

June 2020

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. 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 President & CEO

Wisconsin Health Care Association





ARE YOU STRUGGLING TO FILL OPEN POSITIONS?

Health Dimensions Group has assembled a national team of health care professionals, backed by the support of our consulting and operations staff, who are ready to join your team as an interim or permanent leadership member as soon as the need arises.

Interim and Permanent Leaders Available

- Nursing Home Administrators & Executive Directors
- Directors of Nurses
- RN Nurse Managers
- Nurse Consultants
- MDS Coordinators

- Business Office Managers
- Regional Directors of Operations
- CEOs, CFOs, & other C-suite
- Financial Consultants
- Others? Just ask!

We're with you for the long-term

Better Outcomes for Your Health Care Legal Needs

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 worked closely with high-ranking officials and regulators within the Wisconsin Department of Health Services and other regulatory agencies for decades. This experience and expertise 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.

Reinhart attorneys actively representing post-acute and long term care service providers include:

Robert J. Heath, Chair *Milwaukee/Madison*

Daniel Balk Milwaukee

Heather L. Fields

Milwaukee

Timothy J. Kamke

Milwaukee

John A. Kramp Milwaukee/Madison

Robert J. Lightfoot II

Madison

Bryan K. Nowicki

Madison

Meg S.L. Pekarske

Madison

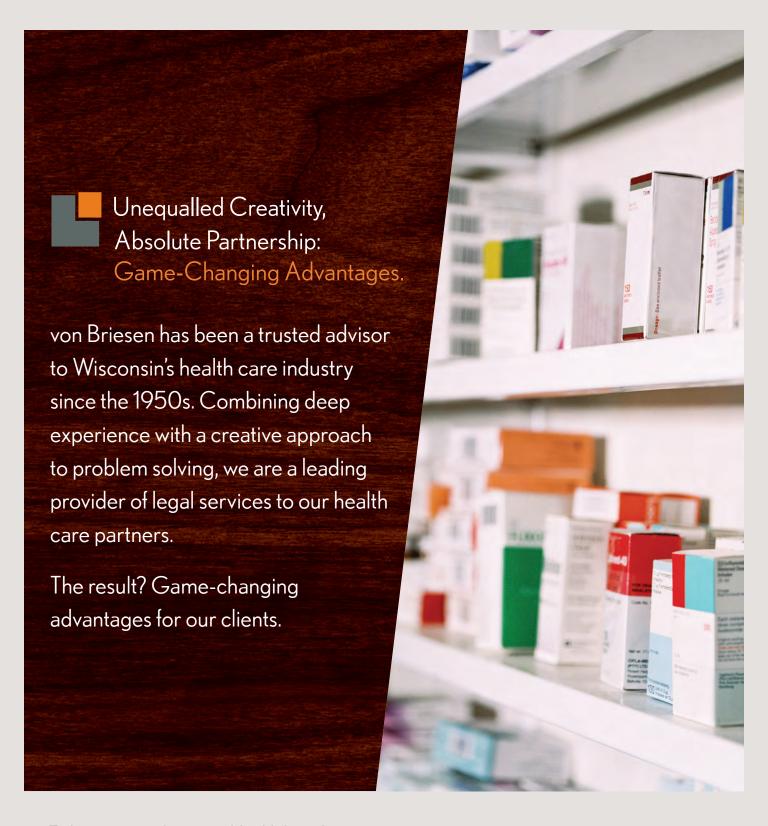
Karla Hutton Pinkerton

Madison

Christopher (CJ) C. Rundell

Milwaukee





To learn more about our Health Law Section, contact: Stacy C. Gerber Ward, Health Law Section Co-Chair, at sgward@vonbriesen.com.

For information on the services and areas of expertise that we offer to the health care industry, visit vonbriesenhealth.com.







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Self

Hosting

Third Party

01

CHOOSE Your Own Hosting

American Data Hosting

With many LTC software vendors, the facility loses control of the location of their medical and financial records. In the SaaS model of publishing

an EMR system, the facility is simply renting the use of the software rather

than being granted a license of the software. Should the facility ever decide to go to a different EMR, they have the awful choice of receiving potentially thousands of pages of records or continue to pay hosting fees to have access to past records. With American Data the facility controls where their records are stored and has the right to move those records with electronic software access wherever and whenever they want and for any reason. With American Data the facility can self-host, host with a 3rd party of their choice, or host through American Data where ALL support calls for the software or server hardware go to one number, updates are done on the facility's behalf, and performance is monitored 24/7. Because the facility has a license instead of SaaS, they are free to move their records AND software anytime they choose for any reason.

CONTROL Your Own Workflow

It is obvious that all LTC facilities are not the same except for one thing; they all have to follow the same laws. If the software is inflexible where all facilities use the same screens in the

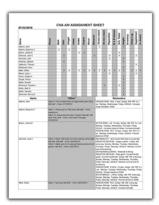


same way and they cannot be changed by the facility, the software must focus on what all facilities have in common; i.e. regulations. An EMR system will cause a facility to establish care policies and procedures around the fixed procedures of their EMR. Now while this may bring a failing facility to a higher level of performance, a "high performing facility" may gravitate to a lower standard. With American Data's ECS - Electronic Chart System the facility can match the presented menu options that fit with their already established policies and procedures so as to maintain or increase their already high performance level. These customizable menu options become "short cuts" for staff to get to where the facility wants them to be very quickly and efficiently so staff is not faced with excessive and annoying click after click or page after page.

03

CREATE Your Own Care

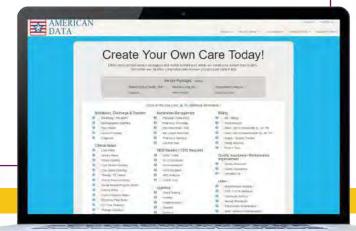
With American Data's ECS, it is not just the menu options that can be customized to the workflow of the particular department or provider. The user screens themselves can be customized as to content, function, interaction, and integration even to the point of multiple screens being open simultaneously. The libraries for every department and every medical record function



are limitless in order to drastically reduce the need to type everything while at the same time prompting the user to be all inclusive and accurate. This limitless library of terms and statements also becomes the foundation of a limitless QA/data-mining capability with a push of a button in order to focus on improved outcomes and early intervention to developing resident conditions.

DETERMINE Your Own Price

American Data's new pricing model is based on purchasing only what is wanted or needed by the facility when they need it. On our website the facility can literally select the capabilities desired and by entering in their number of sites and number of clients to be severed with the system, they can actually see the cost per month which will likely beat most other EMR vendor prices and the prices INCLUDE a license so that the facility has forever access to their medical records. A short video accompanies each capability by clicking on the "?" mark in front of the capability giving the visitor a virtual tour of each capability.





Full Data Integration

Clinical and financial users share one point of data entry for all census and resident information, producing consistent, accurate, streamlined records. Resident Messaging facilitates communication, alerting the appropriate parties to changes in the system, and RUGS information flows between clinical and financial functions to ensure accurate billing.

