



# Quarterly Business Partner Showcase

June 15, 2016

Dear Valued WHCA/WiCAL Member,

I am pleased to provide you with the **WHCA/WiCAL Quarterly Business Partner Showcase**. The useful information included in this mailing offers valuable background on the products and services available through our association's Business Partners, truly our "partners in care."

Please take a few minutes to review their materials. Also note that this file is available online along with previous Business Partner Showcases at [www.whcawical.org/bps](http://www.whcawical.org/bps). For your convenience, this file is organized with bookmarks to access the flyers of specific companies.

**This quarter, WHCA/WiCAL has a special added attraction for the Business Partner Showcase. Located in the Business Partner Showcase is a logo of the Oaks Golf Course, the location of the upcoming 38<sup>th</sup> Annual Care Classic golf outing on July 18, which support scholarships for students studying long-term care. Employees of WHCA/WiCAL member facilities who send in the page number of where the Oaks logo appears will be entered into a drawing to win a foursome golf package with cart included at the Oaks Golf Course in Cottage Grove, WI – a value of over \$150. To be entered into the drawing you must send in your name, facility and the page number where the logo appears by June 29 to [skitch@whcawical.org](mailto:skitch@whcawical.org).**

WHCA/WiCAL Business Partners are a valuable part of our association, and Member facilities are encouraged to consider turning FIRST to Business Partners for products and services.

Please join me in thanking them for their support of our community of providers!

Sincerely,

**John Vander Meer**  
*Executive Director*  
Wisconsin Health Care Association

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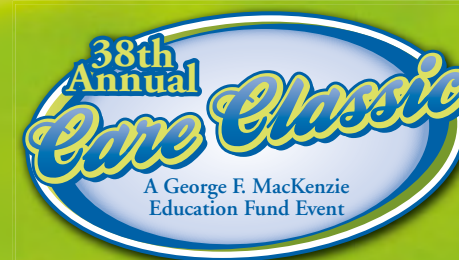
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# WHCA / WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living



the  
**Oaks**  
GOLF COURSE

Monday, July 18, 2016  
Cottage Grove, WI

WHCA/WiCAL 38th Annual Care Classic
A "George F. MacKenzie Education Fund" Event

The Oaks Golf Course • Cottage Grove, WI • Monday, July 18, 2016

It's time to hit the links for everyone's favorite golf event, the "38th Annual WHCA/WiCAL Care Classic"! Join us at the beautiful Oaks Golf Course, just minutes from downtown Madison in Cottage Grove, WI. The "Care Classic" is a fun-filled event where camaraderie takes precedence over competition, and even non-golfers are encouraged and welcomed to come and join in for the fun! More importantly, funds raised from this year's event will support educational opportunities through scholarships and educational grants for WHCA/WiCAL facility employees and families.

Proceeds from this event have raised over \$125,000 in scholarships to worthy recipients throughout the state.

More details on how to apply for these scholarships and grants will be sent at a later date.

Table with 5 columns: Time, Activity, and details for 10:00 am, 10:15 am, 11:50 am, 4:30 pm, and 5:00 pm.



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The Oaks Golf Course

Elite "Care Classic" Sponsors



Directions

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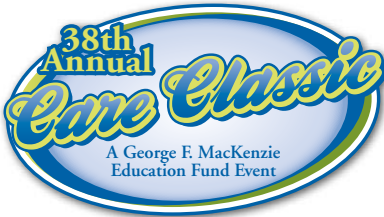
- 1. At exit 142B, take ramp right for US-18 East / US-12 East toward Cambridge
2. At exit 267B, take ramp left for I-39 North / I-90 West toward Milwaukee / Wisconsin Dells
3. At exit 138A, take ramp right for I-94 East toward Milwaukee
4. At exit 244, take ramp right for CR-N toward Sun Prairie
5. At roundabout, take 3rd exit onto CR-N N
6. At roundabout, take 1st exit
7. At roundabout, take 1st exit onto CR-TT E
8. Keep straight onto CR-TT
9. Bear right onto Pierceville Rd

Heading towards Madison on I-94 W

- 1. At exit 244, take ramp right for CR-N toward Sun Prairie / Cottage Grove
2. At roundabout, take 1st exit onto CR-N N
3. At roundabout, take 1st exit onto CR-TT E
4. Keep straight onto CR-TT
5. Bear right onto Pierceville Rd

Heading towards Madison US-151 S

- 1. At exit 103, take ramp right and follow signs for CR-N / US-151-BR
2. Turn left onto US-151 S Branch / N Bristol St
3. Bear right onto US-151 Branch / N Bristol St
4. Turn left onto WI-19 / E Main St
5. Turn right to stay on Grove St / CR-N
6. At roundabout, take 3rd exit onto CR-TT E
7. Keep straight onto CR-TT
8. Bear right onto Pierceville Rd



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\*Includes green fees, cart, shirt, on-course refreshments, tees, lunch, dinner and many prizes.

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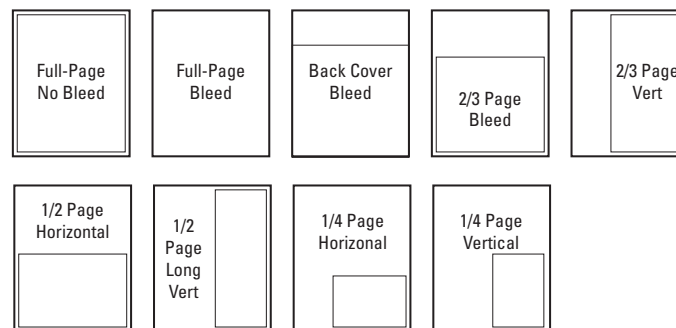
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## Robert J. Heath

Rob Heath is a shareholder in Reinhart's Health Care Practice and chair of the Firm's Long-Term Care Facilities, Assisted Living and Senior Housing Practice Group. His practice stresses general corporate and transactional representation of health care providers, with a special emphasis on legal issues as they affect long-term and post-acute care providers including nursing homes, assisted living facilities and all types of senior housing. Rob's practice encompasses health care acquisitions and mergers, joint ventures, managed care law and health care-related administrative law matters.

Rob is a frequent presenter on corporate and regulatory matters affecting health care providers. In addition, he has been extensively involved in the financing and construction of retirement communities and alternative living facilities for older adults.

## Robert J. Lightfoot II

Bob Lightfoot is a shareholder in Reinhart's Health Care Practice specializing in long-term care, assisted living, and senior housing matters. He has extensive experience representing assisted living and skilled nursing facilities on regulatory and operational issues including survey and certification, licensure, audits, regulatory compliance, risk management, HIPAA compliance, contracts and transactional matters involving the buying and selling of facilities. Bob represents providers on numerous matters before wide range of State and Federal agencies. He also represents health care and other licensed professionals in licensing matters before the Wisconsin Department of Safety and Professional Services.

Bob is a frequent presenter and writer on health care facility regulation, operations and issues affecting health care professionals, and is a contributor to the Wisconsin Assisted Living Association Newsletter. Bob is also a licensed Registered Nurse with ten years of clinical experience, most of which was spent in nursing practice at Vanderbilt University Medical Center.



608-229-2257  
[rlightfoot@reinhartlaw.com](mailto:rlightfoot@reinhartlaw.com)



414-298-8346  
[jkramp@reinhartlaw.com](mailto:jkramp@reinhartlaw.com)

## John A. Kramp

John Kramp is an attorney in Reinhart's Health Care Practice where he advises a wide range of health care organizations and facilities, including nursing homes, assisted living facilities, independent senior living communities, behavioral health care providers, home health agencies, personal care agencies, hospitals, physician practices, non-profit organizations and related industry groups. John regularly counsels clients in connection with transactional matters including mergers and acquisitions, commercial contracts and regulatory compliance. He also commonly advises clients in connection with survey and certification, licensure and privacy issues.

He often presents on health care issues and plays an active role in sharing his legal and industry-related knowledge, having co-authored several health care law client alerts and articles.





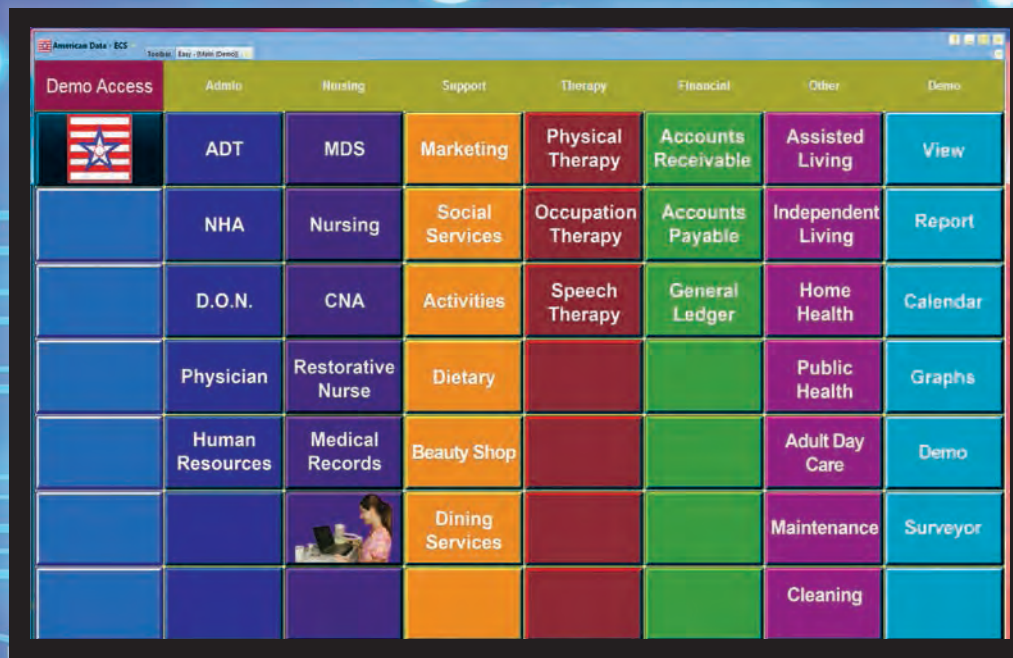
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*In addition the export feature of the ECS system makes it easier to produce reconciliations and discover variances. I look forward to a long relationship with American Data."*

Jeremy Storer,  
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Plus so much more!

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## ECS - Electronic Chart and Financial System

American Data's Electronic Chart System (ECS) has been providing EMR/EHR and financial solutions to long-term care providers for over 30 years. With over 600 clients today, our employee-owned and controlled company has the most flexible and comprehensive system on the market. Our integrated software solution streamlines patient care while providing real-time documentation and increasing reimbursement.

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Not only is flexibility important, but you must also consider to what extent the system can be customized as well as the amount of time and energy you must put in to do so. Information on screens in ECS can be customized down to what appears, how it appears, where it appears, and even who it appears to. Modifications are user-friendly and can be done by authorized personnel at each facility. It requires no IT/programming background. In this way the facility can change their system as their needs dictate.

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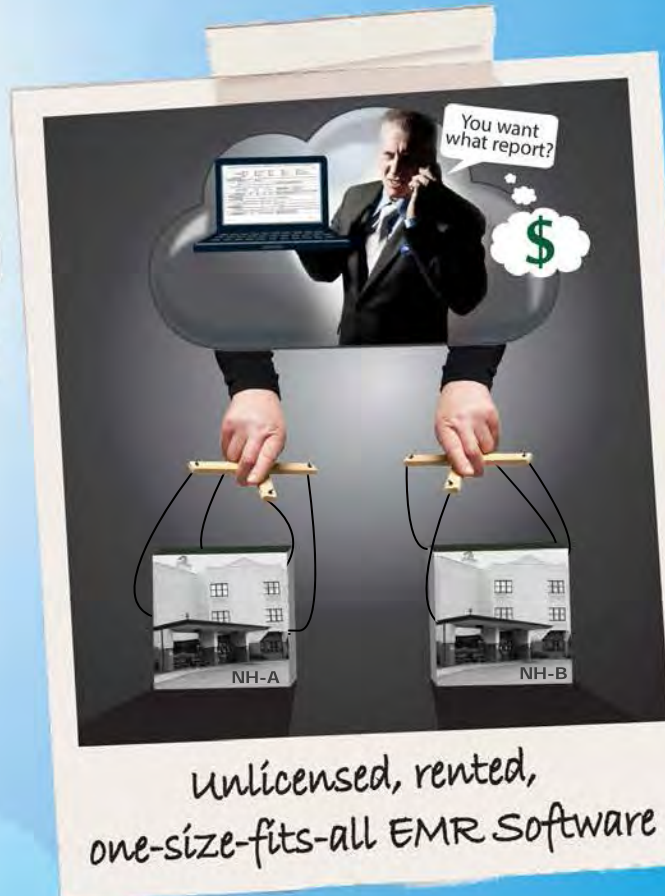
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Focused on **Your** Standards of Care

Learn How **Owning** vs **Renting**  
Can Cost Less and Increase Revenues



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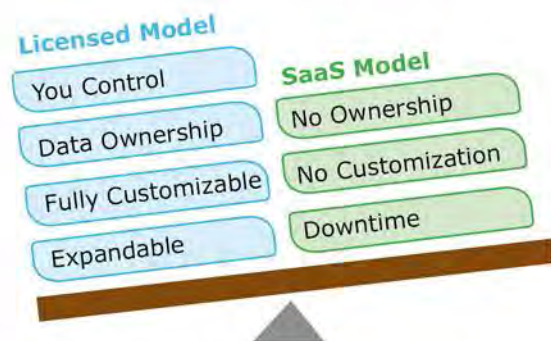
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Licensed Model	SaaS Model
Right to Physical Custody	Remotely Accessed Service
Customizations Discretionary	Customizations Limited
Infrastructure & Data Security Control	No direct Security Control
Data Ownership & Custody Control	No direct data, custody, data ownership must be clearly defined in T's and C's
SLAs for support response	SLAs for support & availability
Control timings of upgrades	Limited control of upgrade timing



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- ✓ American Data is an American company, which means all medical records created by our system are stored in the United States.

