Schedule At A Glance

**SUNDAY, MAY 5**
- 7:00 - 8:00 am: Breakfast
- 8:00 - 9:00 am: Opening CEO Panel
- 9:00 - 10:00 am: General Session
- 10:30 - 11:45 am: Speed Meetings
- 11:45 am - 12:45 pm: Lunch
- 12:45 - 1:40 pm: General Session
- 2:00 - 4:35 pm: Concurrent Sessions

**MONDAY, MAY 6**
- 7:00 - 8:00 am: Breakfast
- 8:00 - 9:40 am: General Sessions
- 9:35 - 11:00 am: Closing General Session
- 10:10 - 11:10 am: Concurrent Sessions
- 11:30 am - 12:00 pm: General Session
- 12:00 - 1:00 pm: Lunch
- 1:00 - 2:00 pm: Keynote
- 2:30 - 5:45 pm: Recreation
  - Parasailing
  - The Ritz-Carlton Spa, Naples
  - Revs Museum Private Collier Collection Tour
  - Olde Naples Cycling Tour

**TUESDAY, MAY 7**
- 7:00 - 8:00 am: Breakfast
- 7:45 - 9:25 am: Disruptors
- 10:15 am - 12:00 pm: Speed Meetings
- 11:30 am - 12:00 pm: General Session
- 12:00 - 1:00 pm: Lunch
- 1:00 - 2:00 pm: Keynote
- 2:30 - 5:45 pm: Recreation
  - Parasailing
  - The Ritz-Carlton Spa, Naples
  - Revs Museum Private Collier Collection Tour
  - Olde Naples Cycling Tour

**WEDNESDAY, MAY 8**
- 7:00 - 7:45 am: Breakfast
- 7:45 - 9:25 am: Disruptors
- 10:15 am - 12:00 pm: Speed Meetings
- 11:15 am - 12:30 pm: LTC 100 Advisory Board Meeting

**RECREATION**
- Golf Tournament
- Naples Sightseeing
- Yacht Cruise
- Beach Blast

**EDUCATION**
- Concurrent Sessions
- Speed Meetings
- General Sessions
- Keynote

**NETWORKING**
- Opening CEO Panel
- Spouse Breakfast
- Spouse Edison & Ford Winter Estates Tour & Lunch
- Spouse Big Brothers Big Sisters Activity
- Spouse Book Club

**SPouse**
- Spouse Lunch
- Spouse Breakfast

**BREAKS**
- 9:15 am - 3:00 pm: Break
- 9:45 - 9:50 am: Break
- 10:00 - 10:00 am: Break
- 10:30 - 10:35 am: Break
- 10:45 - 11:10 am: Break
- 11:45 am - 11:50 am: Break
- 2:15 pm - 2:20 pm: Break

**MEALS**
- Welcome Reception
- Under the Gulf Gala
- “Flamingle” Dinner
- Breakfast
- Lunch
- Dinner
**Private meeting rooms are open to all Underwriter Partners:**

Monday & Tuesday: 7:00 am – 6:00 pm  
Wednesday: 7:00 am – 2:00 pm  

- **Essity:** Boardroom (Monday - Mezzanine Level North)  
- **Essity:** Bonita Sands (Tuesday & Wednesday - Mezzanine Level South)  
- **Kronos:** Estuary II (Mezzanine Level North)  
- **MatrixCare:** Port Royal I (Mezzanine Level South)  
- **Omnicare:** Estuary I (Mezzanine Level North)  
- **PharMerica:** Port Royal II (Mezzanine Level South)
General Information

**Welcome Desk**
Please check in to the conference and pick up your materials when you arrive.

**Saturday:** 3:00 - 6:00 pm  
*South Terrace*

**Sunday:** 8:00 am - 5:00 pm  
*Artisans*

**Monday:** 7:00 am - 5:00 pm  
**Tuesday:** 7:00 am - 3:30 pm  
**Wednesday:** 7:00 - 11:00 am  
*The Ritz-Carlton Ballroom Foyer*

**Wi-Fi**
*Network:* RitzCarlton_CONFERENCE  
*Password:* LTC100 (not case sensitive)

**Slide Decks**
Available on the [app](http://ltc100.com/onedrive) or at [ltc100.com/slidedecks](http://ltc100.com/slidedecks)

**Conference Attire**

**Executives:**  
*Education:* Business casual  
*Monday Night:* Resort casual or tropical inspired attire (optional).  
*Tuesday Night:* Cocktail attire (men a jacket please and women dressy attire).  
*Recreation:* Casual

**Spouses:**  
Resort casual, except Monday & Tuesday night (see above).

**Recreation Cancellations**
Some recreation activities have waiting lists. If you do not plan to participate in the recreation you reserved, please let us know at the Welcome Desk so we can offer it to another attendee.