Accounts Receivable

MatrixCare Accounts Receivable is completely customizable. The unique Charge Calculator maximizes cash flow with flexible billing generation and statement creation, automatic recalculation, and retro-billing. The automated Month End Close process ensures data integrity, producing a balanced General Ledger and fully distributed cash receipts. Eliminate time spent entering ancillary charges and payer remittances by automatically uploading charges and cash from third party systems or from an Excel spreadsheet.



Claims Management

MatrixCare Claims Management efficiently manages your claims editing, transmission, audit trails, and compliance, accelerating cash flow and improving Accounts Receivable processes.

MatrixCare Claims Management offers:

- Thousands of electronic payer connections
- Transmission of UBs and 1500s
- Automatic posting of 835 electronic remittance advices (ERAs)
- Rejection alerts
- Timely claims resubmissions

Sophisticated payer-specific editing capabilities significantly reduce rejections and rebilling, resulting in faster reimbursements and higher first-time acceptance rates.



Resident Trust

MatrixCare Resident Trust helps you track resident funds easily and includes a feature for managing the resident trust petty cash drawer.

Close Resident Trust at your convenience with a separate month end close process.



Collections

MatrixCare Collections works in real-time, tracking resident balances nightly. Once an account meets your predefined criteria, MatrixCare automatically creates a plan customized for your organization, which can include follow-up tasks.



MDS and Care Plans

MatrixCare MDS tools help you complete assessments efficiently with the most comprehensive, accurate information available. Pre-filled data, electronic signatures, CAA worksheet integration and RUG-IV optimization are just some features available to facilitate the MDS process. Care planning is highly customizable, making it useful for every care setting. Care Plan libraries provide guidance and user-defined templates provide flexibility.

Having the financial and clinical records in one system has enabled us to eliminate some duplication of work/records. We are more efficient, with better documentation. This impacts payroll expenses.

- Columbine Health Systems



Skilled Nursing Facilities



User-Defined Assessments

MatrixCare's 100+ interdisciplinary user-defined assessment templates help you standardize and customize documentation, ensuring robust charting across your organization. Documentation is integrated with other areas to simplify coordination of care and ensure proper follow-up, bringing you streamlined, efficient charting and reduced litigation risks.



Physician and Nursing Orders, eMAR and ePrescribing

With MatrixCare orders, you can reduce time spent on order management. Resident formulary checks help ensure reimbursement, safety alerts reduce errors and automatic transmission to the pharmacy or lab helps mitigate risk for error. Orders are integrated with MatrixCare eMAR, improving medication administration efficiencies and staff satisfaction. The eMAR workflow is automated and the full process completely eliminates paper charting administration. MatrixCare ePrescribing helps you prescribe accurate medications in a timely, cost effective manner by automating the prescription drug process. Electronic communication between providers helps increase efficiency and improves service to your facility and residents.



Point of Care

MatrixCare Point of Care for mobile clinical charting helps hands-on staff document resident care while promoting timely communication between staff and other providers. With POC, you get easy-to-use, convenient portable device documentation with new data integration and virtual elimination of paper-based records.



MatrixCare

10900 Hampshire Avenue South, Suite 100 Bloomington, MN 55438

Call 866.469.3766 to Learn More — or visit matrixcare.com

About MatrixCare

MatrixCare solutions have powered the long term care continuum for over 30 years. MatrixCare is the largest LTPAC technology provider in the US and the first to offer a true full-spectrum solution. Used in more than 12,000 facility-based care settings and 2,000 home care and home health agency locations, MatrixCare's solutions help skilled nursing and senior living providers, life plan communities (CCRCs), and home health organizations to prosper as we migrate to a fee-for-value healthcare system. Visit www.matrixcare.com for more information.



We are launching *ALL-NEW* secure & HIPAA compliant solutions this quarter!



Easily monitor the health of your facility in a single view. With VIBE, your customizable interactive visual reports for Census, Accounts Receivables, Labor, and Clinical Management provide the insight you need to yield *improvement* throughout your organization.



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Create Opportunities

When the road is rough, count on CLA.

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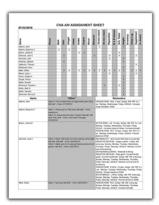


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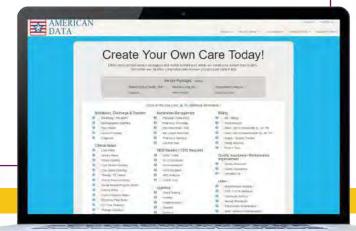
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- Others? Just ask!



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 262-613-8631 TonyMacCudden@hdrxservices.com

IN BEYOND THE GLOBAL HEALTH CRISIS

Marcus & Millichap

SPECIAL REPORT SENIORS HOUSING

SUMMER 2020

Seniors Housing Adapting to Health Crisis; Sector Implements Numerous Changes to Manage Pandemic

Long-term outlook remains positive. As the nation advances through the health crisis and states outline plans to reopen the economy, the seniors housing sector continues to face near-term uncertainty. Operators are navigating a new path forward, prioritizing frontline healthcare workers' needs in order to keep seniors safe and healthy, while still facing challenges surrounding labor $and \, supply \, shortages. \, The \, financial \, impact \, will \, be \, deep \, as expenses$ surge and revenue falls, potentially driving greater consolidation in the industry over the coming years. Larger operators that can leverage economies of scale are more favorably positioned to manage increased equipment, cleaning and operating costs. While the longterm ramifications of COVID-19 remain unclear, providers will adopt a new normal moving forward, enhancing staffing and infection control protocols, boosting inventories of PPE and altering isolation practices. The broader outlook for the industry remains positive with a demographic wave on the horizon that ensures strong demand for the needs-based asset class. Historically the sector has demonstrated resiliency through prior shocks and continues to illustrate safety for the elderly during a major crisis.

Testing and vaccine needed to overcome challenges. The sector currently faces some unique challenges that will weigh on performance over the near term, particularly as elderly populations are more vulnerable to the novel coronavirus. Broader testing industrywide will help create a path toward reopening the sector, in addition to other benchmarks including enough masks and other personal protective equipment for staff and residents.

Strong underlying demand unwavering despite pandemic. The leading edge of the baby boomer generation is approaching 75, accelerating growth among older adult households to pressure the senior living industry. The number of households age 75 to 79 will increase by roughly 4.7 million over the next two decades, a 78 percent increase, while those age 80 and older will grow at an even fasterpace. Approximately 17.5 million U.S. head of households will be 80 years or older by 2038, more than double the 2018 total, as Americans continue to live longer. Developers have been active in recent years in anticipation of this demographic shift, resulting in the overbuilding of some segments, which will be realigned over the coming years as long-term demand comes into balance with supply.

Executive Summary

- Seniors housing sector faces steep challenges ahead as the health crisis continues to unfold. Many uncertainties remain and clarity will not likely emerge until the first wave passes and treatments or a vaccine can calm the fears of residents, staff and investors.
- Exceptional demand for the needs-based asset class on the horizon will not be greatly affected by the pandemic. Level of care provided across all segments unmatched in at-home and telehealthoptions.
- Skilled nursing segment faces unique challenges as the virus has gripped facilities across the nation. Prospects for nursing care remain unparalleled as the needs of the aging population are largely met by the medical attention provided at long-term care facilities.

