



# Quarterly Business Partner Showcase

March 15, 2017

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.

Since switching to an electronic version of this mailing, in addition to realizing cost savings for our members, we have seen a nearly 50 percent increase in participation of WHCA/WiCAL Business Partners in this mailing! It is my sincere hope that by making these quarterly mailings available electronically, WHCA/WiCAL Business Partners will have the opportunity to provide value for both WHCA/WiCAL members and that Business Partners will be able to realize greater opportunities for sales and networking opportunities.

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



**JOIN US ON  
LEGISLATIVE DAY 28 MAR. 2017**

**Best Western Premier Park Hotel:  
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Public Parking is available on West Main and Fairchild.  
For more information contact WHCA/WiCAL at  
(608) 257-0125 or at [info@whcawical.org](mailto:info@whcawical.org)

## WHCA/WiCAL PAC FUNDRAISER



**JOIN US  
MARCH 27, 2017**

5:30 p.m. – 7:30 p.m.

Brocach Irish Pub  
on the Capitol Square, Madison

*Invest in the future of long-term care!*  
[www.whcawical.org/pac](http://www.whcawical.org/pac)

During the critical state budget debate, the provider community needs YOUR voice at Caregiver Day at the Capitol to tell your lawmakers to invest in long-term care!

Our legislative day will include a briefing from DHS Secretary Linda Seemeyer, a presentation by DWD Secretary Ray Allen, and a legislative roundtable with Senate Majority Leader Scott Fitzgerald and other invited legislators. After the briefing, attendees will visit their legislator's offices for scheduled meetings to discuss our top priorities.

We'll be scheduling meetings ahead of time, so your RSVP is very important. Please register today!



# 55<sup>th</sup> WHCA/WiCAL ANNUAL SPRING CONFERENCE AND EXPOSITION

Kalahari Resort & Convention Center • Wisconsin Dells, WI

CONFERENCE DATES

APRIL 5 - 7 2017



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At Reinhart, we serve as strategic partners with our health care clients. We make it our business to understand your business, and this equips us to offer practical, real-world solutions that help you resolve challenges, seize opportunities and meet your strategic goals.

Our post-acute and long term care services attorneys have served as CEOs of health facilities and have held high-ranking positions with the Wisconsin Department of Health Services and the Wisconsin Office of the Commissioner of Insurance. This uniquely equips us to provide insight and guidance on the complex business and legal relationships that bind residents, nursing homes, assisted living and housing providers, regulators and third-party payers.

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# AMERICAN DATA

Demo Access	Admin	Nursing	Support	Therapy	Financial	Other	Demo
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	NHA	Nursing	Social Services	Occupation Therapy	Accounts Payable	Independent Living	Report
	D.O.N.	CNA	Activities	Speech Therapy	General Ledger	Home Health	Calendar
	Physician	Restorative Nurse	Dietary			Public Health	Graphs
	Human Resources	Medical Records	Beauty Shop			Adult Day Care	Demo
			Dining Services			Maintenance	Surveyor
						Cleaning	

- **Flexible**
- **Comprehensive**
- **USA Cloud-Based Hosting** (Optional)
- **Interoperable** ECS uses the Health Care Standard (HL7), Consolidated Clinical Document Architecture (C-CDA), Continuity of Care Document (CCD), and SCRIPT v10.6 to interface with: Therapy, Pharmacy, Lab, Health Exchange, Hospital

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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.*

*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,  
Maine Veterans' Home

## Features

### Clinical

#### Medication Management

- Physician Orders
- Pharmacy Formulary
- e-MAR / e-TAR

#### Progress Notes & Assessments

- Nurse Charting
- CNA Picture Charting
- Patient Scheduling
- Therapy Ancillary Departments
- Easy Access

#### MDS & Care Plans

- MDS
- Best Reference
- RUG Forecaster
- Care Plans

#### Quality Assurance

- QM
- QA
- Status Changes
- Incomplete Record

### Care Continuum

- Service Plans
- Care Assist Flow Sheets
- Care Plans
- OASIS
- Face Sheets
- Diagnosis

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- E-mail
- Alarms
- Reports
- Marketing
- Time Clock
- Human Resources

Plus so much more!

American Data Presents:

## 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.

### Flexible

American Data believes that the software should fit to you – never the other way around. Customization is really about delivering you an EMR system that can reflect your facility's daily workflow. It is about providing you with a product that will eventually reduce costs, increase caregiver's time spent with patients, and be flexible enough to have a long shelf life.

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.

**Interoperable** ECS uses Health Care Standard (HL7), Consolidated Clinical Document Architecture (C-CDAL), Continuity of Care Document (CCD), and SCRIPT v10.6 to interface with: Therapy, Pharmacy, Lab, Health Exchange, Hospital

A complex health care system requires diverse electronic health record (EHR) products. One size does not fit all. To realize their full potential, EHR products must be able to share information seamlessly. An interoperable health IT environment makes this possible.

EHR interoperability enables better workflows and reduced ambiguity, and allows data transfer among EHR systems and health care stakeholders. Ultimately, an interoperable environment improves the delivery of health care by making the right data available at the right time to the right people.

American Data produces a number of interfaces between ECS and other systems. These interfaces are used for the exchange of demographic, lab, and therapy information as well as physician orders communication with a pharmacy. An HL7 interface exchanges information in real time, with no "download" or "upload" procedure required.

### Comprehensive

ECS improves efficiency, eliminates errors and ensures a correct reimbursement for the care given. Daily documentation is entered at the point of care, and pulled into other areas of the medical record. This ensures that the documentation is more accurate, detailed, and complete. Supporting documentation is then populated into assessments making it easier to complete, with supporting documentation just a click away. There is no wasted time tracking down paper charts or digging through filing cabinets. ECS helps the entire facility and staff to work in harmony to accomplish the same goals in less time resulting in greater care for the residents.

### USA Cloud-Based Hosting (Optional)

#### Strategic Elements

- Focus on your core business; leave the rest to someone else.

#### Architectural Elements

- Simple, abstract environment for development.

#### Economic Elements

- Eliminate CAPEX expenses.
- Elastic Resource Capacity.

American Data's ECS is designed to work as either a server-based, or cloud-based software system. American Data has provided an optional data center for clients who prefer not to invest in servers to run ECS in their own facilities.

Unlike most LTC software companies, who contract this service out, American Data's data center (and all storage of data) is located within American Data's Campus.

**Let us show you the difference. Call for a free demonstration today! 1.800.464.9942**



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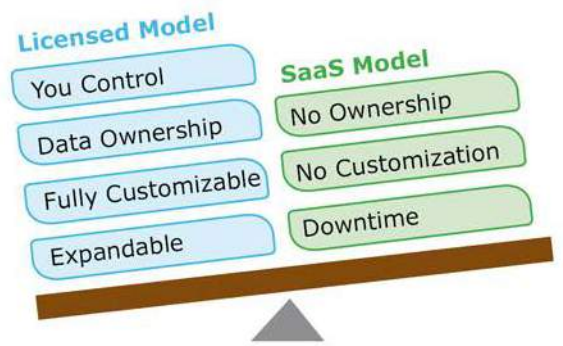
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Control timings of upgrades	Limited control of upgrade timing



“any software that is ‘core’ or ‘mission-critical’ to your prospects should stay licensed”

# Benefits of Licensed Software Over SaaS

We would like to share a few of the differences between American Data’s ECS and Software as a Service (SaaS) systems that we feel are significant in these challenging times for the LTC industry.

Would your facility continue to use the MDS if it didn’t have to? In most cases when asked this question the response would be some variety of: “is this a trick question”. For some facilities their negative response might be a question of the cost of the program to the facility. However, it is our belief that in a good facility where care is focused on the patient rather than the law, the negative response is based on the program being of little value to patient care. In these facilities, the MDS program could be causing the facility to come DOWN to the minimal standard of the MDS if they have an EMR that is focused on law compliance rather than the patient.

What does it mean for an EMR be focused on the patient? An EMR is a documentation and communication tool. In quality nursing homes, assessments are not a quarterly event to feed a document that would not even be done if not required. Assessments and the communication of such are a daily occurrence. Communication is more than knowing the patients latest vital signs, it is knowing and monitoring everything that is going on with the individual patient on a daily basis so interventions if necessary can be initiated immediately. The whole picture needs to be at the fingertips of responsible nurses on a daily basis.

EMR systems where the same screen presentations and the interaction of screens is the same in one facility as they are in the next will cause both facilities (and all that are running the same inflexible software) to follow the procedures set up by the vendor and these procedures will be focused on what is common to all LTC facilities; i.e. the minimal standards of the law. For example: being able to design YOUR own report that best meets YOUR standards of care (far above the minimal standards) might be possible but only with the permission and possibly fees (to discourage your request) of the software vendor. Being able to control your EMR is controlling your facility, the care you provide, and your future.

In a SaaS environment, the facility can be at the mercy of the vendor since they do not have a license to use the software but rather are just “renting” access to the system. Like owning a home versus renting an apartment where there are things that require the landlord’s permission to do to the property in a rental environment. And should the “renter ever want to leave the environment” there may

be consequences in order to “take with you” the items you acquired while being in the environment.