# Professional Senior Living Services



**WIPFLi**<sup>LLP</sup>  
CPAs and Consultants  
HEALTH CARE PRACTICE



Wipfli brings together the best of both worlds—the resources of a large firm and the commitment to personal service found in smaller firms. We have 175 partners, more than 1,400 associates, 33 offices, and over 50,000 firm clients. Wipfli is ranked No. 20 in the top 100 public accounting firms and is properly licensed for public practice as a certified public accounting firm. Since our firm's founding in 1930, it has been our mission to be the firm of choice in the markets we serve. Today, Wipfli is fulfilling its mission and serving health care clients throughout the nation from our offices in Minnesota, Wisconsin, Washington, Idaho, Montana, Pennsylvania, and Illinois.



To fulfill the needs of our diverse client base, Wipfli has grown into a multidiscipline professional services firm. Services include a wide range of financial and operational consulting services, and the firm has created specialized industry and business unit practices including:

### Industry Groups

- Health Care
- Nonprofit and Governmental
- Manufacturing and Distribution
- Financial Institutions
- Construction and Real Estate

### Business Unit Practices

- Audit and Accounting
- Tax
- Information Technology
- Human Resources
- Retirement Plan Services

### Our Health Care Services

Wipfli's health care industry group has deep experience in the market. We have over 1,700 health care clients, including hospitals, nursing homes, assisted living organizations, and physician practices in 48 states and 100 health care professionals, including 17 partners. Our industry-focused approach means that we are continually refining our understanding of emerging health care industry issues, leading practices, and developing trends to provide well-informed and practical advice for clients in the health care industry.

We have deep industry knowledge in the senior living industry, and Wipfli senior living professionals includes CPAs, licensed nursing home administrators, RNs, senior living market analysts, and nursing home billing specialists. These professionals serve nursing home clients in Wisconsin, Minnesota, Michigan, Washington, Idaho, and Oregon as well as throughout the rest of the nation. As a result, we are familiar with the unique nursing home reimbursement and operational environments in the states, in which your facility operates as well as throughout the rest of the nation.

Wipfli sponsors regional conferences on issues that are important to health care providers. In addition, we lead training and educational sessions and present webinars for industry groups at both the regional and national levels, at state and national senior living associations, the American Institute of Certified Public Accountants, Health Care Financial Management Association, National Rural Health Association, and the National CPA Health Care Advisors Association. Through our active involvement in state, regional, and national associations, we provide education and training to thousands of senior living leaders and professionals annually on a wide variety of topics.

In addition, our health care professionals and the firm maintain memberships in a variety of professional associations including the American Institute of Certified Public Accountants, state societies and institutes of certified public accountants, Healthcare Financial Management Association, state hospital and nursing home associations, the National CPA Health Care Advisors Association, Medical Group Management Association, National Rural Health Association, National Association of Rural Health Clinics, and other health care associations.

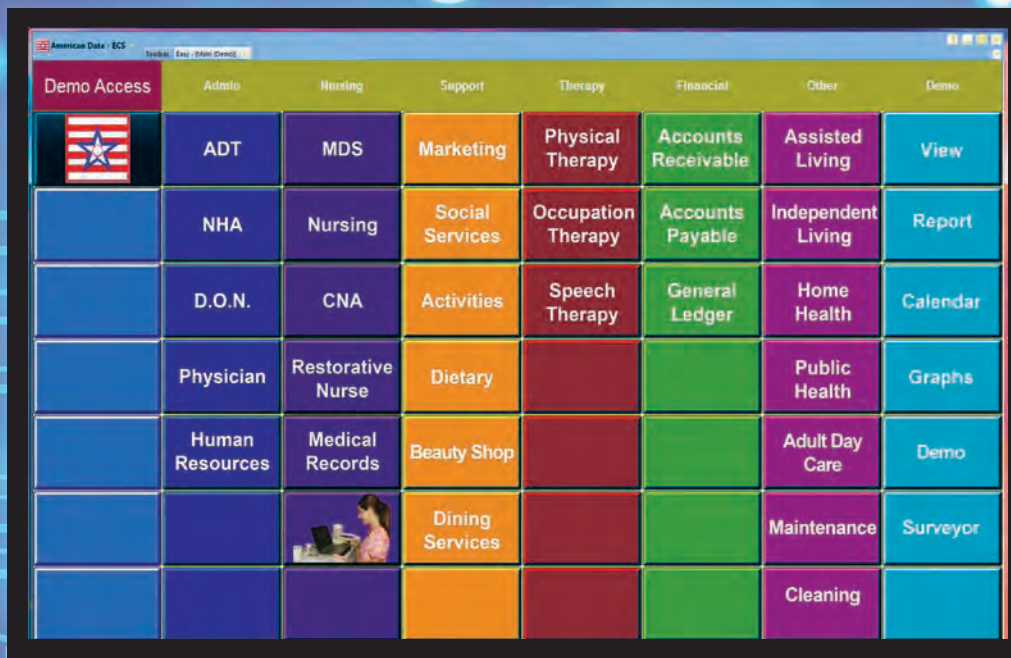
We provide value-added observations and recommendations related to accounting processes, practices, and internal controls as part of our audit process. In addition, Wipfli's health care and senior living experts are available as an extension to your internal teams as you grow and enhance your financial performance. Following are just a few examples of the value-added services available to the facility through Wipfli's comprehensive industry-focused experts.



- **Tax Services.** Wipfli has invested tremendous resources in building a team of experienced, creative tax specialists. We believe we have assembled a group of individuals with unsurpassed tax talent who live and work in the area. These individuals include former Big Four partners, seasoned senior managers, experienced National Tax veterans, former revenue agents, and tax attorneys.
- **Audit Services.** We pride ourselves on utilizing deep industry expertise to provide value-added, efficient, and affordable audit services to our health care clients. Our auditors are industry specialists who understand the unique needs and challenges of senior living organizations. We also understand the importance of staff consistency on engagements. These factors result in highly satisfied audit clients who build long-term relationships with our staff.
- **Accounting and Small Business.** Recruiting, retaining, and educating a comprehensive internal staff for accounting, human resources, information technology needs of a small business can be challenging and cost-prohibitive. Wipfli's has a complete team of professionals who are available to add resources to our client's existing capabilities or to serve as an affordable and cost-effective outsourcing solution.
- **Clinical and Operational.** Our team includes clinical and operational experts led by a nationally recognized leader in the nursing home profession. This clinical and operational team of experts provide a diverse set of services ranging from ICD-10 training, MDS coding analysis, mock surveys for regulatory compliance, and staffing and operations assessments.
- **Market Analysis.** Wipfli's senior living market analysis and strategic planning team assists senior living organizations in adapting their services to the changing landscape. This team conducts comprehensive strategic planning engagements, nursing home bed need analysis, and assisted living, independent living, and home health market assessments.
- **Reimbursement.** Our reimbursement experts complete and/or review Medicare and Medicaid cost reports for accuracy and optimization based on the reimbursement environment within each state.
- **Risk Advisory.** Our risk advisory team helps our health care clients ensure the confidentiality, integrity, and availability of protected health information (PHI), including the electronic devices and systems that are used with this information under the Health Insurance Portability and Accountability Act (HIPAA) and by utilizing HITRUST Common Security Framework (CSF) in executing comprehensive security assessments.
- **Information Technology.** Our information technology analysts help clients maximize their information technology investments through network development and support services, conducting information technology environment audits, and helping with software selection and project management for major system implementations.
- **Benchmarking.** Through our proprietary database of nursing home Medicare cost reports, which includes all nursing homes in the nation, we can provide a benchmarking analysis for each facility. This analysis will compare key revenue and cost indicators to state, regional, and national benchmarks.



# AMERICAN DATA



- **Flexible**
- **Comprehensive**
- **USA Cloud-Based Hosting** (Optional)
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Complete EMR & AR/Billing system tailored to and controlled by YOU, so that the system responds to your higher standards of care for all levels of service, and is linked to Microsoft Dynamics® or QuickBooks® Financial Systems.



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*"The customer service, and level of support is the greatest aspect of working with American Data. We know that our concerns are taken seriously because every call or e-mail receives a prompt response.*

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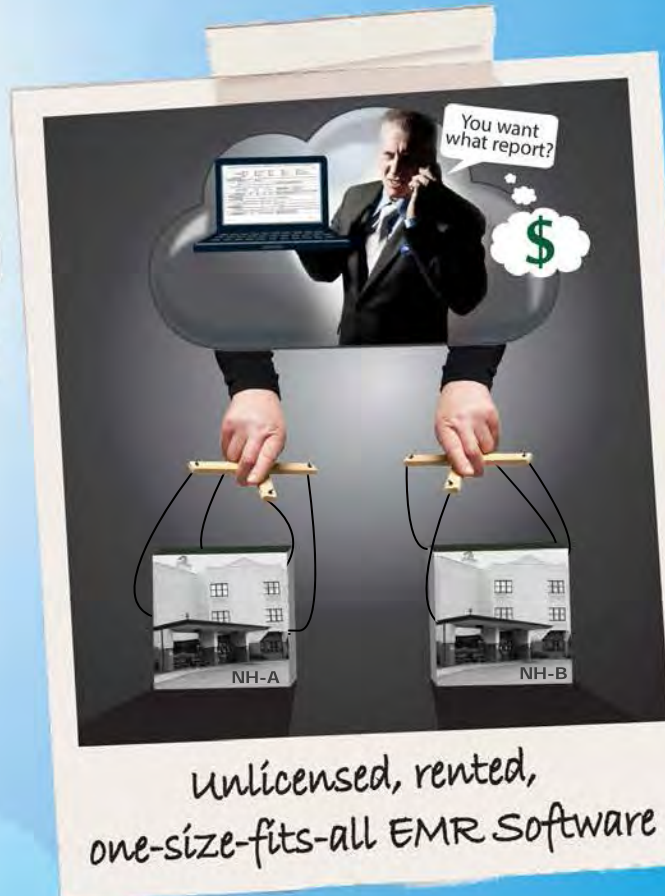
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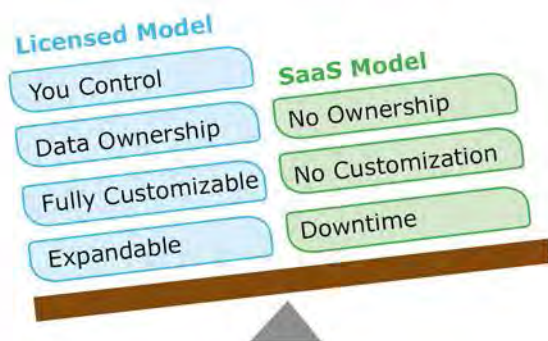
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- **Mezzanine**
- **Equity solutions**



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Robert Culnane  
(617) 316-1676

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## INFORMATION CONTROLS

*Controlling information today for tomorrow*

### PBJ Reporting Requirements

Beginning on **July 1, 2016** Long Term Care (LTC) facilities are **required by law** to submit staffing and census information to the Centers for Medicare and Medicaid Services (**CMS**) via the newly developed Payroll Based Journal (**PBJ**) system.

Per CMS, all employee hours paid to deliver services must be:

- Reported based on 'Absolute Day' (midnight to 11:59 PM);
- Allocated using the 40 CMS Job Title Codes;
- Inclusive of agency and contract staff hours;
- Be uploaded in XML file format;

Information Controls is uniquely positioned to deliver on these CMS reporting requirements which will help you remain compliant and to avoid potential fines or penalties.

### Contact Us

Whether you are a large, multi-state/multi-site organization, or a single location serving the needs of your residents, the CMS PBJ reporting requirements affect you.

To ensure you are in position to accommodate the CMS PBJ requirements, contact Information Controls for a **no cost, no obligation introductory meeting**. July is right around the corner, so let's get started today!

**Ted Casey** | Information Controls, Inc. | | [www.icico.com](http://www.icico.com)

[tcasey@icico.com](mailto:tcasey@icico.com) | (708) 655-3150 cell | 815.484.2100 x 207 ofc | 815-229-5351 fax



INFORMATION  
CONTROLS  
human capital management

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**Ray Giannini**  
(414) 750-9336 or (262) 364-1920  
[ray.giannini@marcusmillichap.com](mailto:ray.giannini@marcusmillichap.com)



# M E T A S T A R

Higher quality. Healthier lives.



## OUR VISION

Optimal health for all.

## OUR MISSION

To effect positive change in the quality, efficiency and effectiveness of health care.

**M**etaStar is a quality improvement organization based in Madison, Wisconsin, dedicated to ensuring the healthiest lives possible. We believe all health care should be safe, effective, patient-centered, timely, and equitable. We are guided by the promise of how good health care can be.

[www.metastar.com](http://www.metastar.com)

## Our work

We improve health care for patients and residents, and provide technical assistance to health care providers.



Part of MetaStar's work includes collaborating with nursing homes in Wisconsin to assist with quality improvement practices. MetaStar's nursing home team includes two project specialists.

For more information about our work in nursing home quality improvement, please contact:

**Liz Dominguez or Emily Nelson**  
**608-274-1940**

MetaStar represents Wisconsin in the Lake Superior Quality Innovation Network.



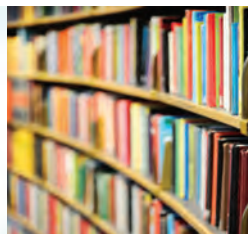
**PATHWAY  
HEALTH**  
Insight | Expertise | Knowledge



**Consulting**



**Interim**



**Resources**



**Education**

**FOUNDED: 1997**

**Deborah L. Schuna**  
*Founder*

**EXECUTIVE LEADERSHIP:**

**Peter B. Schuna**  
*President and Chief Executive Officer*

**Dennis Anderson**  
*Chief Financial Officer*

**Donna L. Webb**  
*Chief Networking Officer*

**Lisa A. Thomson**  
*Chief Marketing and Strategy Officer*

**Chris Fangboner**  
*Vice President of Operations*

**Andrea Swayne**  
*Vice President of Sales*

**Dan Billings**  
*Vice President of Sales*

**CORPORATE OFFICE:**

Pathway Health  
2025 4th Street  
White Bear Lake, MN 55110

**Phone:** 877-777-5463  
**Email:** [info@pathwayhealth.com](mailto:info@pathwayhealth.com)  
**Website:** [pathwayhealth.com](http://pathwayhealth.com)

**POST-ACUTE EXPERTISE:**

- Long-Term Care/Skilled Nursing
- Community-Based Services — Senior Living, Assisted Living, Home Care & Hospice

**SERVICES:**

- Consulting and Interim Management
- Continuing Education and Training
- Up-to-Date Resources and Tools

**Insight**

To effectively compete in today's dynamic health care environment, post-acute care providers need a partner who understands the key challenges. Since 1997, Pathway Health has kept a pulse on industry clinical, regulatory, quality and reimbursement trends, in order to guide our clients on the right path to success.