To access the full report, contact *The Giannini* Seniors Housing Team of Milwaukee:

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Lake Superior Quality Innovation Network

MICHIGAN | MINNESOTA | WISCONSIN

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 selfassessment and QAPI principles implementation



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

Emily Nelson Nursing Home Project Specialist, MetaStar enelson@metastar.com (608) 441-8242

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

Mock Surveys and SNF Performance Improvement

About MPRO

MPRO is a national leader in healthcare quality improvement and medical review. Our goal is simple - we are helping healthcare get better. MPRO provides medical consulting and review, as well as data analysis to federal agencies, state Medicaid and public health organizations, healthcare facilities, private health plans and other third-party payers. Our services offer our clients and partners access to a proven, impartial, connected resource that understands and navigates the intricacies of healthcare. For more information, visit www.mpro.org



About MPRO's Experience in Wisconsin

MPRO has extensive experience working with skilled nursing facilities in Wisconsin. In fact, MPRO administered Informal Dispute Resolution (IDR) and Independent Informal Dispute Resolution review services for over 11 years in the state of Wisconsin.

We can help you and your facility.

MPRO has launched a commercial SNF product service line to help your facility maintain clinical and operational performance accreditation standards.

Our mock surveys are performed by registered nurses and clinical sub-specialists including pharmacists, registered dieticians, life safety experts and other clinical providers as deemed appropriate. The mock survey process includes three steps: 1) a pre-survey planning session, 2) the on-site survey, and 3) a post-survey exit

Our clinical team will utilize Tracer Methodology – the Joint Commission's on-site survey process which allows surveyors to identify performance issues in one or more steps of the process, or interfaces between processes. Key areas of examination and observation include:

- Infection control
- Medicine administration and storage
- Kitchen
- Dining
- SNF beneficiary protection notification
- Resident council meeting(s)

Upon completion of the mock survey, MPRO will present the findings to SNF leadership. A comprehensive, detailed report will include discoveries and recommendations that are used for the development of corrective action plans that will assure your future success and compliance.

Related Compliance and Consulting Services

Should you desire additional post-survey quality improvement or compliance-related consultation or services, MPRO staff are available to support your efforts. Support services are available and can be customized to meet the needs of your facility. Other areas of support include:

- Action Plans Related to F-tag deficiencies
- Development of Care Plans
- Chart Audits
- Directed In-Service Training
- Other Customized Services as Requested

Contact Us

Contact Marvina Metts at 248-465-7356 or mmetts@mpro.org to discuss our services and how we can support your facility.



Introducing New Virtual Classroom Training

—— VIRTUAL | ONLINE | CUSTOMIZED ———

Pathway Health's team of experts offer training that provides post-acute leaders the insight, knowledge and expertise to support staff competency and achieve more for their organization, and career.

Discover a New Way of Learning

Pathway Health now offers a new educational setting - Virtual Training!

- A live instructor experience
- Engaging virtual classroom
- Participate from your own personal environment

Virtual Offerings

- NEW! Infection Preventionist Basics Bootcamp for LTC Providers
- NEW! Director of Nursing Basics
- MDS Excellence- Introduction to the Complete RAI Process
- ICD-10 for PDPM Adapting to Patient Driven Payment Advanced Learning

WHCA Members Receive 10% Off - Use Coupon Code CS10 at check out www.shoppathwayheatlh.com



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OXYGEN EQUIPMENT AND SUPPLIES

SMS provides stationary and portable oxygen systems in both gaseous and liquid forms.

RESPIRATORY THERAPY SERVICES

We offer an array of respiratory equipment and sleep products along with clinical training by our Respiratory Therapists.

FINANCIAL CONSULTING

SMS has experienced financial consultants to aid in your facility's accounts receivable management, collections, and billing.

MEDICARE PART B SERVICES

Enteral, Ostomy, Urology, and Trach products and related Medicare Part B billing is available through SMS' partner Lincare.

NEGATIVE PRESSURE WOUND THERAPY

SMS carries a variety of lightweight NPWT pumps, supplies, and accessories to meet your facility's needs.

AIRVO™ 2 HUMIDIFIER SYSTEM

This system provides warmed and humidified air/oxygen mixtures to high flow patients resulting in many positive clinical outcomes.

FOR MORE INFORMATION CONTACT: CONTACTUS@SPECIALIZEDMED.COM



Choose the Care that's Right for You

What would you want at the end of life? Do you know what decisions you might face? Do your loved ones know your wishes?

You have the right to determine your own end-of-life care. Be sure that your wishes are honored.

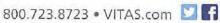
- Discover the end-of-life care options available.
- · Decide for yourself what kind of care you want.
- Discuss your end-of-life wishes with loved ones.
- Document your wishes so they are clear to everyone.

Many people find it hard to talk about death and dying, but they have strong opinions about how they want to be treated. Early planning is the best gift you can give to yourself, your family and the people who love you.

Take the first steps: Caring Connections, a service of the National Hospice & Palliative Care Organization, offers free state-specific advance directive documents and extensive end-of-life education. Go to www.caringinfo.org or call 800.658.8898.

VITAS* Healthcare has more than 35 years of experience caring for fragile patients and managing care transitions: from hospital to home, from curative to palliative, from chronic to end-stage.





SUSTAINABILITY PLANNING ROADMAP

The current climate of the health care industry is unsettled. Too many variables that are out of your control are preventing you from effectively planning for the future of your facilities. As the industry tries to evolve from a foundation built on volume to one driven by the value of your post-acute care services, how will your facilities adjust to manage the effect and pace of this change?

The following is a roadmap that allows you to analyze potential opportunities to maintain viability now and respond to future industry changes.



Your senior living facilities are facing unique financial challenges. With the unstable landscape of regulatory compliance and declining reimbursement rates, many facilities face concerns over limited financial resources to address facility needs. Our team focuses on proven methods to address expense reduction while building revenue enhancement and testing models to help ensure your strategies are sound.

- Audit and accounting
- Bookkeeping
- Cost savings analysis
- Financial modeling
- Reimbursement analysis
- Tax planning and compliance



CLINICAL OPERATIONS

As a senior living provider, you don't have to choose between operational efficiency and patient care. With a unique combination of experience, technology, and a broad array of services, your senior living facilities can effectively balance efficiency, care, and compliance with regulations. We can guide you through:

- Behavioral health memory care
- Clinical payment systems
- Clinical systems analysis
- Medical models
- Operational assessments
- QAPI
- Regulatory guidance
- Staffing analysis
- Staffing model projections
- Therapy assessment



MANAGEMENT SERVICES

Your primary concern is the health and safety of your residents, but without proper management of business operations and finances, the viability of your facilities can be harmed. If a chief financial officer is not a feasible option, Wipfli can assist you with management services to oversee these areas. By outsourcing your essential accounting functions to us, you can have more time to focus on the care of your residents.