And finally there is the question of having control over where your EMR and financial records are stored. The option of having one’s own server is attractive because it is the ultimate in having control. However, in recent years the cost and configuration challenges of having one’s own server has been increasing. With American Data’s new direct secured access to a server (wherever located) without the need for connection licenses, the option of self-hosting is again available without the high cost and complexities. However, ECS clients also have the option of having their own server located in one of the largest data centers in the country...the Microsoft CLOUD (Azure) where again the facility has total control of how much cost, how much power, and for what duration.

## **We offer so much more than our license and flexibility. Here are just a few more differences between ECS and SaaS systems:**

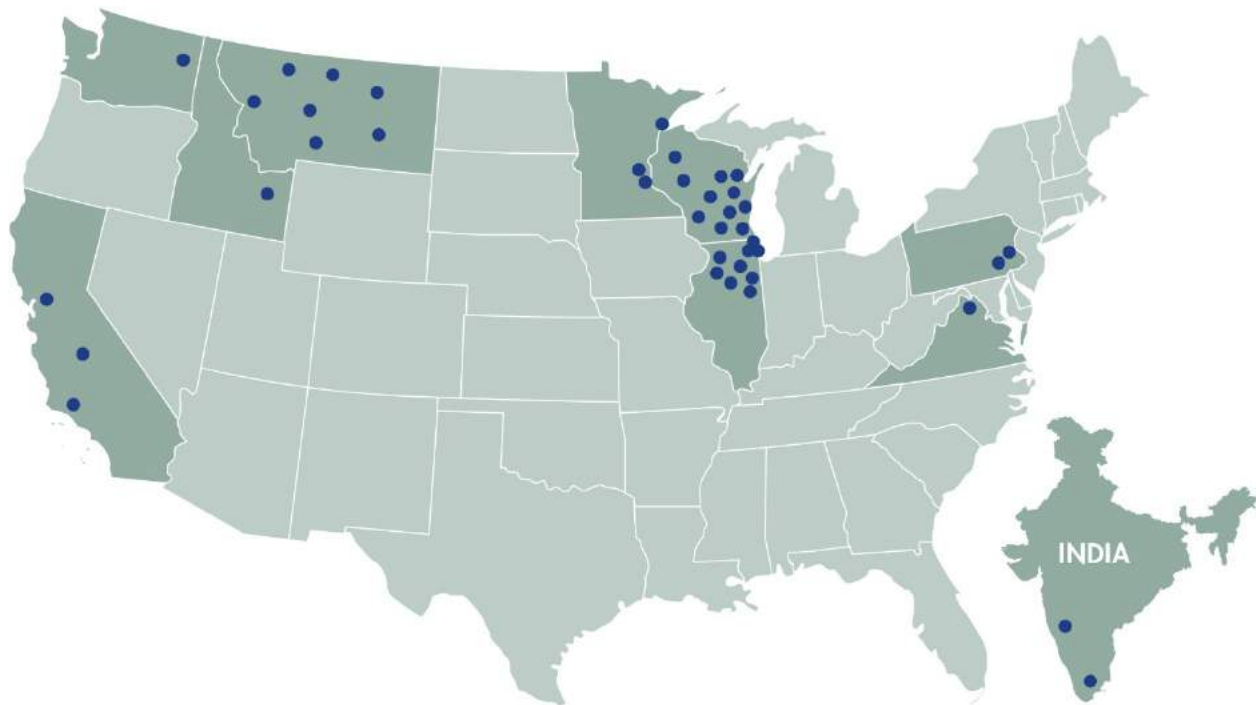
- ✓ ADL charting can be captured with less time spent in ECS due to your ability to record the number of times a task was performed, thus increasing reimbursement.
- ✓ You can have multiple screens open at the same time in ECS so you do not have to constantly waste time navigating between screens.
- ✓ Special Assessments can be completed with the flexible library of choice answers we offer. Say more than “yes” or “no.” With ECS, the facility controls this library so your caregivers can offer context when completing assessments.
- ✓ Every word written into the clinical record is integrated with the overall resident history with ECS.
- ✓ American Data’s support team is made up of trained Nursing Home Administrators, Nurses, and Accountants. They know the industry inside and out and are dedicated to making operations run smoothly for each facility.
- ✓ 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>  
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HEALTH CARE PRACTICE

With more than 1,700 associates, 37 offices in the United States and two offices in India, Wipfli LLP (Wipfli) ranks among the top 20 accounting and business consulting firms in the nation. For over 86 years, Wipfli has provided private and publicly held companies with industry-focused assurance, accounting, tax and consulting services to help clients overcome their business challenges today and plan for tomorrow.



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.

## FIRM PROFILE AND CAPABILITIES

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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.



# AMERICAN DATA

Demo Access	Admin	Nursing	Support	Therapy	Financial	Other	Demo
	ADT	MDS	Marketing	Physical Therapy	Accounts Receivable	Assisted Living	View
	NHA	Nursing	Social Services	Occupation Therapy	Accounts Payable	Independent Living	Report
	D.O.N.	CNA	Activities	Speech Therapy	General Ledger	Home Health	Calendar
	Physician	Restorative Nurse	Dietary			Public Health	Graphs
	Human Resources	Medical Records	Beauty Shop			Adult Day Care	Demo
			Dining Services			Maintenance	Surveyor
						Cleaning	

- **Flexible**
- **Comprehensive**
- **USA Cloud-Based Hosting** (Optional)
- **Interoperable** ECS uses the Health Care Standard (HL7), Consolidated Clinical Document Architecture (C-CDA), Continuity of Care Document (CCD), and SCRIPT v10.6 to interface with: Therapy, Pharmacy, Lab, Health Exchange, Hospital

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.



## AMERICAN DATA

EMR / EHR & Financial System

Call: 1.800.464.9942

E-mail: [info@american-data.com](mailto:info@american-data.com)

Visit: [www.american-data.com](http://www.american-data.com)



*"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.*

*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,  
Maine Veterans' Home

## Features

### Clinical

#### Medication Management

- Physician Orders
- Pharmacy Formulary
- e-MAR / e-TAR

#### Progress Notes & Assessments

- Nurse Charting
- CNA Picture Charting
- Patient Scheduling
- Therapy Ancillary Departments
- Easy Access

#### MDS & Care Plans

- MDS
- Best Reference
- RUG Forecaster
- Care Plans

#### Quality Assurance

- QM
- QA
- Status Changes
- Incomplete Record

### Care Continuum

- Service Plans
- Care Assist Flow Sheets
- Care Plans
- OASIS
- Face Sheets
- Diagnosis

### Financial

- Accounts Receivable
- Direct Links to Microsoft Dynamics® & QuickBooks Financial Systems®

### Administration

- HL7 / CCHIT / HHS
- E-mail
- Alarms
- Reports
- Marketing
- Time Clock
- Human Resources

Plus so much more!

American Data Presents:

## 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.

### Flexible

American Data believes that the software should fit to you – never the other way around. Customization is really about delivering you an EMR system that can reflect your facility's daily workflow. It is about providing you with a product that will eventually reduce costs, increase caregiver's time spent with patients, and be flexible enough to have a long shelf life.

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.

**Interoperable** ECS uses Health Care Standard (HL7), Consolidated Clinical Document Architecture (C-CDAL), Continuity of Care Document (CCD), and SCRIPT v10.6 to interface with: Therapy, Pharmacy, Lab, Health Exchange, Hospital

A complex health care system requires diverse electronic health record (EHR) products. One size does not fit all. To realize their full potential, EHR products must be able to share information seamlessly. An interoperable health IT environment makes this possible.

EHR interoperability enables better workflows and reduced ambiguity, and allows data transfer among EHR systems and health care stakeholders. Ultimately, an interoperable environment improves the delivery of health care by making the right data available at the right time to the right people.

American Data produces a number of interfaces between ECS and other systems. These interfaces are used for the exchange of demographic, lab, and therapy information as well as physician orders communication with a pharmacy. An HL7 interface exchanges information in real time, with no "download" or "upload" procedure required.

### Comprehensive

ECS improves efficiency, eliminates errors and ensures a correct reimbursement for the care given. Daily documentation is entered at the point of care, and pulled into other areas of the medical record. This ensures that the documentation is more accurate, detailed, and complete. Supporting documentation is then populated into assessments making it easier to complete, with supporting documentation just a click away. There is no wasted time tracking down paper charts or digging through filing cabinets. ECS helps the entire facility and staff to work in harmony to accomplish the same goals in less time resulting in greater care for the residents.

### USA Cloud-Based Hosting (Optional)

#### Strategic Elements

- Focus on your core business; leave the rest to someone else.

#### Architectural Elements

- Simple, abstract environment for development.

#### Economic Elements

- Eliminate CAPEX expenses.
- Elastic Resource Capacity.

American Data's ECS is designed to work as either a server-based, or cloud-based software system. American Data has provided an optional data center for clients who prefer not to invest in servers to run ECS in their own facilities.

Unlike most LTC software companies, who contract this service out, American Data's data center (and all storage of data) is located within American Data's Campus.