**Conference Questions**

**On site Office Phone:** (239) 254-7013  
**From Inside the Hotel:** ext. 7013

**Speaker Evaluations**
Rate and review sessions and speakers through our app and receive a $10 Starbucks gift card at the Welcome Desk.

**Send Us Your Photos**
Click “Send Your Photos” in the app menu to upload your pictures and see them displayed throughout the conference.

**Airport Transportation Questions**
Contact Naples Transportation & Tours:  
**Phone:** (239) 260-3262  
**Email:** ops@nttep.com

**Your Badge For A Tip**
Return your badge to the Welcome Desk prior to your departure. We’ll re-use it in the future and give you $2 in tip money.

**Welcome to our Newcomers**
First-time LTC 100 attendees have a tree sticker on their badge. Please give them a warm welcome as they join our community!
LTC 100 App

Questions? Visit the Welcome Desk.

1. Search for “Lincoln Healthcare Leadership” in your app store

2. Select the “2019 LTC 100” event

3. Click the blue “Join” button at the bottom of the screen

4. You must enter the email you registered with, then a password of your choice

Share conference updates
Attendee list and messaging
Conference schedule, session descriptions and ratings, and slide decks
Speaker information & ratings
Ask questions at select general sessions
Spouse Program schedule
Send us your photos to see them on display throughout the conference
Sunday, May 5

**11:30 AM - 5:00 PM**

**LTC 100 Golf Tournament**

**Meet:** Porte Cochere at 11:30 am, shuttle runs continuously starting at 11:45 am; shotgun start at 12:30 pm

**Includes:** Boxed lunch at golf course, beverages, sunblock

**Attire:** Slacks or knee length shorts, collared shirt, golf/tennis shoes (spikes not allowed), jacket, sunglasses

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**Boxed lunches for the recreation activities below are available at The Ritz-Carlton Ballroom Foyer from 11:45 AM to 1:00 PM**

**12:15 - 3:30 PM**

**Naples Sightseeing Yacht Cruise**

**Meet:** The Ritz-Carlton Ballroom Foyer at 12:15 pm; shuttle departs at 12:30 pm

**Includes:** Boxed lunch, beverages, sunblock

**Attire:** Casual, non-slippery footwear, light jacket, hat, sunglasses

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**12:30 - 4:30 PM**

**Beach Blast**

**Meet:** North Beach in back of hotel

**Includes:** Boxed lunch, beverages, sun block, towels, and watersports

**Attire:** Swimwear, flip-flops, t-shirts, shorts, light jacket or cover-up for light wind

**Note:** Wave runners and paddle boards available in 30-minute increments, first come first served basis

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**6:00 - 7:30 PM**

**Welcome Reception**

**Vanderbilt Courtyard**

**Inclement Weather Location:** Vanderbilt Ballroom
Monday, May 6

7:00 - 8:00 AM
Breakfast
The Ritz-Carlton Ballroom

8:00 - 9:00 AM
General Session
Reinventing Skilled Nursing for the Next 20 Years
The Ritz-Carlton Ballroom
- Brian Fuller (Moderator), CEO, Integrated Care Solutions
- Richard Bane, President, BaneCare Management
- Phil Fogg, Jr., President & CEO, Marquis Companies
- Owen Hammond, CEO & Principal, Cascadia Healthcare

9:00 - 10:00 AM
General Session
SNF Outlook 2024: Buy, Sell or Hold?
The Ritz-Carlton Ballroom
- Stephen Monroe (Moderator), Partner & Managing Editor, Irving Levin Associates
- Joseph Deans, CFA, VP Acquisitions, Diversicare Healthcare Services
- Steve LaForte, Director, Strategic Operations & General Counsel, Cascadia Healthcare
- Mark Lamb, Chief Investment Officer, CareTrust REIT
- Andrew Sfreddo, Partner, Birchwood Health Care Properties

10:00 - 10:30 AM
Break
Vanderbilt Courtyard

10:30 - 11:45 AM
Speed Meetings
- Providers: Check-in at 10:25 AM in Vanderbilt Ballroom I prior to the beginning of Speed Meetings
- Partners: Arrive by 10:25 AM in Vanderbilt Ballroom III for a brief overview of Speed Meetings