- Board/management facilitation
- Clinical/health care reform issues
- Human resources consulting
- Information technology
- Interim management
- Management training
- Program planning
- Receivership
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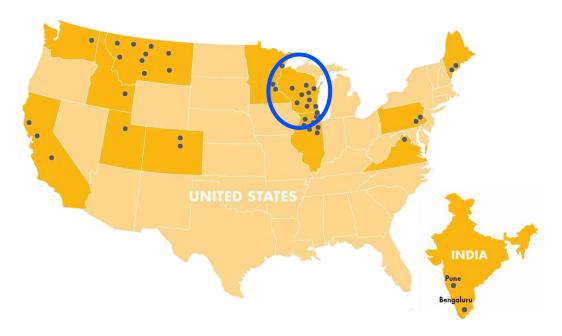




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To provide the best wound care solutions for each facility... one resident at a time.

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.





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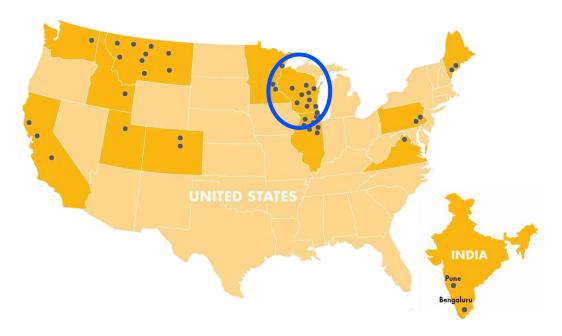




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Water heaters, softeners & other accessories.

Rates Vary by equipment

We provide your new equipment, your plumber installs it.

Our budget-friendly monthly fee INCLUDES:

Equipment

No upfront equipment costs – it's all part of the package!

24/7 Service, Parts & Labor

Call 1-800-356-1444 for emergency water heater service, day or night.

Water Heater Replacement

Whenever your water heater fails, we replace it—fast.

Ongoing support and service

Peace of mind for the long haul.

Premier Rental Plan

Our turn-key option for water heaters, softeners & other accessories.

> Rates Vary by equipment

From start to finish – we've got you covered.

Our budget-friendly monthly fee INCLUDES:

Installation

Our plumber or yours? Either way, the install cost is covered!

Equipment

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24/7 Service Plan

Your water heater - our trusted service protection.

\$30-45 monthly

You provide the water heater, we provide the 24/7 service.

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24/7 Service, Parts & Labor

Call 1-800-356-1444 for emergency water heater service, day or night.

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Financing Progress



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
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- Fannie Mae Seniors
 Housing Underwriter/
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- 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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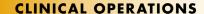
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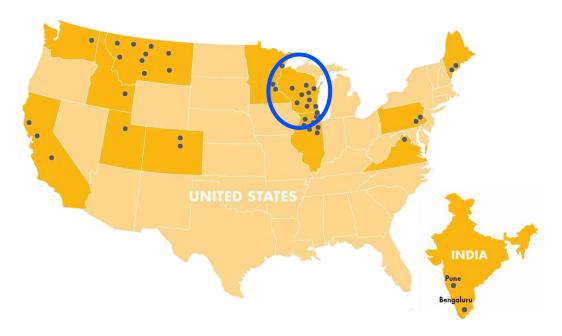




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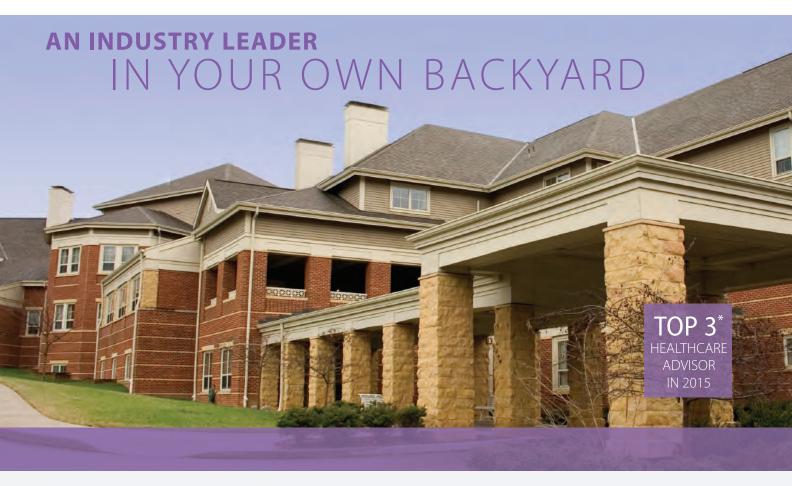
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Technology Management. Our information technology analysts help clients maximize their information technology investments through network development and support services, conducting information technology environment audits and helping with software selection and project management for major system implementations.



Senior Living Real Estate & Finance Specialists

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

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

OUR SERVICES

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

OUR CLIENTS

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

NICK GLAISNER

SENIOR VICE PRESIDENT 877 245 5840 nglaisner@ziegler.com 735 North Water Street Suite 1000 Milwaukee, WI 53202



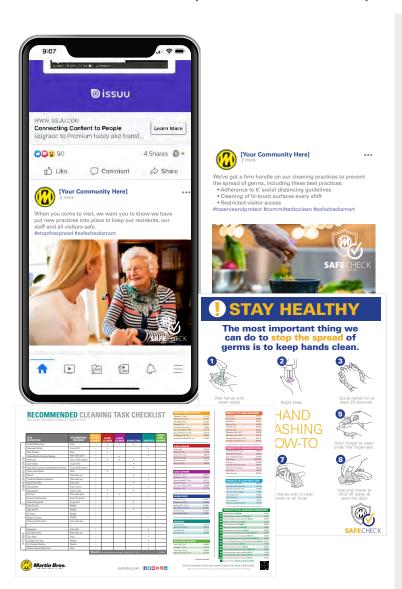




SAFEGUARD YOUR BUSINESS WITH MARTIN BROS. SAFECHECK

From development to implementation, Martin Bros. Safe Check program provides communities with the opportunity to establish credibility and confidence with their residents and their families in four steps.

CONSULTATION | SOP DEVELOPMENT | TRAINING & IMPLEMENTATION | PROMOTION



- Work with a certified Solutions consultant to ask questions, determine needs & review staff turnover & training schedule.
- Establish an effective SOP plan complete with:
 - → Task check lists for all areas of the community
 - → Identify frequency for each task
 - ⊕ List of EPA registered products for each task
- Coordinate & schedule training/competencies

 Video training
 - → Group virtual training
- Build confidence within your community using the power of social media to edify your commitment to providing a safe environment for residents.

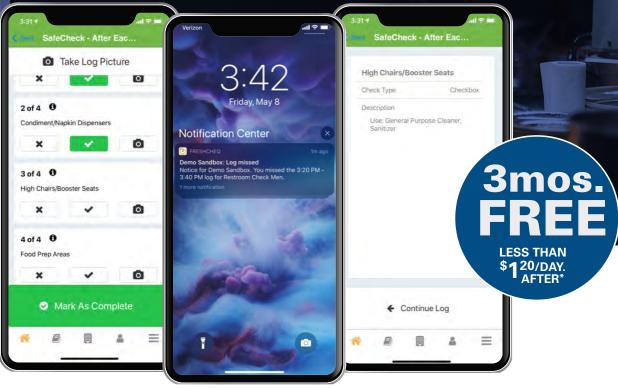
Posters to help reinforce your efforts with visitors, including:

- Social distancing guidelines
- → Proper hadwashing procedures
- → PPE Requirements, & more!