**Let us show you the difference. Call for a free demonstration today! 1.800.464.9942**

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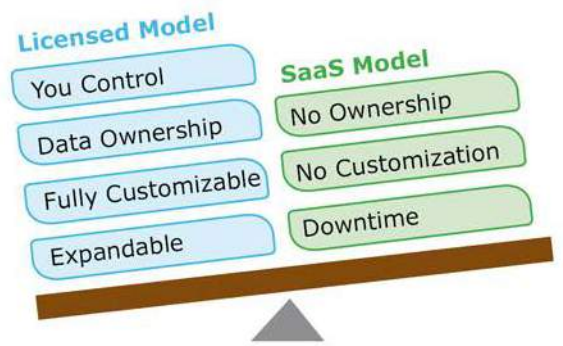
Call: 1.800.464.9942

E-mail: [info@american-data.com](mailto:info@american-data.com)

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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



“any software that is ‘core’ or ‘mission-critical’ to your prospects should stay licensed”

# Benefits of Licensed Software Over SaaS

We would like to share a few of the differences between American Data's ECS and Software as a Service (SaaS) systems that we feel are significant in these challenging times for the LTC industry.

Would your facility continue to use the MDS if it didn't have to? In most cases when asked this question the response would be some variety of: “is this a trick question?”. For some facilities their negative response might be a question of the cost of the program to the facility. However, it is our belief that in a good facility where care is focused on the patient rather than the law, the negative response is based on the program being of little value to patient care. In these facilities, the MDS program could be causing the facility to come DOWN to the minimal standard of the MDS if they have an EMR that is focused on law compliance rather than the patient.

What does it mean for an EMR be focused on the patient? An EMR is a documentation and communication tool. In quality nursing homes, assessments are not a quarterly event to feed a document that would not even be done if not required. Assessments and the communication of such are a daily occurrence. Communication is more than knowing the patients latest vital signs, it is knowing and monitoring everything that is going on with the individual patient on a daily basis so interventions if necessary can be initiated immediately. The whole picture needs to be at the fingertips of responsible nurses on a daily basis.

EMR systems where the same screen presentations and the interaction of screens is the same in one facility as they are in the next will cause both facilities (and all that are running the same inflexible software) to follow the procedures set up by the vendor and these procedures will be focused on what is common to all LTC facilities; i.e. the minimal standards of the law. For example: being able to design YOUR own report that best meets YOUR standards of care (far above the minimal standards) might be possible but only with the permission and possibly fees (to discourage your request) of the software vendor. Being able to control your EMR is controlling your facility, the care you provide, and your future.

In a SaaS environment, the facility can be at the mercy of the vendor since they do not have a license to use the software but rather are just “renting” access to the system. Like owning a home versus renting an apartment where there are things that require the landlord's permission to do to the property in a rental environment. And should the “renter ever want to leave the environment” there may

be consequences in order to “take with you” the items you acquired while being in the environment.

And finally there is the question of having control over where your EMR and financial records are stored. The option of having one's own server is attractive because it is the ultimate in having control. However, in recent years the cost and configuration challenges of having one's own server has been increasing. With American Data's new direct secured access to a server (wherever located) without the need for connection licenses, the option of self-hosting is again available without the high cost and complexities. However, ECS clients also have the option of having their own server located in one of the largest data centers in the country...the Microsoft CLOUD (Azure) where again the facility has total control of how much cost, how much power, and for what duration.

## **We offer so much more than our license and flexibility. Here are just a few more differences between ECS and SaaS systems:**

- ✓ ADL charting can be captured with less time spent in ECS due to your ability to record the number of times a task was performed, thus increasing reimbursement.
- ✓ You can have multiple screens open at the same time in ECS so you do not have to constantly waste time navigating between screens.
- ✓ Special Assessments can be completed with the flexible library of choice answers we offer. Say more than “yes” or “no.” With ECS, the facility controls this library so your caregivers can offer context when completing assessments.
- ✓ Every word written into the clinical record is integrated with the overall resident history with ECS.
- ✓ American Data's support team is made up of trained Nursing Home Administrators, Nurses, and Accountants. They know the industry inside and out and are dedicated to making operations run smoothly for each facility.
- ✓ American Data is an American company, which means all medical records created by our system are stored in the United States.



# YOUR GO-TO EXPERT FOR POST-ACUTE & SENIOR CARE



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**Strategy**



**RevGroup**



**Operational  
Performance**



**Value-Based  
Payment**



**Financial  
Advisory**

Health Dimensions Group, one of the nation's leading health care management and consulting firms, specializes in post-acute and senior care. Our expertise is the knowledge base that comes from both managing post-acute and senior living assets, as well as consulting to some of the nation's largest health care organizations.

If you are looking for innovation, industry knowledge and guidance, our team's depth of experience and expertise can provide tailored solutions that meet today's challenges as well as industry leadership that envisions tomorrow's opportunities.

# HEALTHDIRECT

## PHARMACY SERVICES

Personalized care. Direct to you.

## Get to know us.

HealthDirect is a division of Kinney Drugs, an employee owned company with more than 110 years of retail pharmacy experience. For the last 50+ years, HealthDirect has been dedicated to meeting the unique pharmacy needs of those who reside in long-term care facilities and supporting the staff members that provide their daily care. By living up to our promises, we have earned a reputation for expert-level pharmacy services and outstanding customer relations.

Everyday our customers are experiencing the difference of working with a reliable pharmacy partner with a hometown feel that offers the vast capabilities and buying resources of a healthcare leader. The result of this combination is outstanding customer service, comprehensive solutions and competitive pricing. Its a unique balance that brings real value and only we can offer it.

## Pharmacy Solutions

### Dispensing options to meet your unique needs.

HealthDirect offers the punch card dispensing system in various cycle formats that are adjusted to meet your requirements. We also offer various automated dispensing solutions to enhance the secure delivery of routine and contingency medications.

### Convenient, on-time delivery with value.

Customized delivery times and protocols, plus a 24 hour grace period for check-ins on arrival. Drivers also pick up returns on a daily basis to assure prompt returns and billing credits. In addition to scheduled, daily delivery we provide around the clock emergency services and 24/7/365 pharmacist availability.

### Collaborative and precise billing services.

We coordinate with your billing office, residents and family members to confirm coverage and handle Medicare, Medicaid and private billing accounts.

### Client focused technology solutions.

We understand how important the right technology solution is to your facility's operations that's why we offer FrameworkLink, and multiple eMAR and interface options.

## Consulting Solutions

### Your nursing staff at its best.

Our experienced staff provides immediate guidance and consulting on medication administration, storage and inspection, wound care and much more. HealthDirect offers comprehensive, IV services, certification classes and the necessary on-going in-facility education and training. In addition, we have partnered with the National Institute for Health to offer our customers complimentary webinars on key industry topics.

### Industry leading clinical reviews and analysis.

Trust our skilled team to provide client-focused evaluations and reports.

### Proactively address compliance issues.

HealthDirect industry experts help you meet facility specific challenges and ever changing regulatory updates and compliance issues with deficiency free solutions.

### Increase savings and resident safety.

Our experts review and assess all admission drug regimen plans to recommend quality improvements and cost-saving implementations.



### Want to know more?

We're excited about the solutions we offer to help facilities save money and improve care. Feel free to call or email one of us directly to set up a face-to-face meeting sometime soon. Let's meet and talk about what HealthDirect can do for you.

P 920-284-7948  
[MattBoyle@hdrxservices.com](mailto:MattBoyle@hdrxservices.com)



P 262-613-8631  
[TonyMacCudden@hdrxservices.com](mailto:TonyMacCudden@hdrxservices.com)



**CLOSED: 10/7/16**



## American Grand Assisted Living Suites

Kaukauna, WI

**Purchase Price: \$8,500,000** Type: Assisted Living Care (CBRF)

Per Unit Price: \$184,782 Size: 46 units / 58 beds

Per Bed Price: \$146,551

- Located in the Fox Cities Area / Appleton-Oshkosh MSA
- 85% Occupied at Closing
- 70% Private Pay
- Excellent Private Pay and Family Care Rates
- 2012 and 2009 Construction
- Additional Land for Expansion
- Proximate to Retail Shopping

**CLOSED: 12/1/16**



## Autumn Grace & Water's Edge

Mankato, MN

**Purchase Price: \$15,500,000**

Type: Memory Care /

Per Unit: \$238,461

Assisted Living Care

Size: 65 Units

- Excellent Cash Flow
- High Occupancy
- Located One Mile from Each Other
- 80 Miles from Twin Cities
- 2014, 2005 and 2004 Construction
- Room to Expand

*To access the seniors housing market, contact the market leader.*

### Ray Giannini

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Director - National Seniors Housing Group  
(262) 364-1920  
ray.giannini@marcusmillichap.com  
License: WI 50718-90,  
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## Wisconsin's Nursing Home Collaborative



More than 1.4 million Americans live in nursing homes. Lake Superior QIN works with nursing homes to improve quality of care and quality of life for residents, reduce healthcare-acquired conditions, and implement Quality Assurance Performance Improvement (QAPI). The goal is to improve systems of care that lead to better quality outcomes for your nursing home residents. Targets will include increasing resident mobility, decreasing unnecessary use of antipsychotics in residents with dementia, decreasing potentially avoidable hospitalizations, and decreasing healthcare-acquired infections and conditions.

