobby doors, you'll be swept up in elegance and luxury. Located on the Gulf of Mexico, just a few short steps from the beach, this is the ideal place to take in a morning yoga session or an evening sunset viewing. It really doesn't get any better.

The highlight of this year's program is most certainly Monday's Catamaran Cruise. And because the cruise is only available on weekdays, we moved the book club up to Sunday. We'll mail you the book to read before the conference.

Heads up! Monday night's dinner is a White Party, so don't forget to pack something white to wear.

Please make sure I have your e-mail address for further communications. See you in Naples!



*Janine*

Janine Jandrositz  
Spouse Program Director  
jjandrositz@lincolnhc.com  
(203) 644-1700

- **Conference Attire:** Business casual throughout except Monday evening's White Party when we request jackets for men and equivalent attire for women.

## SATURDAY, MAY 5

5:30 – 7:00 pm  
**Early Arrivals' Reception**

## SUNDAY, MAY 6

9:00 – 9:30 am  
**Spouse Breakfast**

Get to know other spouses over breakfast.

9:30 – 10:30 am  
**Spouse Book Club**



The novel critics are calling “heart-tugging,” “perfect” and a “meditation on humility” is coming to LTC 100. Told from the perspective of canine narrator Enzo, Garth Stein's *The Art of Racing in the Rain* piques your curiosity from page one with Enzo's alternative view of humans. On the eve of his death, Enzo (the dog) takes stock of his life, recalling all that he and his family have been through. A deeply moving but funny and ultimately uplifting story of family, love, loyalty, and hope, *The Art of Racing in the Rain* is a wonderfully crafted look at the wonders and absurdities of human life – as only a dog can tell it.

12:30 – 5:30 pm  
**Recreation**

- Offshore Fishing
- Sailing Regatta
- Everglades Cycling Tour
- VIP Estate Tour: Edison & Ford

*See Page 8 for Details*

7:00 – 9:00 pm  
**Opening Reception & Dinner**

## MONDAY, MAY 7

8:30 am – 1:30 pm  
**Spouse Catamaran Cruise & Shelling Excursion**



This half-day comfort cruise on a state-of-the-art Catamaran will sail past Port Royal and take in the

natural beauty of the Gulf. You'll enjoy some shelling along a secluded beach, and have a Margarita lunch back at the resort.

2:30 – 5:30 pm  
**Recreation**

- Wine Tasting
- Cooking Healthy!
- Kayaking
- Cycling Tour of Naples
- Afternoon at the Beach

*See Page 8 for Details*

6:30 – 10:30 pm  
**White Party**

6:30 – 7:30 pm Reception  
7:30 – 9:00 pm Dinner  
9:00 – 10:30 pm After Dinner Social

## TUESDAY, MAY 8

8:00 – 9:00 am  
**Spouse Yoga on the Beach**

9:00 – 9:45 am  
**Spouse Breakfast**

9:45 – 10:30 am  
**Spouse Board Meeting**

Join us to start developing our next annual event!

11:00 am – 12:00 pm  
**Closing General Session**  
**The Impending Consumer Healthcare Revolution**

*See Page 7 for Details*

# Conference Partners

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LTC 100 is funded largely by major contributions from partner organizations. Our confirmed partners as of February 1 are:

## UNDERWRITER

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## LEADERSHIP

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## EXECUTIVE

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## CONTRIBUTOR

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AccuNurse by Vocollect  
Healthcare Systems

ACP - Accelerated Care Plus

CliftonLarsonAllen LLP

Hill-Rom

Invacare Continuing Care

Kinetic Concepts, Inc. (KCI)

McKesson Medical-Surgical

OCS

OnShift

Plante Moran

PointRight Inc.

SmartLinx Solutions

Upstairs Solutions

## PARTICIPANT

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Avalere • Halcyon Rehabilitation • Healthcare Finance Group • Kwalu

► Visit [www.ltc100.com](http://www.ltc100.com) to register

**REGISTER TODAY**  
Space is Limited to 160 Executives

C O N F E R E N C E F E E S		
	BY MARCH 23	REGULAR
Provider Executive (For Profit)	\$1,295	\$1,595
Provider Executive (Not-For-Profit)	\$1,150	\$1,450
Association	\$995	\$995
Private Equity Executive	\$2,500	\$2,500
Speaker	N/A	N/A
Advisory Board	\$700	\$800
Partner	Included w/ Partnership Package	Included w/ Partnership Package
Spouse	\$350	\$400

The attendee fee covers all education sessions, all conference materials, seven meals, three receptions, coffee breaks and recreation (everything except lodging and incidental personal expenses). Spouse fee covers participation in both recreation and evening functions. **Please note:** No one under the age of 18 is permitted to participate in any sessions or functions.