SafeCheck decal to promote your efforts



BUILD AUTOMATION AND ACCOUNTABILITY INTO YOUR SAFETY TASKS - IN REAL TIME!



Standard Operating Procedures are a great first step as communities work to ensure a safe environment for residents, staff & visitors. However, a program is only as good as it's follow through. Establishing a digital solution provides you with a sustainable and automated system to keep track of time and completed/missed tasks for you so you can focus on your residents.



PAPERLESS

Digital access means logs are never lost or dirty. Data is never erased so you can go back and review or compare logs any time.



IMPROVE ACCOUNTABILITY

Results tracked in real time hold provide an overall view of all tasks that are completed or have been missed.



CUSTOMIZABLE

You determine the tasks necessary for your community, from the dining room to the hallway. Tasks are also easy to add and adjust as needed.



ALERT SYSTEM

When tasks are missed you will receive an alert, allowing you and your team to quickly respond and correct.



EASY TO IMPLEMENT

Once tasks and frequencies are established, you begin receiving notifications for all tasks that need to be completed. It's that simple.



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NO HARDWARE

A cloud-based platform allows you easy access to tasks, reports and more.



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Use reports to engage your team and display your commitment to safety with auditors and surveyors.

* Pricing (\$429/yr) based on annual commitment Monthly fee is \$35 without commitment.













IN BEYOND THE GLOBAL HEALTH CRISIS

Marcus & Millichap

SPECIAL REPORT SENIORS HOUSING

SUMMER 2020

Seniors Housing Adapting to Health Crisis; Sector Implements Numerous Changes to Manage Pandemic

Long-term outlook remains positive. As the nation advances through the health crisis and states outline plans to reopen the economy, the seniors housing sector continues to face near-term uncertainty. Operators are navigating a new path forward, prioritizing frontline healthcare workers' needs in order to keep seniors safe and healthy, while still facing challenges surrounding labor $and \, supply \, shortages. \, The \, financial \, impact \, will \, be \, deep \, as expenses$ surge and revenue falls, potentially driving greater consolidation in the industry over the coming years. Larger operators that can leverage economies of scale are more favorably positioned to manage increased equipment, cleaning and operating costs. While the longterm ramifications of COVID-19 remain unclear, providers will adopt a new normal moving forward, enhancing staffing and infection control protocols, boosting inventories of PPE and altering isolation practices. The broader outlook for the industry remains positive with a demographic wave on the horizon that ensures strong demand for the needs-based asset class. Historically the sector has demonstrated resiliency through prior shocks and continues to illustrate safety for the elderly during a major crisis.

Testing and vaccine needed to overcome challenges. The sector currently faces some unique challenges that will weigh on performance over the near term, particularly as elderly populations are more vulnerable to the novel coronavirus. Broader testing industrywide will help create a path toward reopening the sector, in addition to other benchmarks including enough masks and other personal protective equipment for staff and residents.

Strong underlying demand unwavering despite pandemic. The leading edge of the baby boomer generation is approaching 75, accelerating growth among older adult households to pressure the senior living industry. The number of households age 75 to 79 will increase by roughly 4.7 million over the next two decades, a 78 percent increase, while those age 80 and older will grow at an even fasterpace. Approximately 17.5 million U.S. head of households will be 80 years or older by 2038, more than double the 2018 total, as Americans continue to live longer. Developers have been active in recent years in anticipation of this demographic shift, resulting in the overbuilding of some segments, which will be realigned over the coming years as long-term demand comes into balance with supply.

Executive Summary

- Seniors housing sector faces steep challenges ahead as the health crisis continues to unfold. Many uncertainties remain and clarity will not likely emerge until the first wave passes and treatments or a vaccine can calm the fears of residents, staff and investors.
- Exceptional demand for the needs-based asset class on the horizon will not be greatly affected by the pandemic. Level of care provided across all segments unmatched in at-home and telehealthoptions.
- Skilled nursing segment faces unique challenges as the virus has gripped facilities across the nation. Prospects for nursing care remain unparalleled as the needs of the aging population are largely met by the medical attention provided at long-term care facilities.

To access the full report, contact *The Giannini* Seniors Housing Team of Milwaukee:

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Purchasing Consultants:

Tom Klingman: 319-509-0308 *or* tomk@hpsionline.com, Shari Doyle: 815-979-1407 *or* sharid@hpsionline.com

Corporate Accounts:

Pete McDowell: 414-405-0300 or petem@hpsionline.com



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- ◆ Capital Equipment



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- ♦ Continuing Education Credit Offerings



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- Navigator eProcurement: A customizable, cloud-based Procure-to-Pay system.
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You have the right to determine your own end-of-life care. Be sure that your wishes are honored.

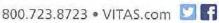
- Discover the end-of-life care options available.
- · Decide for yourself what kind of care you want.
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Many people find it hard to talk about death and dying, but they have strong opinions about how they want to be treated. Early planning is the best gift you can give to yourself, your family and the people who love you.

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Essence™ Spa Side-Entry Bathing System

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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, 2106



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® http://www.wcei.net/CME-CE

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special webinar series

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Medical Device Reprocessing Issues and Solutions

October 17, 2016

Chuck Hughes

VP Consulting Services

1 CEU will be provided by Crosstex/SPSmedical



The Importance of Environmental Disinfection within the Ambulatory Care Setting

October 18, 2016

Susan Burns, BS, MT, CIC, VA-BCTM

Medical Science Liaison

1 CEU will be provided 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

1 CEU will be provided 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

1 CEU will be provided by Halyard Health



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

1 CEU will be provided by BD

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COVID 19 – PCR Testing

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Bluestone Physician Services provides on-site primary care services for residents living in assisted living, memory care or group home communities. The physician-led care teams visit the patients on a regular basis and collaborate with the facility staff and patient's family to provide customized medical care.

Call 262.354.3744 or visit BluestoneMD.com to learn more.

Lenders are readily available and are competing for senior living business. There is no shortage of lenders ready to talk. They have some concerns such as the potential of rising interest rates, pointing out that Cap Rates will follow. Lenders love certainty and have become more and more comfortable with Seniors Housing's ability to generate solid profitability when managed well.

2Q17 NIC MAP Market Fundamentals

	Seniors Housing*			Nursing Care
	Overall	Majority IL	Majority AL	Majority NC
	Market Fundamentals 2Q17			
Occupancy	88.8%	90.6%	86.5%	86.5%
Annual Rent Growth	3.4%	3.5%	3.3%	2.6%
Annual Absorption	3.0%	2.0%	4.3%	-0.6%
Annual Inventory Growth	3.9%	2.5%	5.9%	0.1%
Construction vs. Inventory	5.8%	3.9%	8.2%	0.7%
Rolling 4-Quarter Starts vs. Inventory	3.1%	2.0%	4.7%	0.2%

^{*}Overall Seniors Housing combines Majority IL and Majority AL Properties Source: NIC MAP® Data Service

DID YOU KNOW?