All services and support offered are at **no cost**. Assistance includes support with the following:

- Technical assistance to achieve improvement at the systems level
- Quarterly quality measure data sent to your nursing home
- Strategies to implement QAPI principles, processes, and resources
- Access to best practices, lessons learned, and tools based on the best clinical, management, and leadership practices of high-performing nursing homes
- Access to events and webinars
- Access to providers and stakeholders who come together with a purpose of peer-to-peer learning and solution sharing which promotes accomplishments and best practices of participating nursing homes
- Aligns national and state nursing home quality initiatives and partnerships, such as the National Nursing Home Quality Improvement Campaign as well as the Partnership to Improve Dementia Care, and Quality Assurance & Performance Improvement (QAPI).



### Anticipated impact

- Increased mobility of long-stay residents
- Decreased antipsychotic medication use
- Decreased health care-acquired conditions and health care-associated infections
- Decreased potentially avoidable hospitalizations
- Improved NNHQCC composite measure score
- Enhanced quality efforts by periodic completion or review of QAPI self-assessment and QAPI principles implementation

Thank you for your commitment to improving health care quality. For further information, please contact:

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Nursing Home Project Specialist, MetaStar  
[enelson@metastar.com](mailto:enelson@metastar.com)  
(608) 441-8242

Diane Dohm  
Nursing Home Project Specialist, MetaStar  
[ddohm@metastar.com](mailto:ddohm@metastar.com)  
(608) 441-8263

## NEW! Pathway Solutions for Final Rule Preparation and Implementation

This expansive Final Rule (Requirements for Participation) for skilled nursing facilities is now in effect. These changes reflect the substantial advances that have been made over the past several years in the theory and practice of service delivery and safety, per CMS.

The Rule is implemented in three phases:

- Phase I November 28, 2016
- Phase II November 28, 2017
- Phase III November 28, 2019

### Preparation is Key!

Pathway Health is your partner in readiness and success. We have a full complement of Final Rule preparation services and education available to leaders and organizations.

- Classroom and Customized Training Options
- Onsite Preparation Assistance
- Mock Survey for Phase I and Phase II
- And More!

### Requirements for Participation - Phase I Organization Readiness Checklist

Topic	Policy	Assessment or Evaluation	Education	Audit	Form or Checklist
Resident Rights					
Facility Responsibilities - NEW					
Abuse, Neglect, Exploitation					
Transitions of Care					
Resident Assessment					
Person-Centered CP - NEW					
Quality of Care & Life					
Physician Services					
Nursing Services - Staffing					
Behavioral Health Services - NEW					
Pharmacy Services					
Lab, Radiology, Other Diagnostics					
Dental Services					
Food & Nutrition					
Specialized Rehabilitation					
Outpatient Rehabilitation					
Administration					
QAPI					
Infection Control					
Compliance & Ethics					
Physical Environment					
Training Requirements					

## Requirements for Participation - Phase II

### Organization Preparation Checklist

RoP Section	Areas to Address	Policy Reviewed & Updated	Assessment or Evaluation	Staff Education	Audit Tool
<b>Resident Rights</b>	<input type="checkbox"/> State & Local Advocacy Organizations <input type="checkbox"/> Medicare & Medicaid Eligibility Information <input type="checkbox"/> Aging & Disability Resource Centers <input type="checkbox"/> Medicaid Fraud Control Unit Visitation – Access and Policy				
<b>Abuse, Neglect, and Exploitation</b>	<input type="checkbox"/> Reporting Crimes				
<b>Admission, Transfer, Discharge</b>	<input type="checkbox"/> Transfer and Discharge Documentation				
<b>Person Centered Care Planning</b>	<input type="checkbox"/> Baseline Care Plan				
<b>Nursing Services</b>	Facility Resource Assessment: <input type="checkbox"/> Nursing Staffing <input type="checkbox"/> Competencies and Skills				
<b>Behavioral Health Services</b>	<input type="checkbox"/> Education and Programming for behavioral health <input type="checkbox"/> Sufficient staff <input type="checkbox"/> Staff Competency <input type="checkbox"/> Nonpharmacological interventions <input type="checkbox"/> Specialized Services <input type="checkbox"/> Dementia Services				
<b>Pharmacy Services</b>	<input type="checkbox"/> Medical Chart Review <input type="checkbox"/> Psychotropic Drugs				
<b>Dental Services</b>	<input type="checkbox"/> Policy on loss or damaged dentures <input type="checkbox"/> Referral for dental appointment <input type="checkbox"/> Assist with transportation				
<b>Food and Nutrition Services</b>	Facility Resource Assessment: <input type="checkbox"/> Dietary Staffing <input type="checkbox"/> Ethnic, cultural, religious preferences				
<b>Administration</b>	<input type="checkbox"/> Develop a Facility Resource Assessment				
<b>Infection Control</b>	<input type="checkbox"/> Facility Resource Assessment: Incorporate Infection Control <input type="checkbox"/> Antibiotic Stewardship Program				
<b>Physical Environment</b>	<input type="checkbox"/> Smoking Policy				
<b>QAPI</b>	<input type="checkbox"/> Initial QAPI Plan				

**Pathway experts are available to assist with Requirements of Participation (RoP) Preparation, Education and Mock Regulatory Reviews!**

**Contact Us**

[consult@pathwayhealth.com](mailto:consult@pathwayhealth.com)

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

Keep your staff on the path to quality care and compliance. Contact Pathway Health.



## A Perfect 4.0 GPA!



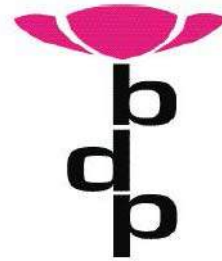
Iveta Carpenter

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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# SMS

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and  
documentation  
Clinical  
documentation

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Toll-Free:

[info@specializedmed.com](mailto:info@specializedmed.com)

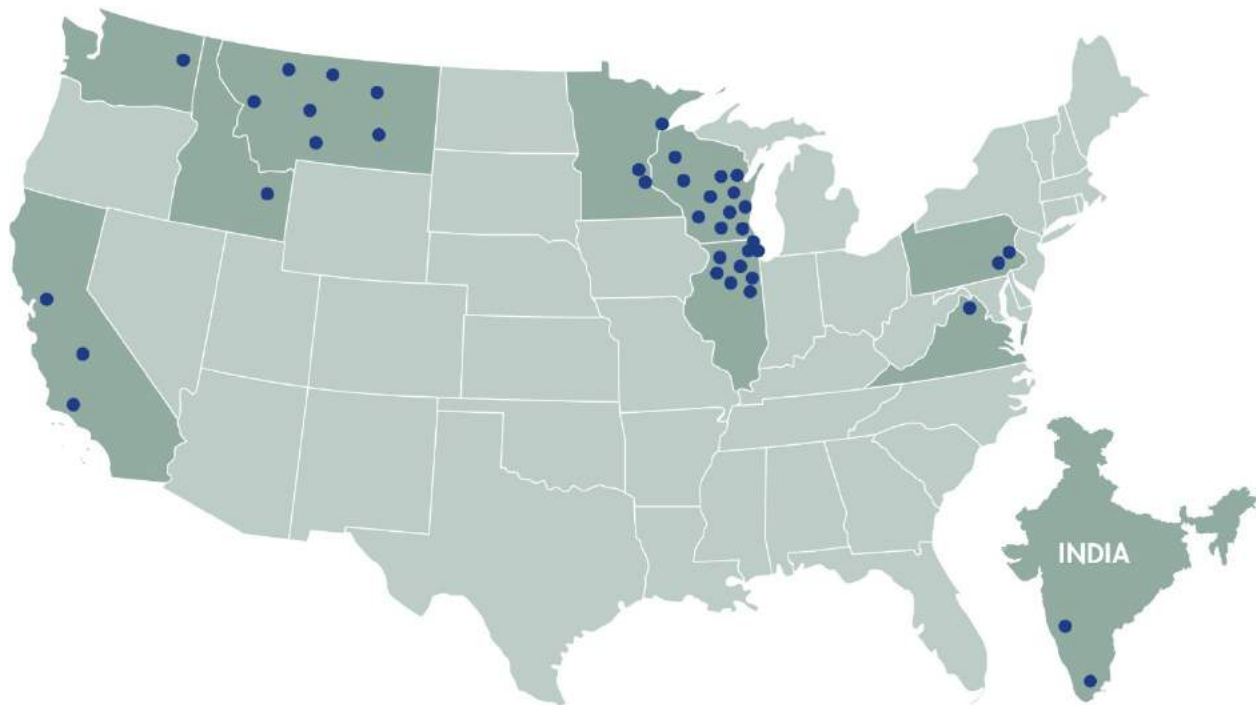


# Professional Senior Living Services



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

With more than 1,700 associates, 37 offices in the United States and two offices in India, Wipfli LLP (Wipfli) ranks among the top 20 accounting and business consulting firms in the nation. For over 86 years, Wipfli has provided private and publicly held companies with industry-focused assurance, accounting, tax and consulting services to help clients overcome their business challenges today and plan for tomorrow.



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.
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## FIRM PROFILE AND CAPABILITIES

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- **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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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

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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:



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- 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



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## NEW! Pathway Solutions for Final Rule Preparation and Implementation

This expansive Final Rule (Requirements for Participation) for skilled nursing facilities is now in effect. These changes reflect the substantial advances that have been made over the past several years in the theory and practice of service delivery and safety, per CMS.

The Rule is implemented in three phases:

- Phase I November 28, 2016
- Phase II November 28, 2017
- Phase III November 28, 2019

### Preparation is Key!

Pathway Health is your partner in readiness and success. We have a full complement of Final Rule preparation services and education available to leaders and organizations.