11:45 AM - 12:45 PM
Lunch
The Ritz-Carlton Ballroom
Monday, May 6

12:45 - 1:40 PM
General Session

The Nirvana Model: Integrated Post Acute Care
The Ritz-Carlton Ballroom

David Ellis (Moderator), President & Founder, Lincoln Healthcare Leadership
Brian Holzer, MD, CEO, Lacuna Health
Peter Longo, Principal & Managing Partner, Cantex Continuing Care Network
Michael Spigel, President and COO, Brooks Rehabilitation

1:40 - 2:00 PM
Break
Vanderbilt Courtyard

2:00 - 2:45 PM
Concurrent Sessions

Preparing for PDPM: Why Compliance is Critical to Reimbursement
Vanderbilt II

Steven Littlehale, Chief Clinical Officer Emeritus, PointRight Inc.
David Stordy, COO, American Senior Communities
Kelly Thomas, Chief Compliance & Ethics Officer, American Health Partners
Monica Walsh, SVP Clinical Reimbursement, Regency Integrated Health Services

Lincoln Report: SNF Case Studies in Extreme Cost Control
Vanderbilt III

Cory Rutledge (Moderator), Managing Principal - Senior Living, CLA
Paul Babinski, President, Liberty HealthCare and Rehabilitation Services
Keith Helmer, COO, Medical Facilities of America
2:55 - 3:40 PM
Concurrent Sessions

Building a Sustainable Behavioral Health Strategy
Vanderbilt II
Marc Myzal (Moderator), Consulting Director, McBee Associates
Steve Black, VP Operations, Generations Healthcare
Ryan Haller, Chief Development Officer, Avamere Group
John Whitman, Executive Director, The TRECS Institute & Faculty, The Wharton School

US Immigration Policy & the SNF Workforce
Vanderbilt III
David Ellis, President & Founder, Lincoln Healthcare Leadership

3:50 - 4:35 PM
Concurrent Sessions

VBP Success Strategies:
Keys to Mastering Low Re-Hospitalization Rates
Vanderbilt II
Betsy Rust (Moderator), Partner, Plante Moran
Dava Ashley, President, Covenant Care
Alan Hash, CEO, Avalon Health Care
Melissa Powell, COO, The Allure Group

Raising the Stakes in Physician-led SNF Care
Vanderbilt III
Kathleen Griffin, PhD (Moderator), President & CEO, Care Management Innovations
Tom Haithcoat, COO, CareConnectMD
Carol Irvine, President & CEO, Abramson Senior Care
Chris Masterson, SVP Ancillary Services, Greystone Health Network

7:00 - 9:30 PM
“Flamingle” Dinner
Family Pool
Inclement Weather Location: The Ritz-Carlton Ballroom
Tuesday, May 7

7:00 - 8:00 AM
Breakfast
The Ritz-Carlton Ballroom

8:00 - 8:20 AM
General Session
Shifting the SNF Mindset Toward the Future
The Ritz-Carlton Ballroom
Aryeh Goldberg, VP Corporate Strategy & Growth, S&F Management Company

8:20 - 9:10 AM
General Session
Roadmap to Risk
The Ritz-Carlton Ballroom
Tim Craig (Moderator), VP Education, Lincoln Healthcare Leadership
David Gardner, Managing Director, Stonerise Healthcare
Scott LaRue, President & CEO, ArchCare
Michael Spigel, President & COO, Brooks Rehabilitation
Eric Tanner, CEO, OnPointe Health

9:10 - 9:40 AM
General Session
ProMedica & HCR ManorCare: A Vision for Acute/Post Acute Integration
The Ritz-Carlton Ballroom
Randy Oostra, President & CEO, ProMedica Health System

9:40 - 10:10 AM
Break
Vanderbilt Courtyard

10:10 - 10:35 AM
Concurrent Sessions
Signature HealthCARE: Seizing the iSNP Opportunity
Vanderbilt II
Alicia Heazlitt, VP Innovation, Signature HealthCARE

Genesis Healthcare: Creating the Nation’s Only LTC ACO
Vanderbilt III
Jason Feuerman, SVP Strategic Development & Managed Care, Genesis Healthcare
10:45 - 11:10 AM
Concurrent Sessions

OnPointe Health: Advancing Risk-Based Managed Care Contracting

**Vanderbilt II**

Eric Tanner, CEO, OnPointe Health

OPTIMISTIC: Transforming Care Through Nurse-Led Quality Improvement

**Vanderbilt III**

Kathleen Unroe, MD, Director, OPTIMISTIC Project

11:10 - 11:30 AM
Break

The Ritz-Carlton Ballroom Foyer

11:30 AM - 12:00 PM
General Session

Culture & Strategic Change

**The Ritz-Carlton Ballroom**

David Ellis, President & Founder, Lincoln Healthcare Leadership

12:00 - 1:00 PM
Lunch

**Center Court**

*Inclement Weather Location: The Ritz-Carlton Ballroom*

1:00 - 2:00 PM
Keynote

Building a Culture of Innovation ‘The Amazon Way’