Since the end of 2015, Milwaukee, Ozaukee, Waukesha and Washington Counties have seen 900 new senior living units enter the market...

Seniors Housing properties are the only commercial RE asset class that experienced positive rent growth during the Great Recession...

Seniors Housing rent growth has exceeded that of other commercial RE property types over the past several years...

Falls involving alcohol killed more than 400 Wisconsin senior citizens in 2016...

DHS reports a worsening trend from 2010-2016 with 2,266 Wisconsin seniors reported dying from alcohol-attributed falls...

The National Taxpayers Union reports that as much as 60% of taxable property in the US in overtaxed...

- **Specializing** in Seniors Housing since 1992
- Award winning track record second to none
- Confidentiality ensured for 25 years

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IN BEYOND THE GLOBAL HEALTH CRISIS

Marcus & Millichap

SPECIAL REPORT SENIORS HOUSING

SUMMER 2020

Seniors Housing Adapting to Health Crisis; Sector Implements Numerous Changes to Manage Pandemic

Long-term outlook remains positive. As the nation advances through the health crisis and states outline plans to reopen the economy, the seniors housing sector continues to face near-term uncertainty. Operators are navigating a new path forward, prioritizing frontline healthcare workers' needs in order to keep seniors safe and healthy, while still facing challenges surrounding labor $and \, supply \, shortages. \, The \, financial \, impact \, will \, be \, deep \, as expenses \,$ surge and revenue falls, potentially driving greater consolidation in the industry over the coming years. Larger operators that can leverage economies of scale are more favorably positioned to manage increased equipment, cleaning and operating costs. While the longterm ramifications of COVID-19 remain unclear, providers will adopt a new normal moving forward, enhancing staffing and infection control protocols, boosting inventories of PPE and altering isolation practices. The broader outlook for the industry remains positive with a demographic wave on the horizon that ensures strong demand for the needs-based asset class. Historically the sector has demonstrated resiliency through prior shocks and continues to illustrate safety for the elderly during a major crisis.

Testing and vaccine needed to overcome challenges. The sector currently faces some unique challenges that will weigh on performance over the near term, particularly as elderly populations are more vulnerable to the novel coronavirus. Broader testing industrywide will help create a path toward reopening the sector, in addition to other benchmarks including enough masks and other personal protective equipment for staff and residents.

Strong underlying demand unwavering despite pandemic. The leading edge of the baby boomer generation is approaching 75, accelerating growth among older adult households to pressure the senior living industry. The number of households age 75 to 79 will increase by roughly 4.7 million over the next two decades, a 78 percent increase, while those age 80 and older will grow at an even fasterpace. Approximately 17.5 million U.S. head of households will be 80 years or older by 2038, more than double the 2018 total, as Americans continue to live longer. Developers have been active in recent years in anticipation of this demographic shift, resulting in the overbuilding of some segments, which will be realigned over the coming years as long-term demand comes into balance with supply.

Executive Summary

- Seniors housing sector faces steep challenges ahead as the health crisis continues to unfold. Many uncertainties remain and clarity will not likely emerge until the first wave passes and treatments or a vaccine can calm the fears of residents, staff and investors.
- Exceptional demand for the needs-based asset class on the horizon will not be greatly affected by the pandemic. Level of care provided across all segments unmatched in at-home and telehealthoptions.
- Skilled nursing segment faces unique challenges as the virus has gripped facilities across the nation. Prospects for nursing care remain unparalleled as the needs of the aging population are largely met by the medical attention provided at long-term care facilities.

To access the full report, contact *The Giannini* Seniors Housing Team of Milwaukee:

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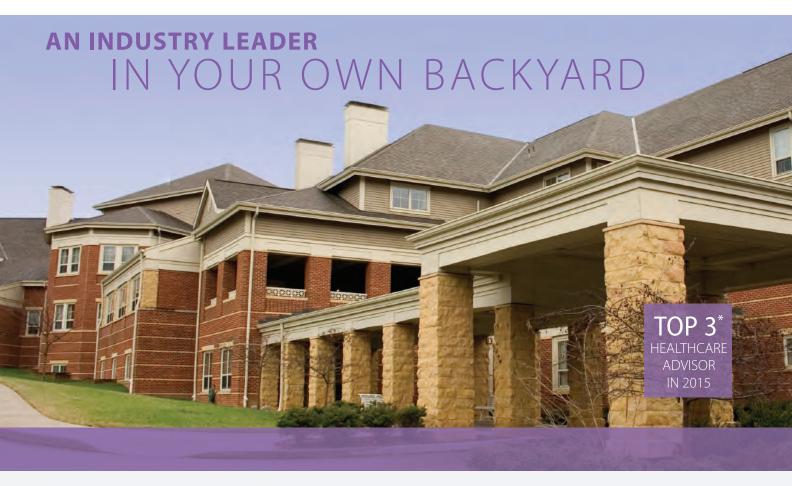
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Senior Living Real Estate & Finance Specialists

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.

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

OUR CLIENTS

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

NICK GLAISNER

SENIOR VICE PRESIDENT 877 245 5840 nglaisner@ziegler.com 735 North Water Street Suite 1000 Milwaukee, WI 53202





THEORIA MEDICAL



THE MEDICAL TEAM

The Theoria Medical team is responsible for providing medical care to your loved one – A Theoria physician is the medical director at this facility, and Theoria practitioners work closely with the patient's primary care physicians, specialists, and other medical professionals to provide excellent care and ensure a proper transition from the hospital to the facility and finally back home.

*** WORLD-CLASS CARE

Theoria providers are highly trained medical professionals who are experts in post-acute care. The practitioners are in the facility a minimum of 5 days each week, working closely with the nursing team to ensure superior care for all residents. Through the Theoria model, our medical professionals practice the same level of care provided at a hospital to the facility. Theoria's practitioners are heavily trained in hospital medicine and work hard to deliver the same high standard of care in the facility.



PEACE OF MIND

The availability of telemedicine in the facility offers families the peace of mind of knowing that their family member has continuous first-class medical provider oversight, even overnight and on the weekends. The transfer from the hospital and admission to the facility is one of the most important processes, and it's accuracy is critical to the care of a guest and in promoting a safe return home after rehab. With telemedicine presence, providers are just a click away to review medications and ensure that the transition from the hospital is accurate and seamless. In addition, if anything occurs with your loved one that requires medical attention, familles can rest-assured that our team is available immediately for any issues. In many cases, we are able to prevent a potentially disruptive and stressful trip to the emergency room that would have occurred if telemedicine was not offered. Consequently, you can be confident that your family member is able to continue through therapy, with the goal of returning home still in sight.

S-STAR TELEMED



HOW IT WORKS

Theoria Medical's 5-Star Telemed program provides telemedicine services to all residents 24/7. Whether an urgent situation arises and a guest needs an immediate evaluation, or a family member has a simple question regarding care, a Theoria Medical provider is there to assist. In situations that require immediate intervention, nursing staff can start a video call between your loved one and a Theoria provider, during which the practitioner can complete a remote examination and assessment using the latest technology. Additionally, the nursing staff has continuous contact with the medical team even for non-emergent concerns, and as a result, as soon as any medical problem arises with a guest in the facility, a provider is able to address it instantaneously. The telemedicine team coordinates with the providers who are in the building daily as well to ensure guests who are seen by the telemedicine team have an in-person follow up during physical rounds.