- Classroom and Customized Training Options
- Onsite Preparation Assistance
- Mock Survey for Phase I and Phase II
- And More!

### Requirements for Participation - Phase I Organization Readiness Checklist

Topic	Policy	Assessment or Evaluation	Education	Audit	Form or Checklist
Resident Rights					
Facility Responsibilities - NEW					
Abuse, Neglect, Exploitation					
Transitions of Care					
Resident Assessment					
Person-Centered CP - NEW					
Quality of Care & Life					
Physician Services					
Nursing Services - Staffing					
Behavioral Health Services - NEW					
Pharmacy Services					
Lab, Radiology, Other Diagnostics					
Dental Services					
Food & Nutrition					
Specialized Rehabilitation					
Outpatient Rehabilitation					
Administration					
QAPI					
Infection Control					
Compliance & Ethics					
Physical Environment					
Training Requirements					

## Requirements for Participation - Phase II

### Organization Preparation Checklist

RoP Section	Areas to Address	Policy Reviewed & Updated	Assessment or Evaluation	Staff Education	Audit Tool
<b>Resident Rights</b>	<input type="checkbox"/> State & Local Advocacy Organizations <input type="checkbox"/> Medicare & Medicaid Eligibility Information <input type="checkbox"/> Aging & Disability Resource Centers <input type="checkbox"/> Medicaid Fraud Control Unit Visitation – Access and Policy				
<b>Abuse, Neglect, and Exploitation</b>	<input type="checkbox"/> Reporting Crimes				
<b>Admission, Transfer, Discharge</b>	<input type="checkbox"/> Transfer and Discharge Documentation				
<b>Person Centered Care Planning</b>	<input type="checkbox"/> Baseline Care Plan				
<b>Nursing Services</b>	Facility Resource Assessment: <input type="checkbox"/> Nursing Staffing <input type="checkbox"/> Competencies and Skills				
<b>Behavioral Health Services</b>	<input type="checkbox"/> Education and Programming for behavioral health <input type="checkbox"/> Sufficient staff <input type="checkbox"/> Staff Competency <input type="checkbox"/> Nonpharmacological interventions <input type="checkbox"/> Specialized Services <input type="checkbox"/> Dementia Services				
<b>Pharmacy Services</b>	<input type="checkbox"/> Medical Chart Review <input type="checkbox"/> Psychotropic Drugs				
<b>Dental Services</b>	<input type="checkbox"/> Policy on loss or damaged dentures <input type="checkbox"/> Referral for dental appointment <input type="checkbox"/> Assist with transportation				
<b>Food and Nutrition Services</b>	Facility Resource Assessment: <input type="checkbox"/> Dietary Staffing <input type="checkbox"/> Ethnic, cultural, religious preferences				
<b>Administration</b>	<input type="checkbox"/> Develop a Facility Resource Assessment				
<b>Infection Control</b>	<input type="checkbox"/> Facility Resource Assessment: Incorporate Infection Control <input type="checkbox"/> Antibiotic Stewardship Program				
<b>Physical Environment</b>	<input type="checkbox"/> Smoking Policy				
<b>QAPI</b>	<input type="checkbox"/> Initial QAPI Plan				

**Pathway experts are available to assist with Requirements of Participation (RoP) Preparation, Education and Mock Regulatory Reviews!**

**Contact Us**

[consult@pathwayhealth.com](mailto:consult@pathwayhealth.com)

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

Keep your staff on the path to quality care and compliance. Contact Pathway Health.



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Complete Electronic Health Record



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- ◆ 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.

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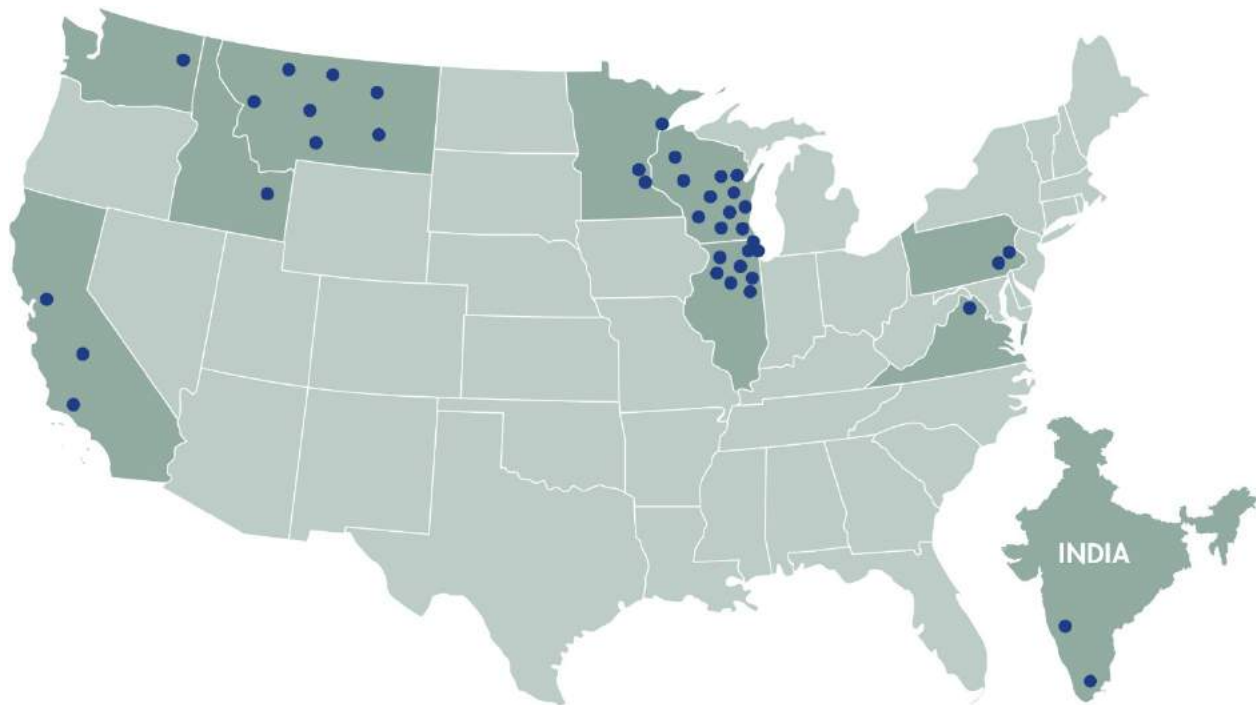
# Professional Senior Living Services



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



With more than 1,700 associates, 37 offices in the United States and two offices in India, Wipfli LLP (Wipfli) ranks among the top 20 accounting and business consulting firms in the nation. For over 86 years, Wipfli has provided private and publicly held companies with industry-focused assurance, accounting, tax and consulting services to help clients overcome their business challenges today and plan for tomorrow.



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

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Advantage™ Bathing System:  
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<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
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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 Propero" - 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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Fax 253-2729

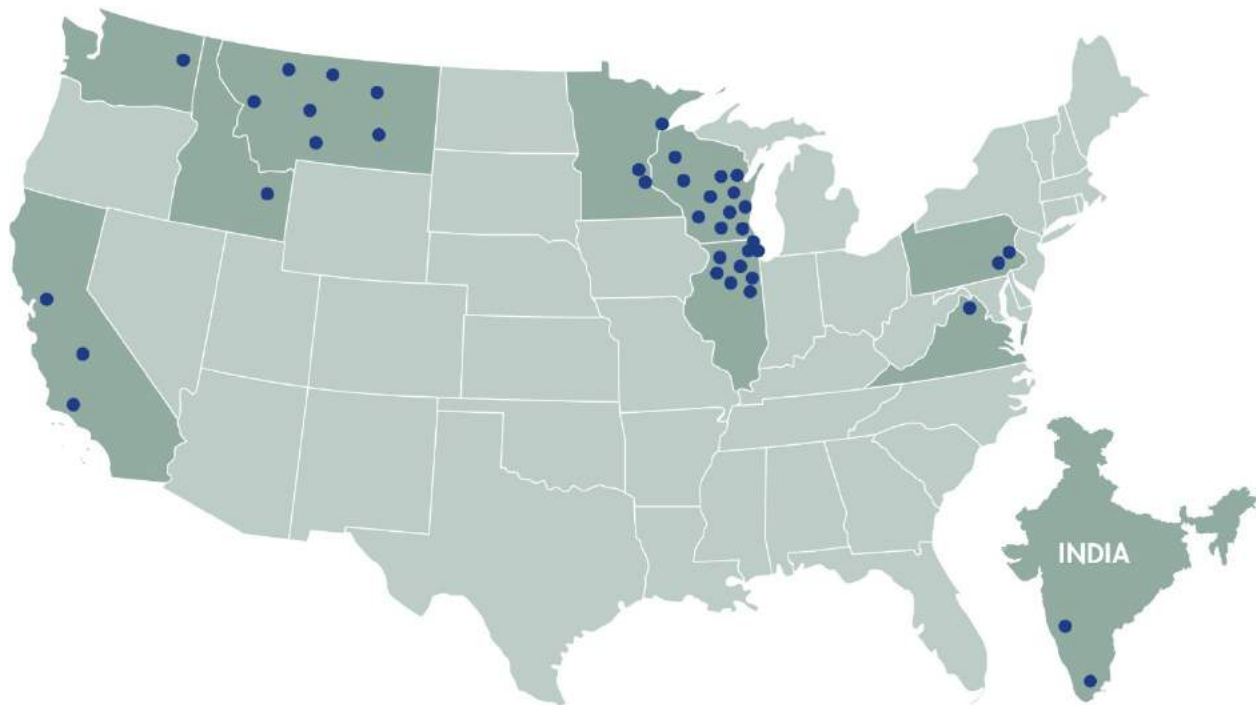


# Professional Senior Living Services



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

With more than 1,700 associates, 37 offices in the United States and two offices in India, Wipfli LLP (Wipfli) ranks among the top 20 accounting and business consulting firms in the nation. For over 86 years, Wipfli has provided private and publicly held companies with industry-focused assurance, accounting, tax and consulting services to help clients overcome their business challenges today and plan for tomorrow.