**The Ritz-Carlton Ballroom**

John Rossman, Author, Advisor & Entrepreneur
Tuesday, May 7

2:30 - 5:15 PM
Parasailing
Meet: Activity Hut at North Beach in back of hotel. Check your email or the Welcome Desk for your group departure time:

- **Group 1:** 2:45 – 4:00 pm
- **Group 2:** 4:00 – 5:15 pm

Includes: Bottled water, snacks, sunblock
Attire: Swimsuit or shorts and t-shirt. Footwear may be left at the Activity Hut or on board the boat.

2:30 - 5:30 PM
The Ritz-Carlton Spa, Naples
Meet: The Ritz-Carlton Spa. Check your email or the Welcome Desk for your appointment time. Arrive 30 minutes prior to your scheduled appointment. Enjoy complimentary access to spa amenities.

Includes: Spa robe, slippers, locker
Attire: Casual

2:45 - 5:30 PM
Revs Museum Private Collier Collection Tour
Meet: The Ritz-Carlton Ballroom Foyer at 2:45 pm; shuttle departs at 3:00 pm

Includes: Bottled water, snacks
Attire: Casual, walking shoes

2:45 - 5:45 PM
Olde Naples Cycling Tour
Meet: The Ritz-Carlton Ballroom Foyer at 2:45 pm; shuttle departs at 3:00 pm

Includes: Bottled water, snacks, sunblock
Attire: Casual/active clothing, closed toe shoes, hat, sunglasses

6:30 - 9:30 PM
LTC 100 *Under the Gulf* Gala

- 6:30 - 7:30 PM
  Reception
  The Ritz-Carlton Ballroom Foyer

- 7:30 - 9:30 PM
  Dinner & Dessert Social
  The Ritz-Carlton Ballroom
LEADERSHIP CONFERENCE

6:30 - 7:30 PM
Reception
The Ritz-Carlton Ballroom Foyer

7:30 - 9:30 PM
Dinner & Dessert Social
The Ritz-Carlton Ballroom

Cocktail Attire Requested   /   Jacket for Men   /  Dressy Attire for Women

Tuesday, May 7
Wednesday, May 8

7:00 - 7:45 AM
Breakfast
The Ritz-Carlton Ballroom

7:45 - 9:25 AM
Disruptors
The Ritz-Carlton Ballroom

7:45 - 8:05 am
HighPointe on Michigan: Using Tech to Track Patient Frailty
Eugene Gonsiorek, PhD, VP Long Term Care, HighPointe on Michigan (Kaleida Health)

8:05 - 8:25 am
Norterre: Senior Care Reimagined
Steve Shields, CEO, Action Pact

8:25 - 8:45 am
Evernest: Envisioning Skilled Care in a Granny Pod Setting
Greg Francis, Founder, Evernest

8:45 - 9:05 am
Titanium Extra Clinics: A New Twist on Chronic Care Management
Gray Miller, Founder & CEO, Titanium Healthcare

9:05 - 9:25 am
Ignite Medical Resort: Next Gen SNF Creates LTAC/IRF Diversion
Tim Fields, Founder & CEO, Ignite Medical Resorts

9:25 - 9:35 AM
Break
The Ritz-Carlton Ballroom Foyer
Wednesday, May 8

**Closing General Session**

**9:35 - 11:00 AM**

*Discovering ROI in SNF-Based Telehealth*

**The Ritz-Carlton Ballroom**

**Moderator:** John Whitman, Executive Director, The TRECS Institute & Faculty, The Wharton School

**Case Study: CCR (Commonwealth Care of Roanoke)**
Honor Chriscoe, Director of Operational Initiatives & Support

**Case Study: Saber Healthcare Group**
Mike Demagall, VP Population Health & Business Development

**Case Study: Central Island Healthcare**
Michael Ostreicher, Owner

**11:15 AM - 12:30 PM**

*LTC 100 Advisory Board Meeting*

**Artisans**
For Advisory Board Members Only. Lunch Provided.

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Thank you for participating in LTC 100 2019!