TECHNOLOGY

This facility offers access to high-tech telemedicine equipment that helps the provider assess your loved one. This equipment, paired with 5-Star Telemed's proprietary software solution, allows the medical team to remotely run EKGs, listen to heart and lung sounds, view high resolution skin images, and much more. If a guest needs a medical consultation immediately, the nursing team can bring the telemedicine cart to the bedside, and a Theoria practitioner will have access to a live stream of the guest and then provide the appropriate treatment, all while keeping the guest out of the hospital.



RESULTS

The telemedicine platform available at this facility has a proven track record of effectiveness. After implementation of the 5-Star telemedicine program, the facility has seen a significant reduction in the return to hospital rate; this is a metric that measures how often a guest is sent out to the hospital from the facility. A lower number is better as it shows that guests are treated quickly and appropriately in the facility. This means guests in this facility are less likely to experience an uncomfortable ambulance ride to the hospital unnecessarily, see unfamiliar providers, risk catching another illness, and have the best possible environment to recover and return home.

Choose Greenfield Rehab!

We promise an EXCEPTIONAL EXPERIENCE for our partners and patients!

We understand putting the patient first, creating efficient systems and processes, transparent communication, and developing strong relationships with our partners is a guaranteed path to mutual success.

Benefits of Partnership

Greenfield Rehab Agency prides itself on being a therapist owned and operated company leveraging over 53 years of therapy and wellness expertise to equip our valued partners to manage the constant changes in the reimbursement and regulatory environment. We are committed to our core values of PERFORMANCE, COMPASSION, and AGILITY and recognized in the therapy industry for achieving superior outcomes and always putting the patient's needs first. As a company founded and committed to Wisconsin, we understand how important it is to deliver on our promises. By reducing the multiple layers of management, you are assured personal attention from us and frequent, clear communication with full integration into your team. We partner with skilled nursing facilities, community based residential facilities, assisted and independent living communities offering full service physical, occupational and speech therapy contract services or management services for your own in-house staff.

Contact Greenfield Rehab Agency today to learn about the benefits of a partnership with a proven company that prides itself on a total exceptional experience!

Contact Us

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- Reduce your costs for therapy
- Maintaining the highest level of quality, compliance and patient care for your facilities
- PDPM training for all departments
- Caseload Development
- CMI Training
- We are all in to help you

ASSISTED LIVING PARTNERSHIPS

- As a Certified Rehabilitation Agency we can assist you in offering on-site therapy at your Assisted Living Facility.
- Increase your marketability as an Assisted Living
- Bringing in extra revenue and visibility.
- Experts and partners with Medicaid, Inclusa, Medicare, Family Care, United HealthCare and others
- Free Training for your Staff

LET'S KEEP IT SIMPLE

If you are happy with your current partnership, financial situation and provider...stay with them. Change is hard for your staff, residents, families and community

If you would like to learn more about going in house in the future, we'd be glad to discuss the fee schedule and staffing schedules. We will also discuss how much you should look to pay your therapy team. You are in control but you are never alone

Progressive Beginnings will support your program 24 hours a day, 7 days per week. This includes support for hiring, training, billing, caseload review, documentation and audits, facility trainings and overall program review

Our software offers Business Intelligence to enable you to truly see how well your program is performing and what areas we need to focus on.

There are plenty of rehab providers.

But only one

that's right for you.

Rehabilitation unlocks the potential of your patients and your facility. We partner with providers nationwide to help them achieve operational and clinical success.

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Your entire interdisciplinary team will benefit from our quality focus.

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Our team is your team, trained to fulfill your mission.

Lead with Knowledge.

You'll confidently navigate regulatory changes and challenges with the help of our deep industry resources.

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Our patient engagement tool, RehabTracker, will help you 'connect the care' and set you apart from other providers.

Make Us Part of YOUR Team

Visit us at rehabcare.com

to learn how we can help your organization achieve operational and clinical success.











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• Select's MDS and RAI coding specialists train and educate

Section GG Coding

- Active participation by therapists
- Facility staff training

Your Full Service **PDPM Solution**



RUGs vs PDPM

- Analysis of prior CMS RUG-based claims
- Projection of reimbursement under PDPM



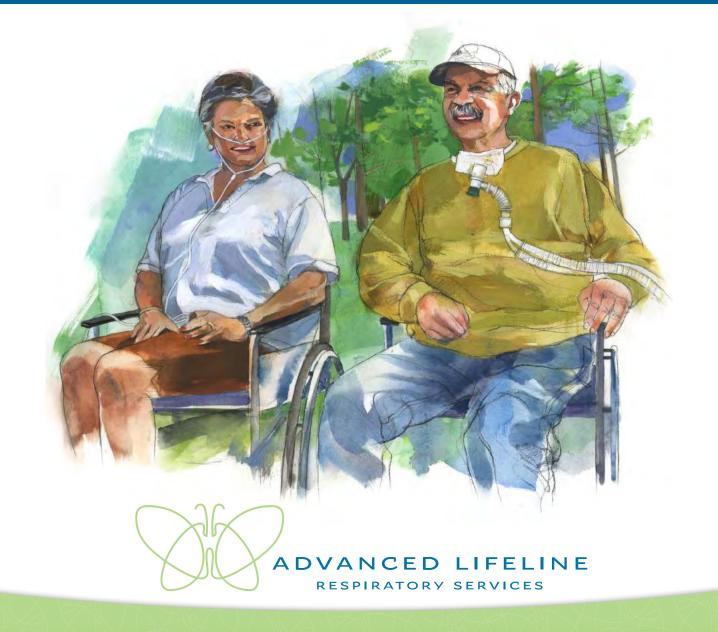
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- Proprietary smart phone application
- Family can view patient progress in therapy

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Your Partner for Comprehensive Respiratory Care



Northwest Respiratory Services (NRS) is a medical equipment provider specializing in respiratory products and services. We offer oxygen, respiratory and negative pressure wound therapy equipment to long-term care facilities and patients who live independently. Facilities can consult our Respiratory Therapy staff for training in the use of respiratory equipment or to perform a variety of in-services.

What We Offer

Providing impeccably maintained equipment. Delivered where you need it, when you need it, by dedicated clinicians and technicians.

Unparalleled Service

In our ever-changing healthcare industry, one thing has remained constant at NRS; our commitment to excellent service. Our steadfast dedication to service has made us an industry leader. Being flexible, responsive, and dedicated are the hallmarks of who we are and what we do. We understand that people are the heart of what matters. We never stop asking what is best for our customer, and the patients in their care.

Our Products

Negative Pressure Wound Therapy Equipment
Sleep Therapy Equipment
Respiratory Equipment
Oxygen Equipment



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Customer Service: 800-232-0706

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PRODUCTS & SERVICES

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SMS provides stationary and portable oxygen systems in both gaseous and liquid forms.