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.

## FIRM PROFILE AND CAPABILITIES

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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.



# 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

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**Equip** Enjoy an unmatched selection of over 1 million quality products to help maximize your savings, and an expert team to support capital projects from FF&E through delivery and installation.

**Run** Trust our proven building management, formulary controls and eProcurement, maintenance services, resident monitoring and technology solutions – all to improve efficiency.



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# The Experienced Leader in Group Purchasing For the Senior Living Continuum

Navigator Group Purchasing, Inc. is the experienced leader in skilled nursing, senior living, and CCRC purchasing services, delivering savings and cash flow improvements to its members.

## Why Join Navigator?

Navigator members have access to the largest and most comprehensive group purchasing portfolio of food, medical and business programs, innovative services, and management tools.



## The Value of Membership

Navigator members gain **FLEXIBILITY** with our distributor neutrality model, substantial **SAVINGS** opportunities, unparalleled **TRANSPARENCY**, and data-driven **INSIGHTS** to help guide optimal purchasing decisions.

**Contact us today to find out more about the benefits  
of a Navigator membership.**



## > 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:

- Pinnacle & Pinnacle Plus flagship food purchasing programs
- 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



**Request a case study to find out more about the benefits of a Navigator membership.**

**800-642-3020 | [www.NavigatorGPO.com](http://www.NavigatorGPO.com)**





# Cost-Saving Solutions Made Easy with Shared Purchasing Solutions

Shared Purchasing Solutions enhances the financial and operational effectiveness of long-term care and post-acute care members through superior supplier contracts, strategic purchasing alliances and supply chain management strategies.



Shared Purchasing Solutions®



AFFILIATE OF

INTALERE<sup>SM</sup>

Learn more about these evidence-based solutions by contacting SPS at: (800) 657-4445 or [info@sps-gpo.com](mailto:info@sps-gpo.com). Or, visit us online at [www.sps-gpo.com](http://www.sps-gpo.com).



# 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.

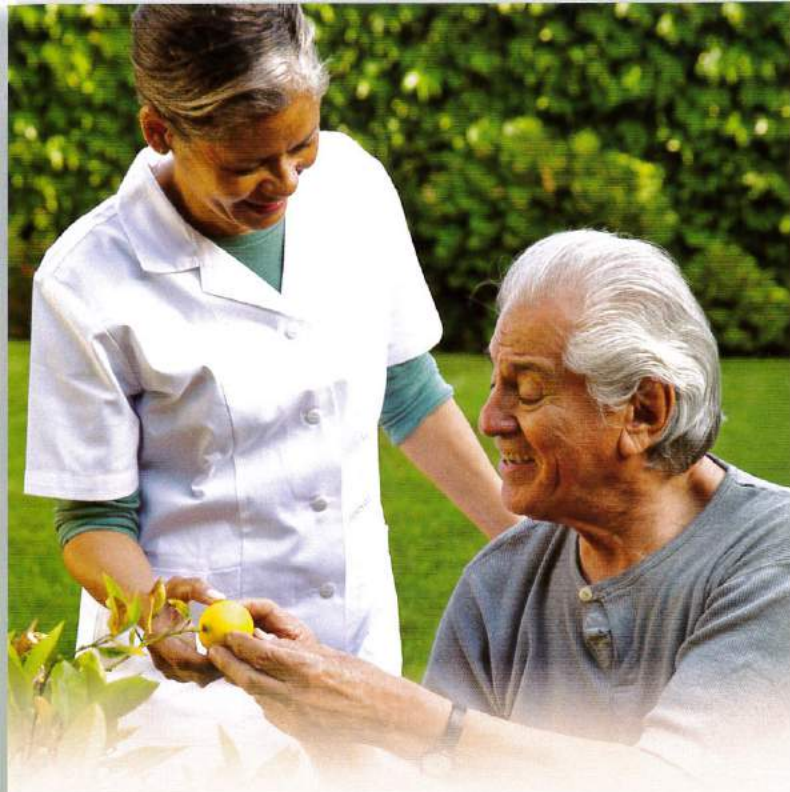
<sup>1</sup>Some of VITAS' specialized services are only available on a regional basis.

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

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

<sup>4</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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# ***Senior Living Experts For Over 25 Years!***

**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.**



## NEW! Pathway Solutions for Final Rule Preparation and Implementation

This expansive Final Rule (Requirements for Participation) for skilled nursing facilities is now in effect. These changes reflect the substantial advances that have been made over the past several years in the theory and practice of service delivery and safety, per CMS.

The Rule is implemented in three phases:

- Phase I November 28, 2016
- Phase II November 28, 2017
- Phase III November 28, 2019

### Preparation is Key!

Pathway Health is your partner in readiness and success. We have a full complement of Final Rule preparation services and education available to leaders and organizations.

- Classroom and Customized Training Options
- Onsite Preparation Assistance
- Mock Survey for Phase I and Phase II
- And More!

### Requirements for Participation - Phase I Organization Readiness Checklist

Topic	Policy	Assessment or Evaluation	Education	Audit	Form or Checklist
Resident Rights					
Facility Responsibilities - NEW					
Abuse, Neglect, Exploitation					
Transitions of Care					
Resident Assessment					
Person-Centered CP - NEW					
Quality of Care & Life					
Physician Services					
Nursing Services - Staffing					
Behavioral Health Services - NEW					
Pharmacy Services					
Lab, Radiology, Other Diagnostics					
Dental Services					
Food & Nutrition					
Specialized Rehabilitation					
Outpatient Rehabilitation					
Administration					
QAPI					
Infection Control					
Compliance & Ethics					
Physical Environment					
Training Requirements					

## Requirements for Participation - Phase II

### Organization Preparation Checklist

RoP Section	Areas to Address	Policy Reviewed & Updated	Assessment or Evaluation	Staff Education	Audit Tool
<b>Resident Rights</b>	<input type="checkbox"/> State & Local Advocacy Organizations <input type="checkbox"/> Medicare & Medicaid Eligibility Information <input type="checkbox"/> Aging & Disability Resource Centers <input type="checkbox"/> Medicaid Fraud Control Unit Visitation – Access and Policy				
<b>Abuse, Neglect, and Exploitation</b>	<input type="checkbox"/> Reporting Crimes				
<b>Admission, Transfer, Discharge</b>	<input type="checkbox"/> Transfer and Discharge Documentation				
<b>Person Centered Care Planning</b>	<input type="checkbox"/> Baseline Care Plan				
<b>Nursing Services</b>	Facility Resource Assessment: <input type="checkbox"/> Nursing Staffing <input type="checkbox"/> Competencies and Skills				
<b>Behavioral Health Services</b>	<input type="checkbox"/> Education and Programming for behavioral health <input type="checkbox"/> Sufficient staff <input type="checkbox"/> Staff Competency <input type="checkbox"/> Nonpharmacological interventions <input type="checkbox"/> Specialized Services <input type="checkbox"/> Dementia Services				
<b>Pharmacy Services</b>	<input type="checkbox"/> Medical Chart Review <input type="checkbox"/> Psychotropic Drugs				
<b>Dental Services</b>	<input type="checkbox"/> Policy on loss or damaged dentures <input type="checkbox"/> Referral for dental appointment <input type="checkbox"/> Assist with transportation				
<b>Food and Nutrition Services</b>	Facility Resource Assessment: <input type="checkbox"/> Dietary Staffing <input type="checkbox"/> Ethnic, cultural, religious preferences				
<b>Administration</b>	<input type="checkbox"/> Develop a Facility Resource Assessment				
<b>Infection Control</b>	<input type="checkbox"/> Facility Resource Assessment: Incorporate Infection Control <input type="checkbox"/> Antibiotic Stewardship Program				
<b>Physical Environment</b>	<input type="checkbox"/> Smoking Policy				
<b>QAPI</b>	<input type="checkbox"/> Initial QAPI Plan				

**Pathway experts are available to assist with Requirements of Participation (RoP) Preparation, Education and Mock Regulatory Reviews!**

**Contact Us**

[consult@pathwayhealth.com](mailto:consult@pathwayhealth.com)

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

Keep your staff on the path to quality care and compliance. Contact Pathway Health.

## 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.

# HEALTHDIRECT

## PHARMACY SERVICES

Personalized care. Direct to you.