David Ellis
Managing Director
LTC 100
### Sunday, May 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 AM - 5:00 PM</td>
<td>LTC 100 Golf Tournament</td>
<td>See Page 6 for Details</td>
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<tr>
<td>12:15 - 3:30 PM</td>
<td>Naples Sightseeing Yacht Cruise</td>
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<tr>
<td>12:30 - 4:30 PM</td>
<td>Beach Blast</td>
<td>See Page 6 for Details</td>
</tr>
<tr>
<td>6:00 - 7:30 PM</td>
<td>Welcome Reception</td>
<td>Vanderbilt Courtyard</td>
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### Monday, May 6

<table>
<thead>
<tr>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>7:30 - 9:00 AM</td>
<td>Breakfast</td>
<td>South Terrace</td>
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<tr>
<td>9:15 AM - 3:00 PM</td>
<td>Edison &amp; Ford Winter Estates Tour</td>
<td>South Terrace</td>
</tr>
<tr>
<td>7:00 - 9:30 PM</td>
<td>“Flamingle” Dinner</td>
<td>Family Pool</td>
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### Tuesday, May 7

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<tbody>
<tr>
<td>7:30 - 9:00 AM</td>
<td>Breakfast</td>
<td>South Terrace</td>
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<tr>
<td>9:00 - 10:00 AM</td>
<td>Book Club</td>
<td>South Terrace</td>
</tr>
<tr>
<td>10:15 AM - 12:00 PM</td>
<td>Big Brothers Big Sisters Community Service</td>
<td>South Terrace</td>
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<tr>
<td>12:00 - 1:00 PM</td>
<td>Lunch</td>
<td>South Terrace</td>
</tr>
<tr>
<td>2:30 - 5:15 PM</td>
<td>Parasailing</td>
<td>See Page 12 for Details</td>
</tr>
<tr>
<td>2:30 - 5:30 PM</td>
<td>The Ritz-Carlton Spa</td>
<td>See Page 12 for Details</td>
</tr>
<tr>
<td>2:45 - 5:30 PM</td>
<td>Revs Museum Tour</td>
<td>See Page 12 for Details</td>
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</tr>
<tr>
<td>6:30 - 9:30 PM</td>
<td>Under the Gulf Gala</td>
<td>The Ritz-Carlton Ballroom</td>
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### Wednesday, May 8

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 10:00 AM</td>
<td>Breakfast</td>
<td>South Terrace</td>
</tr>
</tbody>
</table>

**Spouse Program Director:** Jackie Carlino  
jcarlino@lincolnhc.com
Thank You To Our Partners

LTC 100 is sponsored by a select group of leading companies who aim to partner with you to drive positive change in your organization.

UNDERWRITER

Incontinence

Workforce Management Software

EMR/EHR

Pharmacy

Pharmacy

LEADERSHIP

Medical Supply Distribution

Rehabilitation/Therapy Services

Enterprise Software
Thank You to the LTC 100 Advisory Board

Jon Arlotta  
VP Sales & Strategic Accounts  
Omnicare, a CVS Health company

Chris Chirumbolo  
CEO  
Carespring

Neal Einhorn  
Managing Member  
CareRite Centers

David Ellis  
President & Founder  
Lincoln Healthcare Leadership

Michael Feenan  
VP Sales & Marketing  
Essity

Jason Feuerman  
SVP Strategic Development & Managed Care  
Genesis Healthcare

Larry Florio  
National Director  
Post Acute & Senior Living  
Kronos Incorporated

Brian Fuller  
CEO  
Integrated Care Solutions

Kelly Gill  
VP & Director  
Post-Acute Care Services  
LCS

Aryeh Goldberg  
VP Corporate Strategy & Growth  
S&F Management Company

Kathleen Griffin  
President & CEO  
Care Management Innovations

Eli Gunzburg  
CEO  
Providence Healthcare Management

Keith Helmer  
COO  
Medical Facilities of America

Donna Kelsey  
CEO  
American Senior Communities

Kathy LeVee  
Principal & Co-Owner  
Latitude Health Partners

Stuart Lindeman  
President & CEO  
Mission Health Communities

Steven Littlehale  
Chief Clinical Officer Emeritus  
PointRight Inc.

Ephram Ostreicher  
COO  
National Health Care Associates

Dale Padgett  
Corporate VP of Sales  
PharMerica

Melissa Powell  
COO  
The Allure Group

Renee Pruzansky  
CEO  
AristaCare Health Services

Cory Rutledge  
Managing Principal, Senior Living  
CLA

Ed Scott  
EVP & Chief Revenue Officer  
MatrixCare

Michael Spigel  
President & COO  
Brooks Rehabilitation

Joe Steier  
President & CEO  
Signature HealthCARE

Eric Tanner  
CEO  
OnPointe Health

Nanci Wilson  
Legislative Liaison  
Plum Healthcare Group
See You in 2020!

May 3 - 6
Four Seasons Orlando