Our regulatory and quality consultation services help organizations mitigate risk, while identifying opportunities for improvement. Assisting providers in their ability to realize financial stability and quality performance in the complex reimbursement environment is our passion.

**Expertise**

At Pathway Health, we pride ourselves on employing professionals with real-world experience. We engage clinical and operational experts to lead our clients in achieving the next level of quality performance.

It is our people, and their talents, which set Pathway Health apart from other professional services companies in the post-acute care industry. Our reliable, resourceful, respectful and responsible team of experts represents all disciplines along the health care spectrum.

**Knowledge**

For nearly two decades, post-acute health care leaders have partnered with Pathway Health, in order to obtain the right education and training. The skills gained are critical to overall operational success—ultimately leading to improved quality and compliance outcomes.

We work closely with numerous professional associations and innovative service partners to develop leading training and tools. You can be certain that Pathway Health has the resources and expertise to meet your needs and help you stay on course.

**Gain a strategic vision and the precise tools to navigate your team down the right path.**

**877-777-5463 | [pathwayhealth.com](http://pathwayhealth.com)**

**Insight | Expertise | Knowledge**

## Consulting Services

Our experts are excited to work with your health care organization to provide hands-on mentoring, training, consultation and management support, to reach your desired results. Our group of consultants is more than 150 strong, and growing. From clinical, operational and financial performance enhancement to survey readiness, compliance analysis and documentation, our expert consulting team is ready to assist you in achieving your goals.

- Clinical, Operational and Financial Standards of Practice and Performance Improvement
- Quality Data, Benchmarking
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- Accreditation and Survey Readiness Assessment

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- *QuickPaths*
- Manuals & Toolkits
- Webinars
- Resources

Be prepared for a new era of health care and become an expert in your field.



## A Perfect 4.0 GPA!



Iveta Carpenter

Iveta Carpenter of Baraboo just completed her Bachelor of Arts degree with a major in accounting, and a perfect 4.0 GPA, from Lakeland College.

“Lakeland is proud to call Iveta one of our accounting alumni. It is very rare for an accounting student to graduate from Lakeland College with a perfect 4.0 GPA. Lakeland College’s accounting program was recently named one of the nation’s 25 best online bachelor’s degree earning programs by Accounting.com, and Iveta will make us proud in her future professional endeavors,” said Brett Killion, CPA and Assistant Professor of Accounting at Lakeland College.

We at Poppy CPA are proud of Iveta! Iveta accomplished her perfect grade point average in her Bachelor’s degree all the while she was working full-time and raising a family. Her second child was born last year during tax season and she kept up with all of her client work, never missing a deadline.

When dealing with Medicaid, Medicare and taxes, you are best served by those who have accomplished the exceptional, because we know how to get things done favorably in the face of today’s challenges!



**Poppy CPA**

☐ 3221 Parmenter St.  
Middleton, WI 53562  
(608) 833-1200  
Fax 829-2729

Toll Free  
1-877-738-1200

Internet Home Page  
[www.poppycpa.com](http://www.poppycpa.com)

[barb@poppycpa.com](mailto:barb@poppycpa.com)

☐ 816 Church Street  
Wis Dells, WI 53965  
(608) 253-2100  
Fax 253-2729



# SAEnCompass

Complete Electronic Health Record



## We've got something better.

*Work as an Interdisciplinary Team*

**SAEnCompass** clinical software is unique in the long-term care industry, providing a truly interdisciplinary medical record. It is designed to present a chart compliant with Federal and State rules and regulations in a complete, paperless format.

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- ◆ Skin/wound problem tracking promotes quality assurance and eases survey concerns.
- ◆ Desktop alerts, email and shift report communicate changes to key staff.
- ◆ Excellent online and phone support assists the entire team.

**These are just a few features of our complete electronic health record—  
Call us or visit our website to find out more.  
[www.saencompass.com](http://www.saencompass.com) • 800-572-8264**

# SA Saunders Associates

*Specialists in Health Care Communications*

OUR SOLE PURPOSE  
IS THE CONFIDENTIAL  
SALE OF SENIORS  
HOUSING AND  
LONG-TERM CARE  
COMMUNITIES.



**RYAN M SAUL**  
**RYANSAUL@SLIBINC.COM**



**JASON PUNZEL**  
**PUNZEL@SLIBINC.COM**

*Your Senior Living Brokerage Representatives*



Senior Living Investment Brokerage, Inc. (SLIB)—a leading seniors housing market expert—is passionate about facilitating the confidential sale of seniors housing and long-term care communities. Since the firm's inception in 1997, SLIB's team of industry professionals has represented hundreds of transactions across 40 states. SLIB represents long-term care and seniors housing transactions in Wisconsin, including: skilled nursing, assisted living, memory care, independent living and CCRC.

**THE CORNERSTONE OF SUCCESS**

The foundation of SLIB's success is built on a nationwide network of over 100,500 communities and identified owners, and more than 5,000 national, regional and local active buyers. We provide a platform in the marketplace exclusively for the seniors housing industry. Over the years, our straightforward approach to gathering data and building relationships has provided SLIB clients unprecedented access to a large database of potential sellers or buyers, a structured platform for negotiating the sale of seniors housing communities, and an unmatched overall experience.

In addition, SLIB provides potential buyers with an offering memorandum that includes in-depth market information, rent/vacancy surveys and demographic information. The professionals at SLIB continue to stay informed of changes in the market, and are equipped to accurately assess property values based on facility type, size and location.

**PRESERVING CONFIDENTIALITY**

When it is time to sell seniors housing or long-term care communities, a critical need of the seller is confidentiality. Preserving confidentiality helps reduce the risk of jeopardizing the reputation with residents, staff and the community. Properly exposing and promoting a property to a broad range of potential buyers is a complex issue for the brokerage community. Doing so in a manner that insures confidentiality during the marketing process helps protect relationships with valuable employees and residents of the community. Please contact us today to learn more about what your community is worth.

**THE SENIOR LIVING BROKERAGE DIFFERENCE**

Our proven track record, repeat business and ability to close transactions are a result of:

- confidential marketing of our exclusive inventory of seniors housing and long-term care communities
- the ability to access a large number of qualified buyers and sellers
- a high level of commitment and capability in negotiating, due diligence, financing and closing process







SPECIALIZED MEDICAL SERVICES

America's Leading Provider of Oxygen and  
Respiratory Services to Long Term Care

**[www.specializedmed.com](http://www.specializedmed.com)**

# Professional Senior Living Services



**WIPFLi**<sup>LLP</sup>  
CPAs and Consultants  
HEALTH CARE PRACTICE

Wipfli brings together the best of both worlds—the resources of a large firm and the commitment to personal service found in smaller firms. We have 175 partners, more than 1,400 associates, 33 offices, and over 50,000 firm clients. Wipfli is ranked No. 20 in the top 100 public accounting firms and is properly licensed for public practice as a certified public accounting firm. Since our firm's founding in 1930, it has been our mission to be the firm of choice in the markets we serve. Today, Wipfli is fulfilling its mission and serving health care clients throughout the nation from our offices in Minnesota, Wisconsin, Washington, Idaho, Montana, Pennsylvania, and Illinois.



To fulfill the needs of our diverse client base, Wipfli has grown into a multidiscipline professional services firm. Services include a wide range of financial and operational consulting services, and the firm has created specialized industry and business unit practices including:

### Industry Groups

- Health Care
- Nonprofit and Governmental
- Manufacturing and Distribution
- Financial Institutions
- Construction and Real Estate

### Business Unit Practices

- Audit and Accounting
- Tax
- Information Technology
- Human Resources
- Retirement Plan Services



### Our Health Care Services

Wipfli's health care industry group has deep experience in the market. We have over 1,700 health care clients, including hospitals, nursing homes, assisted living organizations, and physician practices in 48 states and 100 health care professionals, including 17 partners. Our industry-focused approach means that we are continually refining our understanding of emerging health care industry issues, leading practices, and developing trends to provide well-informed and practical advice for clients in the health care industry.

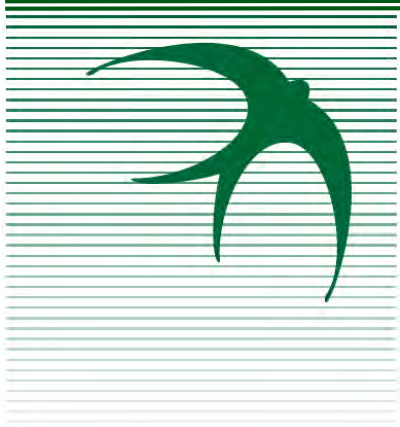
We have deep industry knowledge in the senior living industry, and Wipfli senior living professionals includes CPAs, licensed nursing home administrators, RNs, senior living market analysts, and nursing home billing specialists. These professionals serve nursing home clients in Wisconsin, Minnesota, Michigan, Washington, Idaho, and Oregon as well as throughout the rest of the nation. As a result, we are familiar with the unique nursing home reimbursement and operational environments in the states, in which your facility operates as well as throughout the rest of the nation.

Wipfli sponsors regional conferences on issues that are important to health care providers. In addition, we lead training and educational sessions and present webinars for industry groups at both the regional and national levels, at state and national senior living associations, the American Institute of Certified Public Accountants, Health Care Financial Management Association, National Rural Health Association, and the National CPA Health Care Advisors Association. Through our active involvement in state, regional, and national associations, we provide education and training to thousands of senior living leaders and professionals annually on a wide variety of topics.

In addition, our health care professionals and the firm maintain memberships in a variety of professional associations including the American Institute of Certified Public Accountants, state societies and institutes of certified public accountants, Healthcare Financial Management Association, state hospital and nursing home associations, the National CPA Health Care Advisors Association, Medical Group Management Association, National Rural Health Association, National Association of Rural Health Clinics, and other health care associations.

We provide value-added observations and recommendations related to accounting processes, practices, and internal controls as part of our audit process. In addition, Wipfli's health care and senior living experts are available as an extension to your internal teams as you grow and enhance your financial performance. Following are just a few examples of the value-added services available to the facility through Wipfli's comprehensive industry-focused experts.

- **Tax Services.** Wipfli has invested tremendous resources in building a team of experienced, creative tax specialists. We believe we have assembled a group of individuals with unsurpassed tax talent who live and work in the area. These individuals include former Big Four partners, seasoned senior managers, experienced National Tax veterans, former revenue agents, and tax attorneys.
- **Audit Services.** We pride ourselves on utilizing deep industry expertise to provide value-added, efficient, and affordable audit services to our health care clients. Our auditors are industry specialists who understand the unique needs and challenges of senior living organizations. We also understand the importance of staff consistency on engagements. These factors result in highly satisfied audit clients who build long-term relationships with our staff.
- **Accounting and Small Business.** Recruiting, retaining, and educating a comprehensive internal staff for accounting, human resources, information technology needs of a small business can be challenging and cost-prohibitive. Wipfli's has a complete team of professionals who are available to add resources to our client's existing capabilities or to serve as an affordable and cost-effective outsourcing solution.
- **Clinical and Operational.** Our team includes clinical and operational experts led by a nationally recognized leader in the nursing home profession. This clinical and operational team of experts provide a diverse set of services ranging from ICD-10 training, MDS coding analysis, mock surveys for regulatory compliance, and staffing and operations assessments.
- **Market Analysis.** Wipfli's senior living market analysis and strategic planning team assists senior living organizations in adapting their services to the changing landscape. This team conducts comprehensive strategic planning engagements, nursing home bed need analysis, and assisted living, independent living, and home health market assessments.
- **Reimbursement.** Our reimbursement experts complete and/or review Medicare and Medicaid cost reports for accuracy and optimization based on the reimbursement environment within each state.
- **Risk Advisory.** Our risk advisory team helps our health care clients ensure the confidentiality, integrity, and availability of protected health information (PHI), including the electronic devices and systems that are used with this information under the Health Insurance Portability and Accountability Act (HIPAA) and by utilizing HITRUST Common Security Framework (CSF) in executing comprehensive security assessments.
- **Information Technology.** Our information technology analysts help clients maximize their information technology investments through network development and support services, conducting information technology environment audits, and helping with software selection and project management for major system implementations.
- **Benchmarking.** Through our proprietary database of nursing home Medicare cost reports, which includes all nursing homes in the nation, we can provide a benchmarking analysis for each facility. This analysis will compare key revenue and cost indicators to state, regional, and national benchmarks.



# **MBS ENVISION<sup>®</sup>, Inc.**

## **Portable Modified Barium Swallow Studies**

### **Serving the Midwest Since 1997**

In IL, OH, MI & WI at over 500 Facilities

(888)590-5565 to schedule a study

For information and contracting

[www.mbsenvision.com](http://www.mbsenvision.com)

The MBS Envision<sup>®</sup>, Inc. team conducts a comprehensive swallowing evaluation for patients via the modified barium swallow study (aka videofluoroscopic swallow study). Each of our teams include a physician, a speech-language pathologist and a technician. Additionally, we collaborate with a board certified radiologist to assure the most accurate and thorough swallowing diagnostic service available.

### **Cost Effective**

Reduce cost of procedure

Reduce staff time

Reduce Liability from External Exposure

Reduce resident complications,

such as aspiration pneumonia and hospitalization

Eliminate cost of transportation to and from the hospital

### **Better Efficacy**

Convenient and timely scheduling 1-3 days after paperwork is received

Help build and maintain therapy caseload

Facility staff and family can take an active role in onsite MBS study

More accurate findings with direct access to results

Recommendations immediately following the procedure

### **Improved quality of care and outcomes**

Reduce risk of aspiration pneumonia, malnutrition and dehydration

Improve quality of life by returning resident to safe oral diets

Reduce the duration of tube feeding when appropriate

Reduce the stress and risk of an external exposure

### **We bring diagnostics to you**

(888)590-5565

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d/b/a of Gordian Medical Inc.