## Get to know us.

HealthDirect is a division of Kinney Drugs, an employee owned company with more than 110 years of retail pharmacy experience. For the last 50+ years, HealthDirect has been dedicated to meeting the unique pharmacy needs of those who reside in long-term care facilities and supporting the staff members that provide their daily care. By living up to our promises, we have earned a reputation for expert-level pharmacy services and outstanding customer relations.

Everyday our customers are experiencing the difference of working with a reliable pharmacy partner with a hometown feel that offers the vast capabilities and buying resources of a healthcare leader. The result of this combination is outstanding customer service, comprehensive solutions and competitive pricing. Its a unique balance that brings real value and only we can offer it.

## Pharmacy Solutions

### Dispensing options to meet your unique needs.

HealthDirect offers the punch card dispensing system in various cycle formats that are adjusted to meet your requirements. We also offer various automated dispensing solutions to enhance the secure delivery of routine and contingency medications.

### Convenient, on-time delivery with value.

Customized delivery times and protocols, plus a 24 hour grace period for check-ins on arrival. Drivers also pick up returns on a daily basis to assure prompt returns and billing credits. In addition to scheduled, daily delivery we provide around the clock emergency services and 24/7/365 pharmacist availability.

### Collaborative and precise billing services.

We coordinate with your billing office, residents and family members to confirm coverage and handle Medicare, Medicaid and private billing accounts.

### Client focused technology solutions.

We understand how important the right technology solution is to your facility's operations that's why we offer FrameworkLink, and multiple eMAR and interface options.

## Consulting Solutions

### Your nursing staff at its best.

Our experienced staff provides immediate guidance and consulting on medication administration, storage and inspection, wound care and much more. HealthDirect offers comprehensive, IV services, certification classes and the necessary on-going in-facility education and training. In addition, we have partnered with the National Institute for Health to offer our customers complimentary webinars on key industry topics.

### Industry leading clinical reviews and analysis.

Trust our skilled team to provide client-focused evaluations and reports.

### Proactively address compliance issues.

HealthDirect industry experts help you meet facility specific challenges and ever changing regulatory updates and compliance issues with deficiency free solutions.

### Increase savings and resident safety.

Our experts review and assess all admission drug regimen plans to recommend quality improvements and cost-saving implementations.



### Want to know more?

We're excited about the solutions we offer to help facilities save money and improve care. Feel free to call or email one of us directly to set up a face-to-face meeting sometime soon. Let's meet and talk about what HealthDirect can do for you.

P 920-284-7948  
MattBoyle@hdrxservices.com



P 262-613-8631  
TonyMacCudden@hdrxservices.com



# McKesson Clinical Connection<sup>SM</sup> Webinar Series

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Monthly complimentary webinars to help you and your staff stay up-to-date on topics that can impact patient care.



To register for these webinars visit:  
[mms.mckesson.com/educational-webinars](http://mms.mckesson.com/educational-webinars)

## Pressure Injury Staging - New NPUAP Terminology and Definitions

**October 12, 2016**



**Nancy Morgan, RN, BSN, MBA, WOC,  
WCC, DWC, OMS**

Wound Care Education Institute

### Overview

- Identify stages of pressure injuries according to the 2016 National Pressure Ulcer Advisory Panel Staging guidelines
- Describe four tissue types associated with pressure ulcers
- List external factors related to pressure injury development

**1 CEU will be provided by Wound Care Education Institute®**  
<http://www.wcei.net/CME-CE>

## Peristomal Skin Complications

**November 9, 2016**



**Joy Hooper, RN, BSN, CWOCN,  
OMS, WCC**

Wound Care Education Institute

### Overview

- Identify clinical characteristics of 3 or more peri-stomal skin complications
- Choose treatment plans for peri-stomal skin complications based upon etiology and clinical characteristics

**1 CEU will be provided by Wound Care Education Institute®**  
<http://www.wcei.net/CME-CE>

## Treating Chronic Diabetic Wounds

**December 14, 2016**



**Nancy Morgan, RN, BSN, MBA, WOC,  
WCC, DWC, OMS**

Wound Care Education Institute

### Overview

- Identify 3 risk factors that lead to diabetic ulcer development
- List 3 treatment modalities that are used to successfully treat diabetic ulcers

**1 CEU will be provided by Wound Care Education Institute®**  
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## INFECTION PREVENTION WEEK

*special webinar series*

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During Infection Prevention Week, we are presenting daily webinars led by industry leaders. To register, visit [mms.mckesson.com/educational-webinars](http://mms.mckesson.com/educational-webinars).



### Medical Device Reprocessing Issues and Solutions

**October 17, 2016**

**Chuck Hughes**

VP Consulting Services

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### The Importance of Environmental Disinfection within the Ambulatory Care Setting

**October 18, 2016**

**Susan Burns, BS, MT, CIC, VA-BC™**

Medical Science Liaison

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by PDI, Inc.*



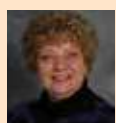
### Soap: The Science Behind It, the Changing Regulatory Landscape Ahead, Tools and Tips For Selecting a Hand Soap That's Right For Your Practice/Facility

**October 19, 2016**

**Megan J. DiGiorgio MSN, RN, CIC**

Clinical Specialist

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by GOJO Industries, Inc.*



### Weighing Rigid Containers Against Sterilization Wrap in the War on Infections

**October 20, 2016**

**Peggy Pinz Leubbert, MS, MT(ASCP), CIC, CHSP**

Consulting Educator

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### Needlestick Injury Prevention: Strategies to Protect the Staff From Infection and to Keep the Practice Compliant to Regulatory Requirements

**October 21, 2016**

**Elise M. Handleman, RN, BSN, Med**

Occupational and Environmental Health Consultant

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# Frequently Asked Questions About QAPI

## WHEN WILL QAPI REGULATIONS GO INTO EFFECT?

The regulations are effective November 28, 2016. Facilities must present their QAPI plan to the State Survey Agency starting November 28, 2017.



Andy Kramer, MD, is the CEO of Providigm, LLC, the company that developed the abaqis Quality Management System. Dr. Kramer has been a leading researcher in post-acute and long-term care quality for over three decades.

## WHAT WILL SURVEYORS LOOK FOR ONCE QAPI IS IN EFFECT?

Surveyors will expect to see a fully documented QAPI plan for your facility. It's an opportunity to customize your quality assurance and performance improvement activities for your organization. They want your plan to apply specifically to the services your facility provides and objectives of your organization. It's also important for all your staff to be engaged in the process and own it.

## IS THERE ANYTHING MORE SKILLED NURSING FACILITIES SHOULD KNOW ABOUT QAPI?

I don't think the importance of customizing and tailoring your QAPI plan to your operating environment, your services, your staff and your residents, has been highlighted enough. Be empowered to orient your plan toward your community's attributes. Healthcare really is a local phenomenon, and there are different priorities in many markets and different priorities for various types of organizations. It's the customization that makes QAPI beneficial. It's a plan you tailor and develop just for your facility, and it should be unique.

## HOW DO WE BEGIN TO CREATE OUR QAPI PLAN?

Begin by choosing quality improvement team members. Under current regulations, the facility administrator and those directly reporting to the

administrator are responsible for identifying areas for improvement and taking corrective action. These leaders will maintain this responsibility under QAPI. As the facility's QAPI committee, they will review feedback and input from direct care staff, other staff, residents and resident representatives. Reviewing data and feedback from multiple sources will lead to identifying opportunities for performance improvement.

## DOES QAPI INVOLVE ONLY SENIOR MANAGEMENT?

Absolutely not. Although the facility administrator and other senior management head the QAPI committee, once they identify an opportunity for improvement, the committee should select a Performance Improvement Project team consisting of the staff who actually do the work. These are the people who know best how to improve processes because they are involved firsthand every day. Limiting teams to only supervisors and top management in a facility is, therefore, a potential pitfall.

**It's the customization that makes QAPI beneficial. It's a plan you tailor and develop just for your facility, and it should be unique.**

# Creating a QAPI plan from scratch can seem overwhelming.



The new QAPI Plan Builder within the abaqis® Quality Management System simplifies the process.

## Introducing QAPI Plan Builder by abaqis:

- Templates help you easily organize relevant information into a plan
- Explanatory text guides you toward creating an effective QAPI plan
- Content can be customized to account for your organization's unique complexities, care, and services
- Version-control ensures that your plan reflects your current QAPI process, and additional features document which plan was provided at survey
- Corporate control capabilities help you manage QAPI plans for multiple facilities

abaqis is the perfect solution to manage your facility's QAPI process and deliver exceptional outcomes.

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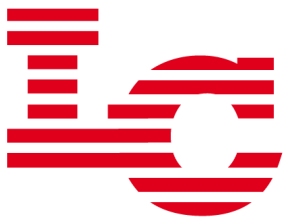
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# 2017 SENIORS HOUSING TRENDS



## Trending Now

1. Workforce Worries
2. New Development
3. Transitioning to Outcome-based Models
4. Reimbursement Worries
5. Rising Acuity
6. Continuing Consolidations

## Characteristics of Properties Selling for TOP of the Market

1. Portfolio's
2. Stable, Profitable Operating Results
3. Historically High Occupancies
4. Newer Construction (or Recently Remodeled)
5. Larger Facilities
6. Solid Reputation

As we have predicted for the past several years, we again expect another robust year for all areas of Senior Living properties in 2017. The sector performed adroitly through the Great Recession. Having done so, it has augmented the asset class standing among other commercial real estate sectors. Senior Living should remain in favor as the population continues to age, operators continue to seek opportunities to find efficiencies and as capital continues to remain readily available. While new development is on the fast track in many markets, it has yet to show any signs of over-supply except in select markets. Fundamentals are strong. Best in class properties have done exceedingly well producing excellent returns along with solid appreciation. All of this leads us to believe that continued strong demand in our sector will continue into 2017 and well beyond.