RESPIRATORY THERAPY SERVICES

We offer an array of respiratory equipment and sleep products along with clinical training by our Respiratory Therapists.

FINANCIAL CONSULTING

SMS has experienced financial consultants to aid in your facility's accounts receivable management, collections, and billing.

MEDICARE PART B SERVICES

Enteral, Ostomy, Urology, and Trach products and related Medicare Part B billing is available through SMS' partner Lincare.

NEGATIVE PRESSURE WOUND THERAPY

SMS carries a variety of lightweight NPWT pumps, supplies, and accessories to meet your facility's needs.

AIRVO™ 2 HUMIDIFIER SYSTEM

This system provides warmed and humidified air/oxygen mixtures to high flow patients resulting in many positive clinical outcomes.

FOR MORE INFORMATION CONTACT: CONTACTUS@SPECIALIZEDMED.COM

SUSTAINABILITY PLANNING ROADMAP

The current climate of the health care industry is unsettled. Too many variables that are out of your control are preventing you from effectively planning for the future of your facilities. As the industry tries to evolve from a foundation built on volume to one driven by the value of your post-acute care services, how will your facilities adjust to manage the effect and pace of this change?

The following is a roadmap that allows you to analyze potential opportunities to maintain viability now and respond to future industry changes.



Your senior living facilities are facing unique financial challenges. With the unstable landscape of regulatory compliance and declining reimbursement rates, many facilities face concerns over limited financial resources to address facility needs. Our team focuses on proven methods to address expense reduction while building revenue enhancement and testing models to help ensure your strategies are sound.

- Audit and accounting
- Bookkeeping
- Cost savings analysis
- Financial modeling
- Reimbursement analysis
- Tax planning and compliance



CLINICAL OPERATIONS

As a senior living provider, you don't have to choose between operational efficiency and patient care. With a unique combination of experience, technology, and a broad array of services, your senior living facilities can effectively balance efficiency, care, and compliance with regulations. We can guide you through:

- Behavioral health memory care
- Clinical payment systems
- Clinical systems analysis
- Medical models
- Operational assessments
- QAPI
- Regulatory guidance
- Staffing analysis
- Staffing model projections
- Therapy assessment



MANAGEMENT SERVICES

Your primary concern is the health and safety of your residents, but without proper management of business operations and finances, the viability of your facilities can be harmed. If a chief financial officer is not a feasible option, Wipfli can assist you with management services to oversee these areas. By outsourcing your essential accounting functions to us, you can have more time to focus on the care of your residents.

- Board/management facilitation
- Clinical/health care reform issues
- Human resources consulting
- Information technology
- Interim management
- Management training
- Program planning
- Receivership
- Strategic partnerships and alliances
- Strategic planning

MARKET ANALYSIS

The very existence of your facilities and your future growth potential are heavily dependent on your market, potential residents, and competitors. Make sound judgments based on factual data. We give you this insight through:

- Bed demand assessment by payor type
- Community needs assessment
- Competitive market assessment
- Executive interviews
- Market position assessment
- Market share assessment
- Phone surveys
- Repositioning or reuse of space



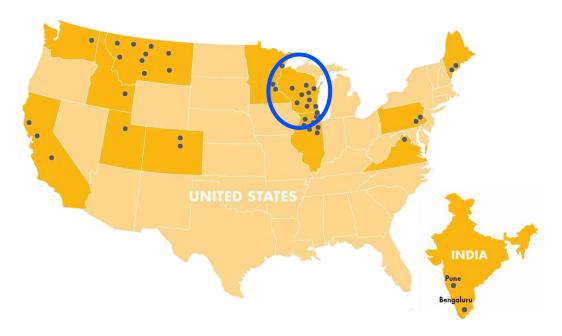




A Leader of Professional Services for Wisconsin's Long-term Care Provider Community

Wipfli's healthcare industry group has deep experience in the Wisconsin market. Our industry-focused approach means that we are continually refining our knowledge of emerging healthcare industry issues, leading practices and developing trends to provide well-informed and practical advice for clients in the healthcare industry.

We have deep industry knowledge in the senior living industry, and Wipfli's senior living professionals includes CPAs, licensed nursing home administrators, RNs, senior living market analysts and nursing home billing specialists. As a result, we are familiar with the unique nursing home reimbursement and operational environments in the state of Wisconsin.



Wipfli sponsors regional conferences on issues that are important to healthcare 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, Healthcare Financial Management Association, National Rural Health Association, and the National CPA Healthcare 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.

Our healthcare 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 Healthcare Advisors Association, Medical Group Management Association, National Rural Health Association, National Association of Rural Health Clinics, and other healthcare associations.



A Leader of Professional Services for Wisconsin's Long-term Care Provider Community

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 healthcare and senior living specialists are available as an extension to your internal teams as you grow and enhance your financial performance. Following are just a sample of the value-added services available to your facility through Wipfli's comprehensive industry-focused specialists.

Audit Services. We pride ourselves on utilizing deep industry expertise to provide value-added, efficient and affordable audit services to our healthcare 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 team.

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.

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 healthcare 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.

Tax Services. Wipfli employs a team of experienced, creative tax specialists with unsurpassed tax talent who live and work throughout Wisconsin. These individuals include former Big Four partners, seasoned senior managers, experienced national tax veterans and former revenue agents.

Technology Management. 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.

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Kitchens. Laundry. Bathing. HOT water is essential to health code compliance. And when specific temperature requirements differ based on application, why not rent your water heaters?

All of our Rental and Service plans include 24/7 Service coverage, protecting your entire facility from hot water

outages, 365 days a year...



Water heaters, softeners & other accessories.

> Rates Vary by equipment

We provide your new equipment, your plumber installs it.

Our budget-friendly monthly fee INCLUDES:

Equipment

No upfront equipment costs – it's all part of the package!

24/7 Service, Parts & Labor

Call 1-800-356-1444 for emergency water heater service, day or night.

Water Heater Replacement

Whenever your water heater fails, we replace it—fast.

Ongoing support and service

Peace of mind for the long haul.

Premier Rental Plan

Our turn-key option for water heaters, softeners & other accessories.

> Rates Vary by equipment

From start to finish – we've got you covered.

Our budget-friendly monthly fee INCLUDES:

Installation

Our plumber or yours? Either way, the install cost is covered!

Equipment

No upfront equipment costs – it's all part of the package!

24/7 Service, Parts & Labor

Call 1-800-356-1444 for emergency water heater service, day or night.

Water Heater Replacement

Whenever your water heater fails, we replace it—fast.

Ongoing support and service

Peace of mind for the long haul.

24/7 Service Plan

Your water heater - our trusted service protection.

\$30-45 monthly

You provide the water heater, we provide the 24/7 service.

Our budget-friendly monthly fee INCLUDES:

24/7 Service, Parts & Labor

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When your own water heater fails (& it will, because it's mechanical), easily upgrade to a water heater rental plan and we'll replace it—fast.

Ongoing support and service

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Our Products

Negative Pressure Wound Therapy Equipment
Sleep Therapy Equipment
Respiratory Equipment
Oxygen Equipment



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Fax: 866-296-7913