*To provide the best wound care solutions for each facility... one resident at a time.*

**AMERICAN MEDICAL TECHNOLOGIES, AMT**, is the leading independent provider of wound care solutions for Long Term Care facilities in the United States. We have been providing quality wound care programs since 1994 and currently service residents in over 4,600 facilities nationwide. Our wound care program is designed to help your facility and staff in four key ways:

- + Enhance the quality of resident care.
- + Increase educational resources available to your staff.
- + Reduce wound care related costs for your facility.
- + Assist with mandatory CMS documentation.

AMT is a member of the National Pressure Ulcer Advisory Panel, NPUAP, in addition to many other state and national organizations. We are a fully accredited and Participating Durable Medical Equipment, Prosthetic, Orthotic and Supplies Medicare Part-B Supplier. As part of our commitment to excellence in Nursing Home Care, AMT has long been an active champion of the Advancing Excellence in America's Nursing Homes campaign.

## Education

All good clinical care starts with proper education and training. By partnering with AMT, staff is trained to meet the CMS DME POS supplier standards.

- + Provide clinical, regulatory and documentation education to facility staff related to wound care products.
- + Provide ongoing education tailored to each facility's needs.
- + Offer education to ensure proper product utilization.
- + Trusted education advisor for each facility.
- + Tele-education program provides on demand education and access to wound care literature and standards of care.

## Clinical Expertise

Nationally, wound issues in long term care facilities are one of the most cited deficiencies by state surveyors. Our licensed Clinical Specialists work closely with your staff.

- + Monitor proper utilization and compliance with wound care products.
- + Licensed healthcare providers with expertise in wound care.
- + Decrease the risk of state infractions.
- + Less paperwork for your staff means more time for resident care.
- + More than 2,000 collective years of clinical experience you can trust.
- + Proprietary tracking software provides essential Medicare documentation.
- + Tablets provide live support for your wound care product needs.

## Wound Care Products

AMT is able to access a wide array of products to meet the specific needs of residents.

- + Work with most major manufacturers.
- + Ensure appropriate use of dressings over a 30 day period.
- + Supply Medicare approved dressings.
- + Bill the resident's insurance directly through: Medicare Part B, Medicaid, HMO's and other primary payers.
- + AMT accepts full assignment for wound care products provided.
- + Verify insurance prior to providing products to your residents.

PROUD CHAMPION OF:



17595 Cartwright Road | Irvine, CA 92614 | 855.392.9268 | [www.amtwoundcare.com](http://www.amtwoundcare.com)

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## ONLINE HEALTH CARE CONTINUING EDUCATION AND COMPLIANCE TRAINING FOR LONG-TERM CARE PROFESSIONALS



- Customizable online learning platform combines our courses with your training materials
- Manager dashboard with easy-to-use, on-demand compliance reporting tools



- Convenient 24/7 interactive online learning to fit employee schedules
- Flexible course assignments based on employee development needs, regulatory and compliance requirements



- Responsive telephone and live-chat customer service for managers and learners
- Ongoing system training and support for managers and learners



- Accredited courses that meet regulatory and compliance requirements
- Credits for nursing (200+ hours), social work, OT, PT, LNHA and other disciplines

“From what we were using, switching to CE Solutions was an extremely positive decision for our 22 facilities. The **quality of the programming** is significantly improved, the **service is excellent** and as a huge added bonus, our **costs went down** substantially.”

Bob, Wisconsin



For more information, call us today at **866-650-3400**  
or visit **[www.DiscoverCESolutions.com](http://www.DiscoverCESolutions.com)**





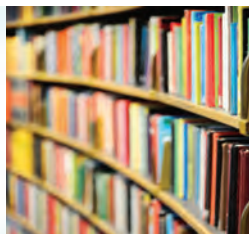
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**Interim**



**Resources**



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- **Tax Services.** Wipfli has invested tremendous resources in building a team of experienced, creative tax specialists. We believe we have assembled a group of individuals with unsurpassed tax talent who live and work in the area. These individuals include former Big Four partners, seasoned senior managers, experienced National Tax veterans, former revenue agents, and tax attorneys.
- **Audit Services.** We pride ourselves on utilizing deep industry expertise to provide value-added, efficient, and affordable audit services to our health care clients. Our auditors are industry specialists who understand the unique needs and challenges of senior living organizations. We also understand the importance of staff consistency on engagements. These factors result in highly satisfied audit clients who build long-term relationships with our staff.
- **Accounting and Small Business.** Recruiting, retaining, and educating a comprehensive internal staff for accounting, human resources, information technology needs of a small business can be challenging and cost-prohibitive. Wipfli's has a complete team of professionals who are available to add resources to our client's existing capabilities or to serve as an affordable and cost-effective outsourcing solution.
- **Clinical and Operational.** Our team includes clinical and operational experts led by a nationally recognized leader in the nursing home profession. This clinical and operational team of experts provide a diverse set of services ranging from ICD-10 training, MDS coding analysis, mock surveys for regulatory compliance, and staffing and operations assessments.
- **Market Analysis.** Wipfli's senior living market analysis and strategic planning team assists senior living organizations in adapting their services to the changing landscape. This team conducts comprehensive strategic planning engagements, nursing home bed need analysis, and assisted living, independent living, and home health market assessments.
- **Reimbursement.** Our reimbursement experts complete and/or review Medicare and Medicaid cost reports for accuracy and optimization based on the reimbursement environment within each state.
- **Risk Advisory.** Our risk advisory team helps our health care clients ensure the confidentiality, integrity, and availability of protected health information (PHI), including the electronic devices and systems that are used with this information under the Health Insurance Portability and Accountability Act (HIPAA) and by utilizing HITRUST Common Security Framework (CSF) in executing comprehensive security assessments.
- **Information Technology.** Our information technology analysts help clients maximize their information technology investments through network development and support services, conducting information technology environment audits, and helping with software selection and project management for major system implementations.
- **Benchmarking.** Through our proprietary database of nursing home Medicare cost reports, which includes all nursing homes in the nation, we can provide a benchmarking analysis for each facility. This analysis will compare key revenue and cost indicators to state, regional, and national benchmarks.



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Advantage™ Seated Bathing System with Rapid Fill™ Reservoir



Advantage™ Bathing System:  
Base Model with lock-in chair



Essence™ Spa Side-Entry  
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- Rapid Fill Reservoir

#### Essence™ Spa Side-Entry Bathing System

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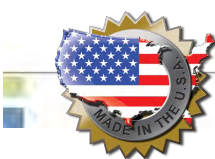


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## EXPERIENCE MAKES THE DIFFERENCE

One of the nation's largest groups of finance professionals dedicated to the senior living sector, Lancaster Pollard has earned a reputation over the past 25+ years for delivering sound financial advice, providing cost-effective financing options and delivering outcomes that meet or exceed our clients' expectations.

Now more than ever, the choice of senior living financier is a very important factor in whether your loan will close on time, or at all, and the amount of time, money and personal involvement you ultimately invest in the process. Lancaster Pollard's senior living financing experience means its clients will be able to maintain focus on their businesses, receive the best possible terms and conditions, and close in an expeditious manner.

### **A Full Range of Financing Options for New Construction, Renovation, Expansion, Refinance and Acquisition**

Lancaster Pollard's platform of services was created especially for senior living, and it continues to evolve and adapt to new trends and changing markets with this sector's needs in mind. Options include:

- FHA/HUD mortgage insurance: #1 HUD LEAN lender FY 2010 - FY 2013
- Fannie Mae Seniors Housing Program



- USDA guaranteed loan programs
- Taxable/Tax-Exempt Bonds
- Loan Syndications and Placements
- Bridge to Agency Lending
- Mergers & Acquisitions Services
- Proprietary EquityTap® balance sheet loan program

More options means better access to affordable capital in any market condition. It means better opportunities to match an appropriate capital strategy to your goals and objectives. A 25+ year focus on senior living and the experience of hundreds of successful closings to accomplish a variety of objectives enhance Lancaster Pollard's ability to better understand and articulate the credit characteristics unique to your project, paramount to achieving best execution.

### **Expert Speaker on Access to Capital & Financial Strategies**

- National Investment Center
- SeniorCare Investor audioconference expert speaker
- Numerous state-level conferences, including affiliates of the American Health Care Association and LeadingAge

### **Recent Senior Living-Related Publications:**

- Levin's Dealmaker's Forum, "Go with Proprio" - 2015.
- McKnight's Long-Term Care, "New Construction with FHA Financing" - 2015.
- Senior Housing News, "Pricey Acquisitions Lead Small Operators To Bank on Construction" - 2015.
- The Senior Care Investor, "Expert Opinion" - 2015.
- Assisted Living Federation of America (ALFA), "Lancaster Pollard Announces Leadership Changes" - 2015.

### **Lancaster Pollard at a Glance**

- Focus on senior living finance since 1988
- Investment banking, mortgage banking and investment advisory services
- Six offices nationwide
- Healthcare and seniors housing clients in 44 states
- #1 HUD LEAN lender FY 2010 - FY 2013
- Fannie Mae Seniors Housing Underwriter/ Servicer
- Winner, Inc. 5000 2007, 2008, 2011, 2012, 2013, 2014, 2015 (Fastest growing private companies in the nation)
- Winner, 2010 BBB Torch Award for ethics
- Winner, Ernst & Young Entrepreneur of the Year Award 2006

*Brad Competty,  
Vice President  
(614) 224-8800  
bcompetty@lancasterpollard.com*

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## A Perfect 4.0 GPA!



Iveta Carpenter

Iveta Carpenter of Baraboo just completed her Bachelor of Arts degree with a major in accounting, and a perfect 4.0 GPA, from Lakeland College.

“Lakeland is proud to call Iveta one of our accounting alumni. It is very rare for an accounting student to graduate from Lakeland College with a perfect 4.0 GPA. Lakeland College’s accounting program was recently named one of the nation’s 25 best online bachelor’s degree earning programs by Accounting.com, and Iveta will make us proud in her future professional endeavors,” said Brett Killion, CPA and Assistant Professor of Accounting at Lakeland College.

We at Poppy CPA are proud of Iveta! Iveta accomplished her perfect grade point average in her Bachelor’s degree all the while she was working full-time and raising a family. Her second child was born last year during tax season and she kept up with all of her client work, never missing a deadline.

When dealing with Medicaid, Medicare and taxes, you are best served by those who have accomplished the exceptional, because we know how to get things done favorably in the face of today’s challenges!



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# Professional Senior Living Services



**WIPFLi**<sup>LLP</sup>  
CPAs and Consultants  
HEALTH CARE PRACTICE



Wipfli brings together the best of both worlds—the resources of a large firm and the commitment to personal service found in smaller firms. We have 175 partners, more than 1,400 associates, 33 offices, and over 50,000 firm clients. Wipfli is ranked No. 20 in the top 100 public accounting firms and is properly licensed for public practice as a certified public accounting firm. Since our firm's founding in 1930, it has been our mission to be the firm of choice in the markets we serve. Today, Wipfli is fulfilling its mission and serving health care clients throughout the nation from our offices in Minnesota, Wisconsin, Washington, Idaho, Montana, Pennsylvania, and Illinois.



To fulfill the needs of our diverse client base, Wipfli has grown into a multidiscipline professional services firm. Services include a wide range of financial and operational consulting services, and the firm has created specialized industry and business unit practices including:

### Industry Groups

- Health Care
- Nonprofit and Governmental
- Manufacturing and Distribution
- Financial Institutions
- Construction and Real Estate

### Business Unit Practices

- Audit and Accounting
- Tax
- Information Technology
- Human Resources
- Retirement Plan Services

### Our Health Care Services

Wipfli's health care industry group has deep experience in the market. We have over 1,700 health care clients, including hospitals, nursing homes, assisted living organizations, and physician practices in 48 states and 100 health care professionals, including 17 partners. Our industry-focused approach means that we are continually refining our understanding of emerging health care industry issues, leading practices, and developing trends to provide well-informed and practical advice for clients in the health care industry.

We have deep industry knowledge in the senior living industry, and Wipfli senior living professionals includes CPAs, licensed nursing home administrators, RNs, senior living market analysts, and nursing home billing specialists. These professionals serve nursing home clients in Wisconsin, Minnesota, Michigan, Washington, Idaho, and Oregon as well as throughout the rest of the nation. As a result, we are familiar with the unique nursing home reimbursement and operational environments in the states, in which your facility operates as well as throughout the rest of the nation.

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Ziegler's Corporate Finance team is focused on delivering best-in-class advisory and financing solutions for companies and organizations across Wisconsin. In our core practice areas of nursing homes, assisted living, CCRC, hospice, and home healthcare providers, Ziegler is one of the most active M&A firms offering innovative sell-side, buy-side, recapitalization, restructuring, and strategic partnering services. In addition, our FHA/HUD lending practice is dedicated to providing fixed-rate, non-recourse financing options to the senior living industry.

\* Number of middle market healthcare transactions (valued at less than \$100M) in 2015. Based on full credit given to financial advisors for healthcare M&A transactions completed nationally. Rankings and amounts through Thomson Financial Securities Data as of 3/7/16.