**Cap Rates:** Capitalization rates have remained stable. This is due in part to the limited availability of Class A product. With the likelihood of future interest rate increases on the horizon, we may occasionally see slight spikes in Cap Rates going forward. However, the near term outlook is for more of the same. (See Cap Rate 10-Year Trends on next page).

**Skilled Nursing:** These facilities continue to show resiliency despite facing some considerable headwinds. Some factors contributing to this include Medicaid and Medicare reimbursement pressures, tight regulatory oversight, increasing patient acuity, labor challenges (not unique to just SNF's), and rising competition from Home Health and other senior housing and care sub-sectors. Some owners of skilled nursing facilities, especially large Real Estate Investment Trusts (REITs) have been very public in their efforts to limit their exposure to the skilled nursing asset class. Chicago based VENTAS was one of the first to announce such a move. Yet in Wisconsin we have yet to notice any weakness in acquisition demand or in pricing. For most SNF's that means a Cap Rate in the 12% to 13% range.



## Cap Rate Trends 10-Year

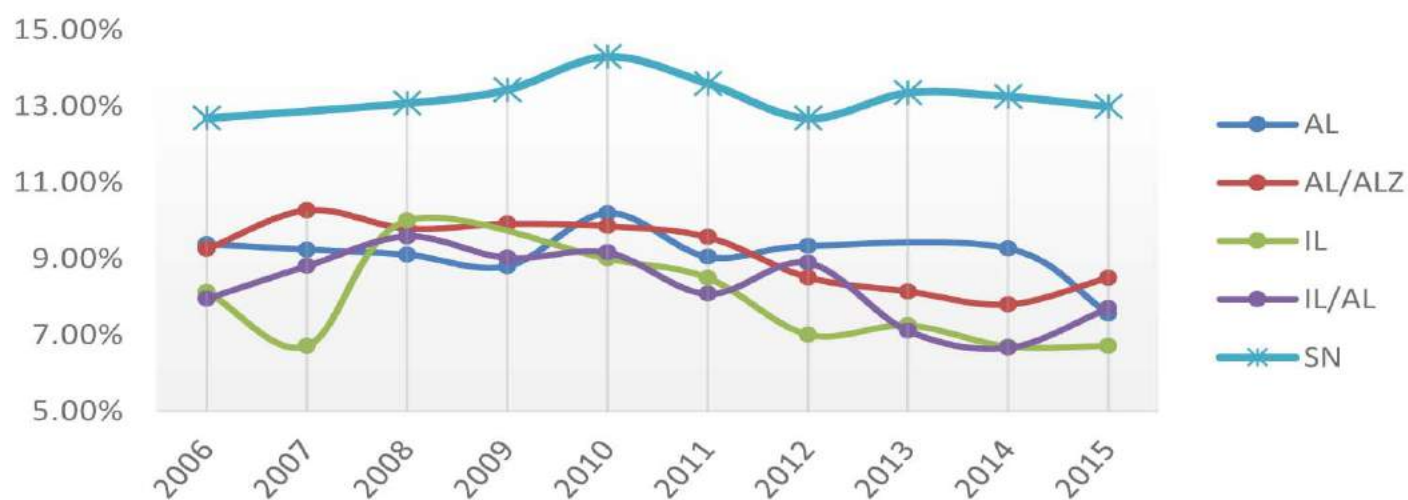


Chart courtesy of HEALTHTRUST Seniors Housing & Healthcare Real Estate Advisory Services

**Assisted Living:** With all the new construction going on, many of the newer facilities being built are financially out of reach for many seniors, as most cater to high-end residents (capturing higher rents). In fact, according to the 2015 Genworth Cost of Care Survey, the national median cost of assisted living (non-memory care) was approximately \$3600 per month. Memory Care facilities often cost thousands more. Perhaps the most under-served are those middle market seniors who fall between the high-end market and the subsidized, affordable options controlled here in Wisconsin through Family Care. This is not an insignificant number as roughly 30% of households in that 85+ age group fall into this middle income segment. So with this challenge comes great opportunity to those trying to fill this niche.

Demand for existing properties continues to exceed supply, especially for Class A facilities. That along with increased regulations and reimbursement concerns have nudged many Mom & Pop owners to seriously consider an exit strategy and to take advantage of this historically low cost of capital. It's hard to argue that now isn't the best time to sell. Cap rates are excellent, capital is abundant and occupancies are high. We have seen a run-up of prices here in Wisconsin and elsewhere substantiating that. Don't wait until some of these metrics begin to weaken. Don't be a "market-timer." They almost always procrastinate fearing that they might leave a little change on the table.....Those procrastinators rarely ever hit the bullseye.

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**CLOSED: 10/7/16**



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Per Bed Price: \$146,551

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- 70% Private Pay
- Excellent Private Pay and Family Care Rates
- 2012 and 2009 Construction
- Additional Land for Expansion
- Proximate to Retail Shopping

**CLOSED: 12/1/16**



## Autumn Grace & Water's Edge

Mankato, MN

**Purchase Price: \$15,500,000**

Type: Memory Care /

Per Unit: \$238,461

Assisted Living Care

Size: 65 Units

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- High Occupancy
- Located One Mile from Each Other
- 80 Miles from Twin Cities
- 2014, 2005 and 2004 Construction
- Room to Expand

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\* 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.

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## Contact Us

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**President & Owner**

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**Office: 414-327-6603 x 217**

**Cell: 414-534-0100**

**OR**

**Rich Bagin**

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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.

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## *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:



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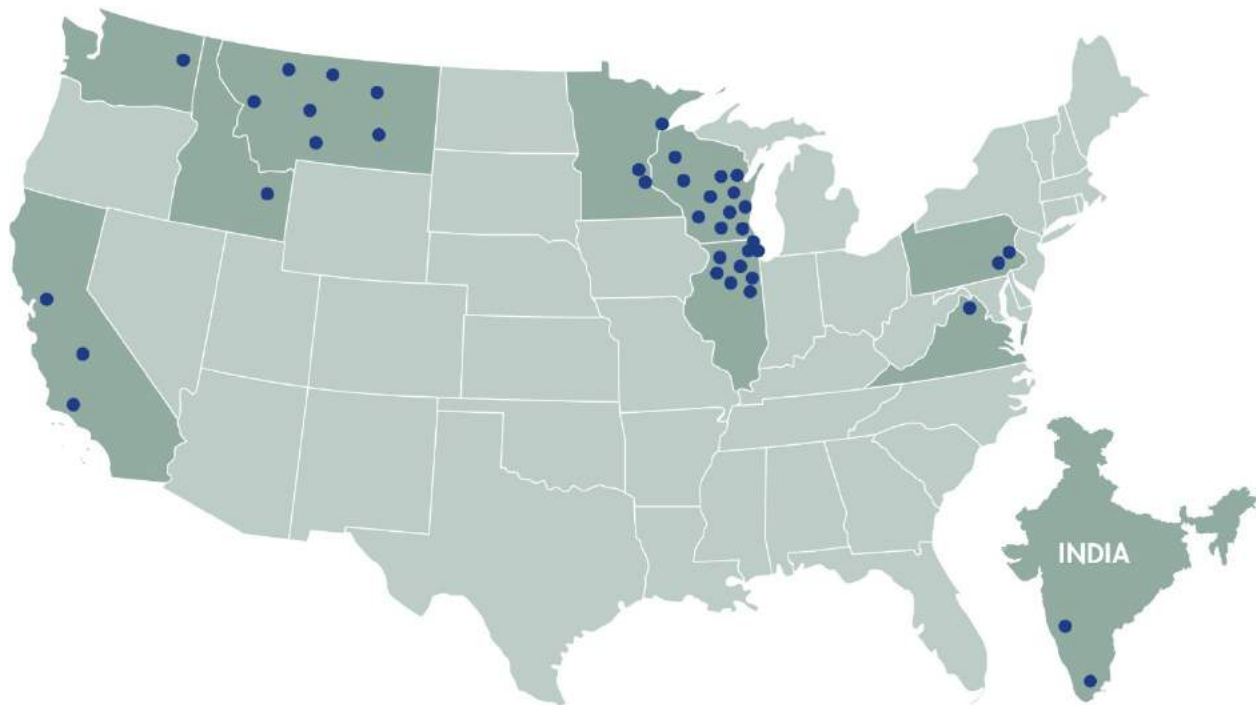


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With more than 1,700 associates, 37 offices in the United States and two offices in India, Wipfli LLP (Wipfli) ranks among the top 20 accounting and business consulting firms in the nation. For over 86 years, Wipfli has provided private and publicly held companies with industry-focused assurance, accounting, tax and consulting services to help clients overcome their business challenges today and plan for tomorrow.



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.



## FIRM PROFILE AND CAPABILITIES

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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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## 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:



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