## Who Can Attend

LTC 100 is exclusively for CEOs, Presidents, CFOs, COOs and select VPs of skilled nursing, long term care and transitional care companies with a minimum of \$40M in revenue. The number of executives per company permitted to attend is determined by the size of the provider organization:

SIZE OF PROVIDER REVENUE (MILLIONS)	MANAGEMENT LEVEL INVITED				NUMBER OF ATTENDEES ALLOWED
	CEO/President	CFO/COO	SVP	Select SVPs	
\$40 - 60	■	■			2
\$60 - 100	■	■	■		3
\$100 - 200	■	■	■	■	4
\$200 - 500	■	■	■	■	5
\$500+	■	■	■	■	5

## Airports

Airports that service the Ritz-Carlton Naples Beach are:

- Southwest Florida International Airport (RSW), 25 min.
- Miami International (MIA), 2 hours
- Fort Lauderdale International Airport (FLL), 2 hours

## Complimentary Car Service

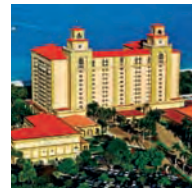
LTC 100 will provide complimentary car service to/from **Southwest Florida International airport**. We will group attendees arriving within 20 minutes of each other.

If you would like to arrange car service from other airports on your own, we recommend NT&T. Call (239) 262-3006 and reference LTC 100 for a discounted group rate.

## Reserve Your Hotel Room

Simply call the Ritz-Carlton Naples Beach at (888) 856-4380 and mention LTC 100 by March 23, 2012 to ensure availability. Room rate is \$329. Limited Gulf View rooms are available at \$359.

## The Ritz-Carlton Naples Beach



The Ritz-Carlton Naples Beach is situated in the heart of Southwest Florida's Paradise Coast, one of the most inviting destinations in the world.

280 Vanderbilt Beach Road  
Naples, FL 34108  
Main Phone: (239) 598-3300  
[www.ritzcarlton.com/naples](http://www.ritzcarlton.com/naples)

## Cancellation Policy

Anyone canceling before March 26, 2012 can either carry over their registration to the next year or receive a full refund. Cancellations after March 26, 2012 will be carried over to 2013 less a 20% cancellation fee. Carry over registrations can only be applied to the 2013 conference.

## Questions

Contact Emily Sciascia at (203) 644-1701 or [esciascia@lincolnhc.com](mailto:esciascia@lincolnhc.com).





May 5 - 8, 2012  
Ritz-Carlton Naples Beach, FL

REGISTER BY MARCH 23 AND SAVE \$300


## Affirming Skilled Nursing's Role in the Evolving Healthcare System

LTC 100 is the premier leadership and strategy conference for executives in skilled nursing, long term care, and transitional care. Senior executives attend LTC 100 to share best practices, network with industry leaders, strategize for the future and help position our sector for success in the evolving healthcare environment.

 Timely, focused topics presented by frontline professionals in a real-time format that was very relevant to our near future planning strategies. Spot on and hit the core of what has been on our mind. Well done!”  
**Phil Elmore**  
President & CEO  
Christian Care Centers

 LTC 100 is the best chance I have each year to simply get away from day-to-day management, reflect on what I've done, and gather ideas to plan my next steps.”  
**David Eppers**  
CFO  
Carespring Health  
Care Management

 Keep doing what you are doing. LTC 100 provided appropriate issues facing our industry and had professional participants with experience in the areas of discussion. One of the better conferences we have attended in quite some time.”  
**Mary Leach**  
President  
CopperSands Inc.

 A great conference that presented innovative ideas by organizations that are successful in senior living. LTC 100 continues to be the very best conference I have ever attended and a great model of outstanding customer service.”  
**Tim Phillippe**  
President & CEO  
Christian Homes