### **OUR SERVICES**

- Facility Sales
- Sale-Leasebacks
- Strategic Advisory & Valuations
- Refinancing
- FHA/HUD Approved Mortgage Lender

### **OUR CLIENTS**

- Nursing Homes
- CBRFs/RCACs
- CCRCs
- Hospice Care Providers
- Home Healthcare Providers

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## > FLEXIBILITY

Our extensive contract portfolio and distributor neutrality model help maximize savings opportunities by providing members access to an optimized portfolio of national branded and quality private label items. With over 150 business partners and our strategic partnership with Foodbuy, the nation's largest food service procurement services organization, Navigator members gain leverage on complete purchasing needs:

- Food
- Medical Products & Services
- Business Products & Services
- E-Procurement Neutrality



## > SAVINGS

Navigator Members obtain access to substantial savings opportunities through:

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- Formulary Development – driving increased savings and compliance
- Offeror Rebate Program
  - Offeror Rebates
  - Brand Incentives
  - Volume Allowance Rebates



## > TRANSPARENCY

Unparalleled transparency benefits Navigator members via:

- Comprehensive reporting of savings and rebate opportunities customized for your business
- Detailed distributor incentives and analytics to help optimize spending
- Purchasing alerts, Key Performance Indicators (KPIs) and dashboards to guide informed business decisions

## > INSIGHTS

Navigator's dedicated and experienced Account Management team provides industry expertise and guidance, while using gathered member intelligence, to help:

- Drive efficiency and savings
- Utilize customized order guides
- Optimize purchasing decisions
- Gain field and dietary guidance



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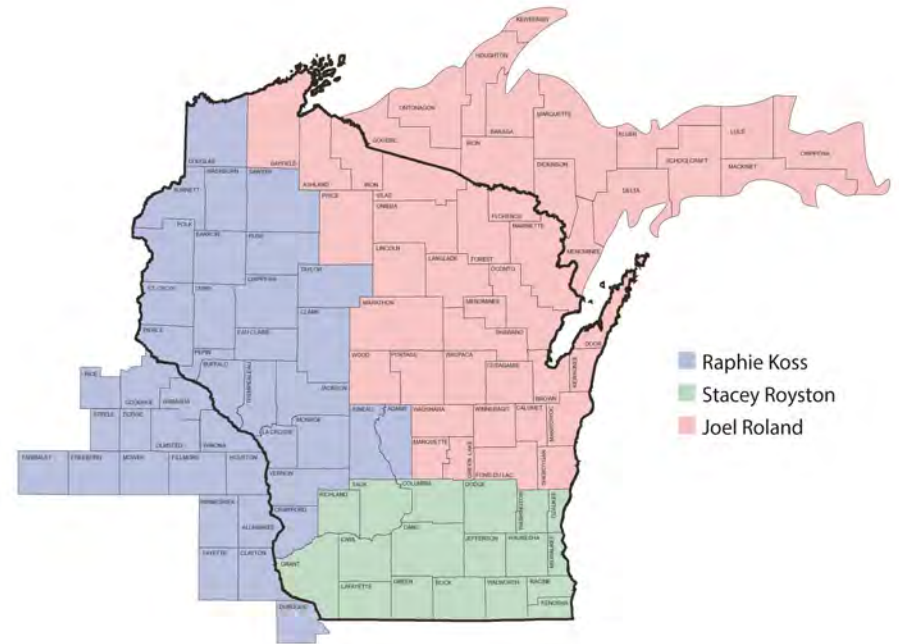
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## **Account Managers**

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Lead Account Manager  
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Cell: (920) 471-3907

### **Raphie Koss**

Account Manager  
kossr@sps-gpo.com  
Cell: (715) 379-9218

### **Stacey Royston**

Account Manager  
roystons@sps-gpo.com  
Cell: (608) 239-1372

## **Member Support**

### **Kathy Emmert**

Member Coordinator  
emmertk@sps-gpo.com

### **Joan Hauser**

Member Coordinator  
hauserj@sps-gpo.com

### **Sue Heilman**

Member Coordinator  
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Access the guidance, savings and tools available to long-term care providers by contacting SPS at:

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# Best for your residents, best for your community

At VITAS Innovative Hospice Care®, we understand the challenges assisted living communities face with end-of-life issues. Your residents want to age in their homes, surrounded by the people, the things and the routines they know. As they near the end of life, the need to be comfortable and at home is even more important.

As one of the nation's oldest and largest hospice providers, VITAS has the expertise, the staff and the specialized services that make that possible. Our goal is to bring quality of life to the end of life. For our assisted living partners, that means helping their residents stay out of emergency rooms, hospitals and nursing homes.

## The expertise to keep residents at home

**Intensive Comfort Care®.** When a resident's medical crisis would ordinarily require hospitalization, VITAS caregivers are available to complement assisted living staff by providing short-term, intensive medical management through our Intensive Comfort Care® (Continuous Care) program. Provided up to 24 hours per day and delivered by a nurse with support from a hospice aide, this hands-on management can make the difference between a resident remaining in his or her home and being sent to the emergency room for treatment.

- **VITAS Telecare 24/7 support.** Our Telecare service provides immediate telephone access to a clinical expert who can assess the situation and provide medical advice. Nearly 122,000 after-hours calls are handled by VITAS clinicians each month.<sup>1</sup>
- **Consistent and ongoing clinical care.** On average, five or more visits per week by a member of the VITAS care team (which includes a hospice physician, nurse, social worker, hospice aide, chaplain and team volunteer) provide extra support for residents and their families. This high volume of visits is often instrumental in averting medical crises.



- **Effective pain management.** As a palliative care pioneer, VITAS has developed effective pain management protocols that are customized for the individual resident—which is critical in an assisted living setting. In addition to addressing physical and medical issues, our multidimensional approach addresses spiritual and emotional needs as well.

## Supporting your residents and staff

- **Comprehensive clinical education.** VITAS offers a variety of educational programs customized for your assisted living community that better prepare staff to care for residents near the end of life. A variety of in-services for clinicians and nonmedical staff are approved for continuing education credits in accordance with state requirements. VITAS provided more than 30,000 CE credits in 2009.<sup>2\*</sup>

\*Does not include CE credits issued in California or Ohio.

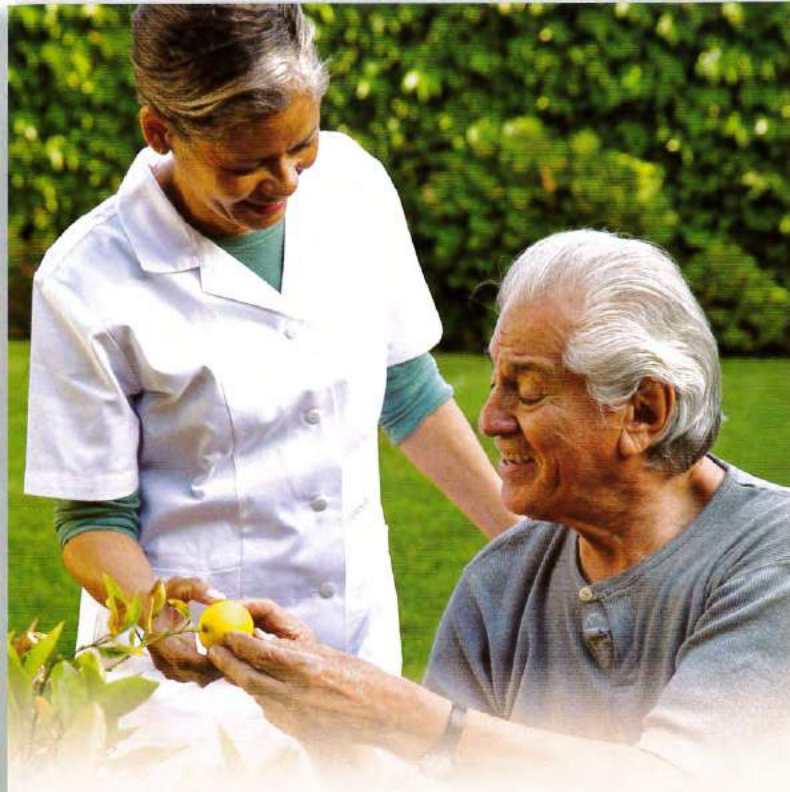
<sup>1</sup>Some of VITAS' specialized services are only available on a regional basis.

<sup>1</sup>Data on file, VITAS, 2010.

<sup>2</sup>Data on file, VITAS, 2010.

<sup>3</sup>Data on file, VITAS, Q1 2010 QAPI.





• **Specialized care programs and benefits:**

- Veterans' programs
- Alzheimer's/dementia programs
- COPD program
- Multilingual staff
- Jewish accreditation
- Pet therapy
- Memory Bears
- Music therapy
- Massage therapy
- Personal grooming and pampering
- "Living memorials" to honor a resident's life
- Funeral planning assistance
- Anticipatory grief support during the illness
- Bereavement support groups for 13 months after the death

Check with your local VITAS representative to see what programs are available in your area.<sup>†</sup>

**Innovative Hospice Care**  
**VITAS**<sup>®</sup> Hospice Care  
 2675 N. Mayfair Rd.  
 Suite 500  
 Wauwatosa, Wisconsin 53226  
 Referrals 800.93.VITAS

- **Improved patient satisfaction.** By providing outstanding clinical care and excellent communication with residents and families, VITAS *receives high satisfaction scores* from those we serve.<sup>3</sup>
  - 96 percent of patients rated the care received through VITAS to be excellent, very good or good.
  - 97 percent of patients and families would recommend VITAS services to others.
  - 97 percent of patients and families felt that the VITAS team kept them informed of the patient's condition.

**Selecting a strategic partner**

Choosing the right hospice partner is critical. Your hospice care provider should offer:

- Rapid response time; same-day admission seven days per week
- Direct access to clinicians 24 hours per day, seven days per week
- Ability to accept complicated cases
- Continuous care staffing for periods of crisis
- Extra support at the time of death, as well as formal bereavement and support groups
- Specialized service options for assisted living communities, such as staff training and education, and development of customized protocols
- Joint marketing opportunities

We support your residents' desire to remain in their home even as their health declines. The most important step you and your staff can take is to proactively identify those at risk for a medical crisis. VITAS can help by providing HIPAA-compliant case reviews with your team. We are also happy to meet with residents and their families for an information-only discussion of end-of-life care options that can help them explore hospice and palliative care with their physician.

**Ask your VITAS representative to share more details about the many benefits we can provide your residents.**

**VITAS.com • 800.93.VITAS**

# A System for Every Bathing Need



Advantage™ Seated Bathing System with Rapid Fill™ Reservoir



Advantage™ Bathing System:  
Base Model with lock-in chair



Essence™ Spa Side-Entry  
Bathing System

## Bathing Systems for the Continuum of Care with Cost-Effective, Modular Architectures to Meet Your Needs

- Featuring the Remedy® Germicidal UV water purification system, clinically proven to dramatically lower infection rates
- FDA Class II medical whirlpool system provides true hydrotherapy
- With its modular architecture and competitive prices, Apollo can configure a spa to meet your needs and budget
- Industry leading reliability and clinically impactful feature set provide the highest possible Return on Investment



*A Range of Color Panel Options to Complement Any Spa Room Design*

## *Did You Know You Can Now Place Your Apollo Orders Online?*

Fast, easy and convenient shopping online now available at [www.apollobath.com/store](http://www.apollobath.com/store)





For skin care products, equipment care and cleaning solutions, replacement parts, The Shield™ Splash Guard, and more!

Click Here to  
Shop Online

Contact Julie Tindal, Regional Sales Manager, for more information, to schedule an on-site demonstration, or to request a quote



## Committed to High-Quality, Exceptional Service, and Continual Innovation

			
<b>Advantage™ with Internal Bathing Chair</b> Outstanding system for "Aging in Place." Accommodates both ambulatory and non-ambulatory residents, and allows you to add features as needed.	<b>Advantage™ with Level Glide™ Transfer System</b> Increases resident comfort and safety and reduces the number of transfers. Integrated scale allows resident weight to be recorded during bath preparation.	<b>Advantage™ with Rapid Fill™ Reservoir</b> Most efficient bathing system available. Provides exceptional bathing efficiency and resident comfort, as well as outstanding return on investment.	<b>Essence™ Spa Side-Entry Bathing System</b> Side entry bathing system that provides a spa-like bathing experience. Perfect for ambulatory and weight bearing residents. Earth-Tone Granite color option also available.

### APOLLO BATHING SYSTEM OFFERINGS INCLUDE:

#### Advantage™ Modular Seated Bathing System

- Remedy® Ultraviolet Water Purifier
- Air Spa
- Whirlpool (FDA Class II medical device for hydrotherapy)
- Level Glide Transfer System
- Digital Weigh Scale
- Rapid Fill Reservoir

#### Essence™ Spa Side-Entry Bathing System

- Remedy® Ultraviolet Water Purifier
- Air Spa
- Whirlpool (FDA Class II medical device for hydrotherapy)
- Configurable to a variety of installation environments
- Earth-Tone Granite color with Brushed Nickel Fixtures option now available

**Only Apollo offers an FDA-Approved Germicidal UV water purification system**



**Clinically Proven to Reduce:**

- UTI's by 50%
- Respiratory Infections by 35%

**Contact your Apollo Representative, Julie Tindal, for more information or to schedule a free on-site demonstration.**

**Julie Tindal, Regional Sales Manager**  
**Cell: 715.410.2555**  
**E-mail: [jtindal@apollobath.com](mailto:jtindal@apollobath.com)**



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MOVE FORWARD**

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**Insuring More Than 250 Senior Living Facilities.**



**MARSH & MCLENNAN**  
**AGENCY**

## **Marsh & McLennan Agency Offers:**

- Senior Living Risk Management team providing customized safety and loss control programs
- Claims Management team providing cost containment strategies and claims advocacy
- Client Resource team responsible for maximizing and implementing resources
- Online Safety Training with over 100 courses, many specific to Healthcare
- Human Resource risk management tools with HR hotline
- Unique and powerful Insurance carrier relationships for the Senior Living Industry
- Longstanding support of Senior Living Associations: WALA, LeadingAge, and WHCA (WiCAL)
- Seminars, webinars and OSHA training tailored for Senior Living
- Conduct audits to ensure compliance (OSHA, Health & Safety, and Risk Management)

**Learn more at [www.securityins.net](http://www.securityins.net)**

**Please contact our Senior Living Specialist:**

**Dave Hosack • 262-797-6293 • [dhosack@securityins.net](mailto:dhosack@securityins.net)**

**WORLD CLASS. LOCAL TOUCH.**





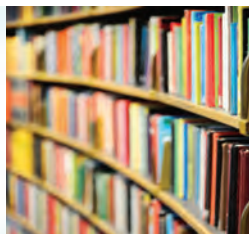
**PATHWAY  
HEALTH**  
Insight | Expertise | Knowledge



**Consulting**



**Interim**



**Resources**



**Education**

**FOUNDED: 1997**

**Deborah L. Schuna**  
*Founder*

**EXECUTIVE LEADERSHIP:**

**Peter B. Schuna**  
*President and Chief Executive Officer*

**Dennis Anderson**  
*Chief Financial Officer*

**Donna L. Webb**  
*Chief Networking Officer*

**Lisa A. Thomson**  
*Chief Marketing and Strategy Officer*

**Chris Fangboner**  
*Vice President of Operations*

**Andrea Swayne**  
*Vice President of Sales*

**Dan Billings**  
*Vice President of Sales*

**CORPORATE OFFICE:**

Pathway Health  
2025 4th Street  
White Bear Lake, MN 55110

**Phone:** 877-777-5463  
**Email:** [info@pathwayhealth.com](mailto:info@pathwayhealth.com)  
**Website:** [pathwayhealth.com](http://pathwayhealth.com)

**POST-ACUTE EXPERTISE:**

- Long-Term Care/Skilled Nursing
- Community-Based Services — Senior Living, Assisted Living, Home Care & Hospice

**SERVICES:**

- Consulting and Interim Management
- Continuing Education and Training
- Up-to-Date Resources and Tools

**Insight**

To effectively compete in today's dynamic health care environment, post-acute care providers need a partner who understands the key challenges. Since 1997, Pathway Health has kept a pulse on industry clinical, regulatory, quality and reimbursement trends, in order to guide our clients on the right path to success.

Our regulatory and quality consultation services help organizations mitigate risk, while identifying opportunities for improvement. Assisting providers in their ability to realize financial stability and quality performance in the complex reimbursement environment is our passion.

**Expertise**

At Pathway Health, we pride ourselves on employing professionals with real-world experience. We engage clinical and operational experts to lead our clients in achieving the next level of quality performance.

It is our people, and their talents, which set Pathway Health apart from other professional services companies in the post-acute care industry. Our reliable, resourceful, respectful and responsible team of experts represents all disciplines along the health care spectrum.

**Knowledge**

For nearly two decades, post-acute health care leaders have partnered with Pathway Health, in order to obtain the right education and training. The skills gained are critical to overall operational success—ultimately leading to improved quality and compliance outcomes.

We work closely with numerous professional associations and innovative service partners to develop leading training and tools. You can be certain that Pathway Health has the resources and expertise to meet your needs and help you stay on course.

**Gain a strategic vision and the precise tools to navigate your team down the right path.**

**877-777-5463 | [pathwayhealth.com](http://pathwayhealth.com)**

**Insight | Expertise | Knowledge**

## Consulting Services

Our experts are excited to work with your health care organization to provide hands-on mentoring, training, consultation and management support, to reach your desired results. Our group of consultants is more than 150 strong, and growing. From clinical, operational and financial performance enhancement to survey readiness, compliance analysis and documentation, our expert consulting team is ready to assist you in achieving your goals.

- Clinical, Operational and Financial Standards of Practice and Performance Improvement
- Quality Data, Benchmarking
- Strategic Positioning
- Reimbursement Improvement and Documentation
- Regulatory Compliance
- Accreditation and Survey Readiness Assessment

## Health care Information Technology Consultation and Implementation

For over more than 15 years, health care leaders have selected Pathway Health to optimize clinical, financial and regulatory performance, ultimately leading to improved quality, reimbursement and compliance outcomes. Our ePath team provides customers a depth of knowledge unparalleled in the industry. Our trainers not only understand the software and all of its components, but are clinical and operational long-term care experts—not just IT professionals.

Pathway Health provides certified, experienced, ePath consultants to manage EHR rollouts in independent facilities or corporate groups. They assess current clinical systems, whether paper or electronic, and provide an organized plan to transition to a new EHR system.

## Interim and Placement Services

Pathway Health is comprised of talented individuals, who have experience and knowledge in all aspects of long-term care, home care and hospice. Consider the benefits of having our experts fill your needs for leadership and management positions in skilled nursing, home care, hospice and assisted living.

- Do you have a management position that will be vacated soon?
- Are you currently conducting a search for a new leader?
- Will you need someone to fill a key position, due to personal or medical leave?
- Do you need to fill a gap for MDS coordination with an interim professional?

## Education and Training

Pathway Health offers onsite and virtual training and education to support our clients in keeping up to date with the latest clinical, regulatory and financial information. Our goal is to meet our clients' education needs, wherever and whenever they need it most. Most of our education webinars and classroom trainings offer CE's to support the ongoing licensure requirements of your clinical team.

- Customized Onsite Training
- Classroom Training
- AANAC Certification
- Webinars
- Leader's Forums
- Certified INTERACT Champion Program
- Restorative Training
- Train & Tool Sessions

## Resources and Tools

Pathway Health provides comprehensive policy and procedures manuals, resources and tools to keep your organization on the right path.

- *QuickPaths*
- Manuals & Toolkits
- Webinars
- Resources

Be prepared for a new era of health care and become an expert in your field.

## Newsletters – Multi-Format and “Ready to Go”

**Description.** Here’s how our “Ready to Go” newsletter service works. First, we create an attractive design that complements your website and facility colors and logo. Then, each issue of your newsletter is:

- published **online** to an eNews micro website;
- announced through an **email** campaign to your email marketing list; and
- sent to you as a **print**-ready PDF for use as a handout or mail insert.

You decide how often you’d like to publish – quarterly, bi-monthly, or monthly.

We build each issue using professionally written content. And you always have the option of adding an article or two of your own.

**Your costs for a program serving a single organization in one metropolitan market:**

Set up and configuration, including: custom branding your eNews website, email template and program set-up; and print template design (one-time charge): **\$495**

Monthly service charge, inclusive of all three formats, with the exception of Constant Contact email platform charges\*:  
 \$149/mo. – if publishing quarterly  
 \$189/mo. – if publishing bi-monthly  
 \$289/mo. – if publishing monthly

Add client-furnished article and photo: **\$75 first article; \$25 each add’l article**

\* Constant Contact fees are based on your combined list size. For example, the charge is about \$17/month for lists totaling up to 500 email addresses OR \$35/month for lists totaling up to 2,500 email addresses.





# McKesson Quality One™



Meet the one tool that empowers  
you to deliver better **CARE**

McKesson Quality One™ is a quality assurance program created by clinicians for clinicians that brings together QAPI and QIS.

## **C**ollect pertinent patient information

McKesson Quality One can be easily integrated into your existing quality assurance program. Choose to gather data daily or weekly and respond in real time. Staff can spread out the workload and document on a flexible, customizable schedule for the facility.

## **R**espond to issues

Once you have insight, it's time to take action. Reduce the guesswork with guided Root Cause Analysis. Staff can select the probable causes of each issue and create Performance Improvement Plans (PIPs), quickly improving outcomes within their organization.

## **A**ssess outcomes against benchmarks

When you have more comprehensive data at your fingertips, you can more easily identify concerns, trends and issues that need immediate assistance every time you log on. McKesson Quality One flags areas of your facility that fall below CMS thresholds and prioritizes them according to how critical they are.

## **E**stablish real-time quality processes across your facility

McKesson Quality One is designed *by clinicians for clinicians* to make quality of care easier to achieve and maintain. Staff can use the platform not only to identify issues, but to refine and reassess processes against metrics until goals have been achieved.

**McKesson Quality  
One at a glance**

**Complimentary  
2-part online  
training course**

**No cancellation  
penalties – just  
cancel 30 days  
in advance**

**\$100/month  
(no set-up fee,  
not tied to  
wholesale spend)**

**VIP Rewards  
can be applied to  
the monthly fee**

Learn how **McKesson Quality One** can give you the insight you need to take real-time action. Register for a **complimentary demo webinar** or **sign up now** at [mms.mckesson.com/quality-one](https://mms.mckesson.com/quality-one).

Contact our Clinical Resource team with any questions at 877.611.0081.



# **QAPI:** Quality Assurance & Performance Improvement

Directives for change, tools to succeed

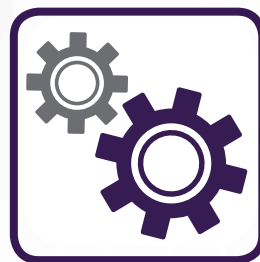


# We all want to improve quality.

## QAPI shows you how.

QAPI is a new way of approaching quality of care in healthcare. Skilled nursing facilities are required to develop and implement a QAPI plan as mandated by the Affordable Care Act of 2010. Fundamentally, QAPI looks to do two things: measure quality and ensure that quality improvement is ongoing.

QAPI is “data driven”, which means no hunches, guesses or assumptions. It’s not just your responsibility to manage your quality processes, you also have to provide the detailed data to tell your quality story. That’s where having a comprehensive but easy-to-use tool like abaqis comes in.



Design &  
Scope



Governance &  
Leadership

### CMS Says...

A QAPI program must be ongoing and comprehensive, dealing with the full range of services offered by the facility, including the full range of departments. When completely implemented, the program should address clinical care, quality of life, resident choice and care transitions. It aims for safety and high quality with all clinical interventions.

The nursing home administration develops and leads a QAPI program that involves leadership, working with input from facility staff as well as from residents and their families and/or representatives. The governing body assures the QAPI program is adequately resourced to conduct its work.

### abaqis Performs...

- Core component of a QAPI program
- Comprehensive regulation coverage
- Continuous cycle QA and PI
- Includes nursing, therapy, activities, maintenance, social services, dietary, housekeeping, pharmacy and palliative

- Incorporates input from all community stakeholders
- Provides extensive training on concepts and technology
- Shows priority areas for improvement
- Standardizes processes to work through turnovers

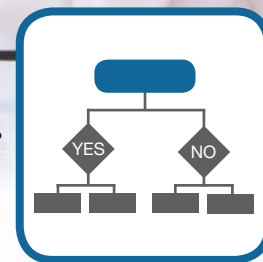




**Feedback, Data  
Systems & Monitoring**



**Performance Improvement  
Projects (PIPs)**



**Systematic Analysis  
& Systemic Action**

The facility monitors care and services, drawing data from multiple sources. Performance Indicators track care processes and outcomes, including Adverse Events, against targets.

- Systematic assessments draw from records, interviews and observations
- Comprehensive regulation-specific monitoring
- Monitors wide range of care and services, including customer service and care transition
- QCLIs track care processes and outcomes against QIS thresholds

The facility conducts Performance Improvement Projects (PIPs) to examine and improve care or services in areas that are identified as needing attention, typically a concentrated effort on a particular problem.

- Identifies areas for improvement
- Includes functionality to create and track PIPs
- Measures outcomes from PIP interventions
- Generates systematic documentation of PIP progress
- Studies specific service, facility area or resident population

The facility uses a systematic approach to determine when in-depth analysis --including Root Cause Analysis-- is needed to fully understand the problem, its causes, and implications of a change, using a thorough, highly organized and structured approach. Systemic Actions look to prevent future events and promote sustained improvement.

- Helps providers with comprehensive and replicable assessment of services
- Assists in problem identification and prioritization
- Elicits trends and highlights root causes with robust drill-down capability



# About abaqis

Progressive care organizations are using the abaqis Quality Management System for QAPI compliance, survey readiness, enhancing the quality of care and as the foundation for a continuous quality improvement system in their facilities.

Delivered as a web-based application, abaqis users benefit from regularly updated and enhanced features, such as the Hospital Readmission Tracker and real-time Customer Satisfaction reporting with national benchmarks. abaqis has become one of the most successful quality management systems in healthcare today. In fact, a nationwide study of 289 facilities showed that using the abaqis system resulted in a 29% decrease of average survey deficiencies in substandard facilities and a 23% decrease of average survey deficiencies in higher performing facilities.<sup>1</sup>

To learn more about how abaqis can help manage QAPI mandates and many other facets of quality management,

**contact your Medline representative today.**

#### LEARN MORE ABOUT abaqis

- 1 Download a QR Code Reader app
- 2 Launch the QR app
- 3 Scan this QR Code or visit [medline.com/programs/abaqis/](http://medline.com/programs/abaqis/)
- 4 Contact your Medline representative for a free demonstration



1. Kramer, A.M., Fish R., Schreuder, I. (2012) The Effect of Continuous Quality Improvement Using the abaqis® Quality Management System on Nursing Home Survey Results.



**Medline Industries, Inc.**

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# Bringing the Clinic to YOU.

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Design-Build

Build to Suite/Lease

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Turn-Key Construction



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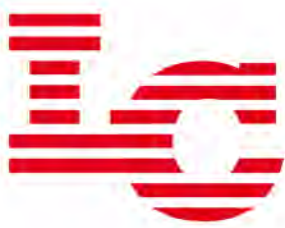
**William Nebel** *Co-Owner*

Office: 608.831.2618 | Cell: 608.669.4546

6629 University Avenue, Suite 102 | Middleton, WI 53562

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LECLAIRE  
COMMERCIAL LLC

# 2016 SENIORS HOUSING FORECAST

Last we predicted that 2015 would be another very solid year for all areas of Senior Living. Expecting another solid year, we were not disappointed. All facets of Seniors Housing continue to show positive indicators. In fact, over the past decade we have seen investing in these property types go from the fringes to much more mainstream. It has not gone unnoticed that the senior living business has shown considerable resilience in good times and in bad. And fundamentals continue to show strength in all facets. Best in class properties in primary markets have done exceedingly well producing solid returns as well as good appreciation. Despite a recent uptick in new development, especially in Memory Care units and properties, overall new development has been generally limited since the Great Recession. Continued strong demand is being driven by an aging population of Boomers, a much healthier residential housing market, and the attractive spread between borrowing rates and Capitalization rates...all of which leads us to being very confident of continued strong demand going into 2016 and beyond.



## Characteristics of Properties that sell at the TOP of the Market

- Portfolio Transaction
- Newer Construction
- Operating Results that are Profitable and Stable
- Primary Market location
- Historically high Occupancy rates
- Critical Mass in terms of Size/Number of Units

### EBITDAR-What is it?

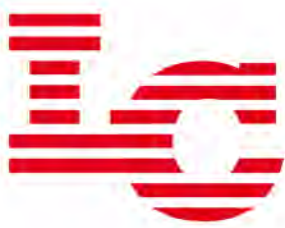
This is earnings before interest, taxes, depreciation, amortization and rent associated with your business. It is often used for the valuation of properties through a market Cap rate (EBITDAR divided by price).

## Cap Rate Trends 10-Year



Chart courtesy of HEALTHTRUST Seniors Housing & Healthcare Real Estate Advisory Services





**LECLAIRE**  
COMMERCIAL LLC

# 2016 SENIORS HOUSING FORECAST

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## OTHER TRENDS

- We expect to continue to see industry consolidations going forward for a variety of reasons including economies of scale.
- Continued uptick in development particularly in underserved markets AND in markets with older inventories.
- Independent living apartments will continue to become “assisted living light” much as ALF’s have experienced acuity creep over the past two decades.
- Nursing Home Cap rates continue to be very steady locally and nationally but have trended slightly lower (several hundred basis points) recently than the historical 13%.
- The reimbursement landscape has not shown significant uncertainty of late helping to foster the slightly lower Cap rates on Nursing Facilities.
- Generally all Seniors Housing Cap rates remain firm at historical lows and we expect that to persist at least until interest rates begin to climb in earnest.

## YOUR ASSESSMENT – Is it fair?

Remember that assessors are not permitted to assign value to personal property-that is assessed separately. They also must refrain from assessing intangible assets such as your business operations. Profits may be subject to income taxes but not property tax. They must tax only the fee simple interest of the real property, i.e. the “sticks and the bricks.” You have the right to appeal your assessment. We can direct you to an appropriate professional if you feel that your assessment may be unfair. Or you can go to: [www.revenue.wi.gov/pubs/slf/pb055.pdf](http://www.revenue.wi.gov/pubs/slf/pb055.pdf) online if you prefer.

## Solicited by a Broker from Illinois or another state?

New Wisconsin statutes enacted early in 2015 prohibit Out of State Real Estate Licensees from practicing in Wisconsin in most circumstances including LISTING your property, conducting TOURS, and even INSPECTING your Wisconsin property. Always ask to see their Wisconsin credentials before hiring someone based out of state as this is the LAW.

- 
- We create demonstrative value for you by maximizing price
  - We create competitive environments for our clients communities
  - We serve as a buffer for difficult discussions with Buyers during negotiations and through the sale process.
  - Our experience and expertise allows you to focus on operations while we focus on the numerous sale details.
  - We are experienced at ensuring the highest levels of Confidentiality.

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## ***Exclusively Just Listed by: Ray Giannini***



- Approx. 110 SNF Beds
- Two Stand-Alone Facilities
- Excellent State Survy History
- SNF's are Proximate to each other

Ray Giannini has over 20 years of experience in Seniors Housing brokerage. Getting the assistance of a professional can help you determine the options best for you.

If you are thinking about buying, selling or investing, now is the time to consider your options. Call Ray Giannini today for more information about how he can help you.

**Ray Giannini**  
(414) 750-9336 or (262) 364-1920  
[ray.giannini@marcusmillichap.com](mailto:ray.giannini@marcusmillichap.com)



# AN INDUSTRY LEADER IN YOUR OWN BACKYARD

TOP 3\*  
HEALTHCARE  
ADVISOR  
IN 2015

## Senior Living Real Estate & Finance Specialists

Ziegler's Corporate Finance team is focused on delivering best-in-class advisory and financing solutions for companies and organizations across Wisconsin. In our core practice areas of nursing homes, assisted living, CCRC, hospice, and home healthcare providers, Ziegler is one of the most active M&A firms offering innovative sell-side, buy-side, recapitalization, restructuring, and strategic partnering services. In addition, our FHA/HUD lending practice is dedicated to providing fixed-rate, non-recourse financing options to the senior living industry.

\* Number of middle market healthcare transactions (valued at less than \$100M) in 2015. Based on full credit given to financial advisors for healthcare M&A transactions completed nationally. Rankings and amounts through Thomson Financial Securities Data as of 3/7/16.

### OUR SERVICES

- Facility Sales
- Sale-Leasebacks
- Strategic Advisory & Valuations
- Refinancing
- FHA/HUD Approved Mortgage Lender

### OUR CLIENTS

- Nursing Homes
- CBRFs/RCACs
- CCRCs
- Hospice Care Providers
- Home Healthcare Providers

#### NICK GLAISNER

SENIOR VICE PRESIDENT  
877 245 5840  
nglaisner@ziegler.com

735 North Water Street  
Suite 1000  
Milwaukee, WI 53202





# Greenfield Rehabilitation Agency

Leading the Way in Rehabilitation for 48 years!

Your performance is driven by how effective your rehab partner is. Greenfield Rehab strives to optimize performance and set your facility apart in the community. Our expertise in regulatory compliance and commitment to consistent communication ensures that you can achieve your goals.



## Benefits of a Partnership

Greenfield Rehabilitation Agency has been achieving outstanding therapy outcomes with our patients while ensuring exceptional customer service and communication with our partners. Our commitment to providing the essential training and education needed to stay on the leading edge of regulations and clinical advancements sets us apart from other providers.

We create a dynamic therapy presence in your center to enhance your presence in your community. Our ACE Programs ensure that all residents on your campus are identified when they can benefit from skilled therapy services. In addition, our commitment to marketing allows us to partner with you to ensure the community and important referral sources can see the exceptional outcomes we can achieve.

Contact us today to set up an appointment with Kate Brewer, PT, MBA, GCS, RAC-CT, President to find out the benefits of partnership with a company focused on your success.

[KBrewer@grawi.com](mailto:KBrewer@grawi.com) or 1-800-704-GRAI (4724) ext 217.

## Contact Us

Kate Brewer, PT, MBA, GCS,  
RAC-CT

President & Owner

[kbrewer@grawi.com](mailto:kbrewer@grawi.com)

Office: 414-327-6603 x 217

Cell: 414-534-0100



**Greenfield  
Rehabilitation Agency**

Leading the Way in Rehabilitation Services

Leading the way in Rehabilitation Services for 48 years!



**MJcare**<sup>inc.</sup>  
*ESTD 1977 Professional Rehabilitation  
& Health Services*

Experience Matters

*Long-Term Care*





Excellence in contract therapy services has never been more challenging. MJ Care makes it happen for you.



### *Experience* **Matters**

MJ Care has provided fully customized contract therapy, administration, and consulting services for healthcare facilities for nearly forty years. We design customized programs to provide exactly the therapy, administrative, and marketing services required to make your operation perform and meet or exceed your clinical and financial goals.

### *It's all about* **the patient**

One must never get too far away from this fundamental truth. Professional, compassionate care is at the core of everything we do. MJ Care was founded by a Christian Physical Therapist, Mary Van Lare, whose integrity and vision of excellence continues to inspire the company, both through her active leadership and her legacy of service.

(866) MJCARE1  
information@mjcare.com

**MJCare.com**



## *The Best* Therapists

It's the therapist who must deliver the best care possible, and we believe quality of care must also be delivered with sincere compassion for the patient.

We recruit and retain the physical, occupational, and speech therapists that everyone wants to have as part of their organization. They stay with us, because this is a therapist-led company, and they appreciate the clear vision, the unsurpassed training, and the smooth-running systems.

Our therapists accept the importance of following billing regulations for reimbursement, and we provide the technological infrastructure and streamlined documentation that helps them to stay on top of these procedures without losing focus on quality of care. They attend to evolving patient needs, and this leads to new programs that result in higher caseloads.

## *MJ Care Administers Your Therapy Program* **To Achieve Excellence**

MJ Care's consultants are expert in relevant disciplines, so they collaborate to provide continuous and comprehensive training and support for therapists. Our staff development and training programs are created by nationally-recognized professionals.

To manage the staff and all daily clinical operations within the department, MJ Care provides an on-site and fully-dedicated Rehab Director. Clinical and operational support is provided by a Regional Director who visits regularly and maintains consistent contact with Nursing and Administration. A Rehab Tech manages the clinic office to assure maximum quality time for therapists to treat patients.

Survey compliance is a top priority, including measurement of physical, psychological and psychosocial functioning of all Medicare and Medicaid patients using the Long-Term Care Minimum Data Set (MDS). All patients are screened for therapy needs. Specially designed programs are used to address the Health Care Financing Administration's 24 Nursing Home Quality Indicators, including therapy programs centered on ADL function, range-of-motion, dining, fall prevention, dementia, and mobility.

Outpatient therapy programs often need targeted marketing campaigns in order to reach their growth potential. MJ Care has extensive experience expanding therapy programs in continuing care communities. We can collaborate with you to plan communication efforts directed to referral sources and residents in the community, as well as residents of your independent and assisted living apartments. Such campaigns may include direct mail, newspaper advertisements, brochures, and special events.



## *How We Consult With You to* **Raise Your Therapy Program to New Levels of Excellence**

Following are some of the ways our consultants apply their seasoned judgment to help your facility achieve its aspirations:

**Conduct rehab and Medicare audits** to review clinical, documentation, coding, billing and operational issues that may dramatically impact your ability to optimize reimbursement and meet survey requirements.

**Work with therapy and restorative nursing** to design individualized functional maintenance programs that meet Medicare and Medicaid criteria for skilled nursing services.

**Create clinical dementia and restorative nursing programs** that capture reimbursable patient treatment accurately and also positively impact your survey process.

**Enhance traditional PT, OT, and Speech Therapy programs** by adding cognitive treatment that opens up new opportunities to enhance residents' quality of life and creates additional facility revenue sources.

**Make recommendations** to address the rehab needs of your long-term population through caseload development and appropriate Medicare Part B utilization.

**Determine potential increases** in the Medicaid case mix index reimbursement for restorative nursing and therapy programs.

**Complete an operational review** to identify opportunities or threats to the success and stability of your community and create a success plan for the future.





# The Story of MJ Care

The story began in 1977 when the founder of MJ Care, Mary Van Lare, Physical Therapist, determined to build a therapy practice based on bringing hope and joy into each treatment, while achieving outstanding patient outcomes. That ideal remains central to the business over three decades later.

MJ Care stands for an exceptionally positive experience every time—one that clients want to tell others about. As a company, recruiting and training remarkable, talented staff who can achieve this result is imperative.

The company has grown rapidly as our professional, caring, and encouraging approach has attracted more and more healthcare providers, who appreciate the difference we make in the lives of their clients. Our customer base continues to grow throughout the Midwest and beyond, as we hold to our simple philosophy, while putting the latest methods and technologies to work.

Today, MJ Care is leading the way in values-driven rehabilitation, school billing services and staffing solutions. Our vision is one of excellence, leadership, and growth, even in times of dynamic change in the healthcare and insurance industries.



## The Values That Guide MJ Care

**The experience gained by MJ Care across generations has earned increasing levels of trust, because everything we do is guided by a special set of values. The way we put these values into practice is what makes MJ Care unique:**

**Respect** – Treating our customers and associates with courtesy, consideration, and appreciation at all times, under all circumstances.

**Integrity** – A workplace in which the highest standards of ethics and honesty are adhered to at all times and without exception. Doing the right thing even when no one is watching.

**Innovation** – An atmosphere where new and creative ideas are supported and encouraged by management, associates and staff. An environment where associates are empowered to creatively solve problems and deliver excellent Health Care Services.

**Service Excellence** – A commitment to providing our customers with the highest caliber of service in all areas of MJ Care's operations.

**Quality** – Providing services that fulfills the needs of our customers and consistently meets the highest standards of efficiency, effectiveness and compliance.

**Education** – Providing seminars and continuous education for our associates that fulfills the needs of our clients, associates and consistently meets the highest standards of the industry.





## Who Will You Trust With Your Therapy Program?

We offer a free on-site assessment of your operation so you can better understand opportunities for improvement, including clinical enhancements and revenue capture, and what sort of implementation schedule is possible. To take advantage of this free offer—or to get more information about how we might help—contact Jane Beisser, Vice President of Long-Term Care, at:



(866) MJCARE1  
[information@mjcare.com](mailto:information@mjcare.com)  
**MJCare.com**

## Experience Matters



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920.735.9234 • [www.valley-baytherapy.com](http://www.valley-baytherapy.com) • [rbricco@valley-baytherapy.com](mailto:rbricco@valley-baytherapy.com)

## SET YOUR FACILITY APART FROM THE COMPETITION



Valley-Bay Therapy offers Occupational, Physical and Speech Therapy services tailored to the specific needs of your facility.

As a locally owned company with **more than 25 years of experience**, the Valley-Bay team maintains superior clinical excellence in geriatric therapy.

Valley-Bay is your **ideal partner in rehab!** One of the many advantages of teaming with Valley-Bay is our therapists are allotted the time to provide added value services to your facility at **no additional cost**.

### ADDED VALUE SERVICES



- Actively market therapy to the community
- Annual and monthly resident screening
- Educate families on caregiving needs
- Ongoing facility in-service training
- Attend patient and family care conferences
- Coordinate Medicare benefits with the facility
- On-site, fully dedicated Rehab Coordinator
- Provide promotional marketing
- Identify and implement programming opportunities
- Generate and supervise restorative nursing programs

Now Offering Programs  
for the Following:

- Lymphedema
- **LSVT Big & Loud**
- Fall Prevention
- **Incontinence**
- Pain Management
- **Voice Disorders**
- Swallowing Issues
- **Post Surgical**
- Stroke Rehab

&

## ADVANCED MODALITIES

Schedule a free consultation to discuss how Valley-Bay Therapy can significantly improve your outcomes and increase your caseload!

Phone: (920) 735-9234 • Email: [rbricco@valley-baytherapy.com](mailto:rbricco@valley-baytherapy.com)



# A System for Every Bathing Need



Advantage™ Seated Bathing System with Rapid Fill™ Reservoir



Advantage™ Bathing System:  
Base Model with lock-in chair



Essence™ Spa Side-Entry  
Bathing System

## Bathing Systems for the Continuum of Care with Cost-Effective, Modular Architectures to Meet Your Needs

- Featuring the Remedy® Germicidal UV water purification system, clinically proven to dramatically lower infection rates
- FDA Class II medical whirlpool system provides true hydrotherapy
- With its modular architecture and competitive prices, Apollo can configure a spa to meet your needs and budget
- Industry leading reliability and clinically impactful feature set provide the highest possible Return on Investment



*A Range of Color Panel Options to Complement Any Spa Room Design*

## *Did You Know You Can Now Place Your Apollo Orders Online?*

Fast, easy and convenient shopping online now available at [www.apollobath.com/store](http://www.apollobath.com/store)





For skin care products, equipment care and cleaning solutions, replacement parts, The Shield™ Splash Guard, and more!

Click Here to  
Shop Online

Contact Julie Tindal, Regional Sales Manager, for more information, to schedule an on-site demonstration, or to request a quote



## Committed to High-Quality, Exceptional Service, and Continual Innovation

			
<b>Advantage™ with Internal Bathing Chair</b> Outstanding system for "Aging in Place." Accommodates both ambulatory and non-ambulatory residents, and allows you to add features as needed.	<b>Advantage™ with Level Glide™ Transfer System</b> Increases resident comfort and safety and reduces the number of transfers. Integrated scale allows resident weight to be recorded during bath preparation.	<b>Advantage™ with Rapid Fill™ Reservoir</b> Most efficient bathing system available. Provides exceptional bathing efficiency and resident comfort, as well as outstanding return on investment.	<b>Essence™ Spa Side-Entry Bathing System</b> Side entry bathing system that provides a spa-like bathing experience. Perfect for ambulatory and weight bearing residents. Earth-Tone Granite color option also available.

### APOLLO BATHING SYSTEM OFFERINGS INCLUDE:

#### Advantage™ Modular Seated Bathing System

- Remedy® Ultraviolet Water Purifier
- Air Spa
- Whirlpool (FDA Class II medical device for hydrotherapy)
- Level Glide Transfer System
- Digital Weigh Scale
- Rapid Fill Reservoir

#### Essence™ Spa Side-Entry Bathing System

- Remedy® Ultraviolet Water Purifier
- Air Spa
- Whirlpool (FDA Class II medical device for hydrotherapy)
- Configurable to a variety of installation environments
- Earth-Tone Granite color with Brushed Nickel Fixtures option now available

**Only Apollo offers an FDA-Approved Germicidal UV water purification system**



**Clinically Proven to Reduce:**

- UTI's by 50%
- Respiratory Infections by 35%

**Contact your Apollo Representative, Julie Tindal, for more information or to schedule a free on-site demonstration.**

**Julie Tindal, Regional Sales Manager**  
**Cell: 715.410.2555**  
**E-mail: [jtindal@apollobath.com](mailto:jtindal@apollobath.com)**



Quality Control



US & Canada Safety & Plumbing Standards

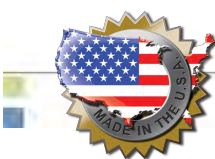


US Medical Device  
 Certification & Compliance



Electrical Safety/Standards

**Visit our website, [www.apollobath.com](http://www.apollobath.com) for resources, ordering and more!**



450 Main Street, Somerset, WI 54025

**Phone: 715.247.5625**

**Fax: 715.247.3424**



## INFORMATION CONTROLS

*Controlling information today for tomorrow*

### PBJ Reporting Requirements

Beginning on **July 1, 2016** Long Term Care (LTC) facilities are **required by law** to submit staffing and census information to the Centers for Medicare and Medicaid Services (**CMS**) via the newly developed Payroll Based Journal (**PBJ**) system.

Per CMS, all employee hours paid to deliver services must be:

- Reported based on 'Absolute Day' (midnight to 11:59 PM);
- Allocated using the 40 CMS Job Title Codes;
- Inclusive of agency and contract staff hours;
- Be uploaded in XML file format;

Information Controls is uniquely positioned to deliver on these CMS reporting requirements which will help you remain compliant and to avoid potential fines or penalties.

### Contact Us

Whether you are a large, multi-state/multi-site organization, or a single location serving the needs of your residents, the CMS PBJ reporting requirements affect you.

To ensure you are in position to accommodate the CMS PBJ requirements, contact Information Controls for a **no cost, no obligation introductory meeting**. July is right around the corner, so let's get started today!

**Ted Casey** | Information Controls, Inc. | | [www.icico.com](http://www.icico.com)

[tcasey@icico.com](mailto:tcasey@icico.com) | (708) 655-3150 cell | 815.484.2100 x 207 ofc | 815-229-5351 fax



INFORMATION  
CONTROLS  
human capital management



# SAEnCompass

Complete Electronic Health Record



## We've got something better.

*Work as an Interdisciplinary Team*

**SAEnCompass** clinical software is unique in the long-term care industry, providing a truly interdisciplinary medical record. It is designed to present a chart compliant with Federal and State rules and regulations in a complete, paperless format.

- ◆ Combines the MDS with the SA Supplement, creating a single comprehensive assessment of the resident. This innovative single-entry process eliminates all repetition and promotes agreement between disciplines in every area of the chart.
- ◆ Electronic prescribing and medication administration with bar code verification reduces med errors and improves resident safety.
- ◆ Interface with other software applications facilitates exchange of information.
- ◆ Daily care team charting imports to MDS for optimal RUGS and reimbursement.
- ◆ Skin/wound problem tracking promotes quality assurance and eases survey concerns.
- ◆ Desktop alerts, email and shift report communicate changes to key staff.
- ◆ Excellent online and phone support assists the entire team.

**These are just a few features of our complete electronic health record—  
Call us or visit our website to find out more.  
[www.saencompass.com](http://www.saencompass.com) • 800-572-8264**

# SA Saunders Associates

*Specialists in Health Care Communications*



# Professional Senior Living Services



**WIPFLi**<sup>LLP</sup>  
CPAs and Consultants  
HEALTH CARE PRACTICE

Wipfli brings together the best of both worlds—the resources of a large firm and the commitment to personal service found in smaller firms. We have 175 partners, more than 1,400 associates, 33 offices, and over 50,000 firm clients. Wipfli is ranked No. 20 in the top 100 public accounting firms and is properly licensed for public practice as a certified public accounting firm. Since our firm's founding in 1930, it has been our mission to be the firm of choice in the markets we serve. Today, Wipfli is fulfilling its mission and serving health care clients throughout the nation from our offices in Minnesota, Wisconsin, Washington, Idaho, Montana, Pennsylvania, and Illinois.



To fulfill the needs of our diverse client base, Wipfli has grown into a multidiscipline professional services firm. Services include a wide range of financial and operational consulting services, and the firm has created specialized industry and business unit practices including:

### Industry Groups

- Health Care
- Nonprofit and Governmental
- Manufacturing and Distribution
- Financial Institutions
- Construction and Real Estate

### Business Unit Practices

- Audit and Accounting
- Tax
- Information Technology
- Human Resources
- Retirement Plan Services

### Our Health Care Services

Wipfli's health care industry group has deep experience in the market. We have over 1,700 health care clients, including hospitals, nursing homes, assisted living organizations, and physician practices in 48 states and 100 health care professionals, including 17 partners. Our industry-focused approach means that we are continually refining our understanding of emerging health care industry issues, leading practices, and developing trends to provide well-informed and practical advice for clients in the health care industry.

We have deep industry knowledge in the senior living industry, and Wipfli senior living professionals includes CPAs, licensed nursing home administrators, RNs, senior living market analysts, and nursing home billing specialists. These professionals serve nursing home clients in Wisconsin, Minnesota, Michigan, Washington, Idaho, and Oregon as well as throughout the rest of the nation. As a result, we are familiar with the unique nursing home reimbursement and operational environments in the states, in which your facility operates as well as throughout the rest of the nation.

Wipfli sponsors regional conferences on issues that are important to health care providers. In addition, we lead training and educational sessions and present webinars for industry groups at both the regional and national levels, at state and national senior living associations, the American Institute of Certified Public Accountants, Health Care Financial Management Association, National Rural Health Association, and the National CPA Health Care Advisors Association. Through our active involvement in state, regional, and national associations, we provide education and training to thousands of senior living leaders and professionals annually on a wide variety of topics.

In addition, our health care professionals and the firm maintain memberships in a variety of professional associations including the American Institute of Certified Public Accountants, state societies and institutes of certified public accountants, Healthcare Financial Management Association, state hospital and nursing home associations, the National CPA Health Care Advisors Association, Medical Group Management Association, National Rural Health Association, National Association of Rural Health Clinics, and other health care associations.

We provide value-added observations and recommendations related to accounting processes, practices, and internal controls as part of our audit process. In addition, Wipfli's health care and senior living experts are available as an extension to your internal teams as you grow and enhance your financial performance. Following are just a few examples of the value-added services available to the facility through Wipfli's comprehensive industry-focused experts.



- **Tax Services.** Wipfli has invested tremendous resources in building a team of experienced, creative tax specialists. We believe we have assembled a group of individuals with unsurpassed tax talent who live and work in the area. These individuals include former Big Four partners, seasoned senior managers, experienced National Tax veterans, former revenue agents, and tax attorneys.
- **Audit Services.** We pride ourselves on utilizing deep industry expertise to provide value-added, efficient, and affordable audit services to our health care clients. Our auditors are industry specialists who understand the unique needs and challenges of senior living organizations. We also understand the importance of staff consistency on engagements. These factors result in highly satisfied audit clients who build long-term relationships with our staff.
- **Accounting and Small Business.** Recruiting, retaining, and educating a comprehensive internal staff for accounting, human resources, information technology needs of a small business can be challenging and cost-prohibitive. Wipfli's has a complete team of professionals who are available to add resources to our client's existing capabilities or to serve as an affordable and cost-effective outsourcing solution.
- **Clinical and Operational.** Our team includes clinical and operational experts led by a nationally recognized leader in the nursing home profession. This clinical and operational team of experts provide a diverse set of services ranging from ICD-10 training, MDS coding analysis, mock surveys for regulatory compliance, and staffing and operations assessments.
- **Market Analysis.** Wipfli's senior living market analysis and strategic planning team assists senior living organizations in adapting their services to the changing landscape. This team conducts comprehensive strategic planning engagements, nursing home bed need analysis, and assisted living, independent living, and home health market assessments.
- **Reimbursement.** Our reimbursement experts complete and/or review Medicare and Medicaid cost reports for accuracy and optimization based on the reimbursement environment within each state.
- **Risk Advisory.** Our risk advisory team helps our health care clients ensure the confidentiality, integrity, and availability of protected health information (PHI), including the electronic devices and systems that are used with this information under the Health Insurance Portability and Accountability Act (HIPAA) and by utilizing HITRUST Common Security Framework (CSF) in executing comprehensive security assessments.
- **Information Technology.** Our information technology analysts help clients maximize their information technology investments through network development and support services, conducting information technology environment audits, and helping with software selection and project management for major system implementations.
- **Benchmarking.** Through our proprietary database of nursing home Medicare cost reports, which includes all nursing homes in the nation, we can provide a benchmarking analysis for each facility. This analysis will compare key revenue and cost indicators to state, regional, and national benchmarks.

# We're Hot & We Deliver.

We've got the hottest boiler room products  
and our legendary expertise delivers!

If you're looking for domestic hot water, hydronic and steam space heating equipment, we've got it! Together, **Hot Water Products** and **AMS Steam Products** have one of the largest inventories of hot water equipment and accessories in the country.

We specialize in **high-efficiency** technology including **hydronic and steam BOILERS** from the best manufacturers. When it comes to making water **HOT**, whatever you need, we've got it!



Steam Products, LLC

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## Newsletters – Multi-Format and “Ready to Go”

**Description.** Here’s how our “Ready to Go” newsletter service works. First, we create an attractive design that complements your website and facility colors and logo. Then, each issue of your newsletter is:

- published **online** to an eNews micro website;
- announced through an **email** campaign to your email marketing list; and
- sent to you as a **print**-ready PDF for use as a handout or mail insert.

You decide how often you’d like to publish – quarterly, bi-monthly, or monthly.

We build each issue using professionally written content. And you always have the option of adding an article or two of your own.

### Your costs for a program serving a single organization in one metropolitan market:

Set up and configuration, including: custom branding your eNews website, email template and program set-up; and print template design (one-time charge):

\$495

Monthly service charge, inclusive of all three formats, with the exception of Constant Contact email platform charges\*:

\$149/mo. – if publishing quarterly  
\$189/mo. – if publishing bi-monthly  
\$289/mo. – if publishing monthly

Add client-furnished article and photo: \$75 first article; \$25 each add’l article

\* Constant Contact fees are based on your combined list size. For example, the charge is about \$17/month for lists totaling up to 500 email addresses OR \$35/month for lists totaling up to 2,500 email addresses.







d/b/a of Gordian Medical Inc.



*To provide the best wound care solutions for each facility... one resident at a time.*

**AMERICAN MEDICAL TECHNOLOGIES, AMT**, is the leading independent provider of wound care solutions for Long Term Care facilities in the United States. We have been providing quality wound care programs since 1994 and currently service residents in over 4,600 facilities nationwide. Our wound care program is designed to help your facility and staff in four key ways:

- + Enhance the quality of resident care.
- + Increase educational resources available to your staff.
- + Reduce wound care related costs for your facility.
- + Assist with mandatory CMS documentation.

AMT is a member of the National Pressure Ulcer Advisory Panel, NPUAP, in addition to many other state and national organizations. We are a fully accredited and Participating Durable Medical Equipment, Prosthetic, Orthotic and Supplies Medicare Part-B Supplier. As part of our commitment to excellence in Nursing Home Care, AMT has long been an active champion of the Advancing Excellence in America's Nursing Homes campaign.

## Education

All good clinical care starts with proper education and training. By partnering with AMT, staff is trained to meet the CMS DME POS supplier standards.

- + Provide clinical, regulatory and documentation education to facility staff related to wound care products.
- + Provide ongoing education tailored to each facility's needs.
- + Offer education to ensure proper product utilization.
- + Trusted education advisor for each facility.
- + Tele-education program provides on demand education and access to wound care literature and standards of care.

## Clinical Expertise

Nationally, wound issues in long term care facilities are one of the most cited deficiencies by state surveyors. Our licensed Clinical Specialists work closely with your staff.

- + Monitor proper utilization and compliance with wound care products.
- + Licensed healthcare providers with expertise in wound care.
- + Decrease the risk of state infractions.
- + Less paperwork for your staff means more time for resident care.
- + More than 2,000 collective years of clinical experience you can trust.
- + Proprietary tracking software provides essential Medicare documentation.
- + Tablets provide live support for your wound care product needs.

## Wound Care Products

AMT is able to access a wide array of products to meet the specific needs of residents.

- + Work with most major manufacturers.
- + Ensure appropriate use of dressings over a 30 day period.
- + Supply Medicare approved dressings.
- + Bill the resident's insurance directly through: Medicare Part B, Medicaid, HMO's and other primary payers.
- + AMT accepts full assignment for wound care products provided.
- + Verify insurance prior to providing products to your residents.

PROUD CHAMPION OF:



17595 Cartwright Road | Irvine, CA 92614 | 855.392.9268 | [www.amtwoundcare.com](http://www.amtwoundcare.com)

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