



# Quarterly Business Partner Showcase

June 15, 2018

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,

A handwritten signature in black ink that reads 'John'.

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

# ELITE, PRIME, SELECT AND GOLD BUSINESS PARTNERS

## ELITE BUSINESS PARTNERS

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Laurie Jochmann  
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www.navigatorgpo.com

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theresa.lang@specializedmed.com  
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www.energyperformancelighting.com

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(414) 750-2523  
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**Nasco, Inc.**  
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www.amtwoundcare.com

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www.drylocktechnologies.com

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www.integraequipment.com

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kraemerbrothers.com

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www.makingeducationpossible.com

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www.mfsewi.com

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www.mjcare.com

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www.mmicgroup.com

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(866) 682-5454  
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lindsey.foss@mobilexusa.com  
www.mobilexusa.com

**New Horizon Foods**

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amy@newhorizonfoods.com  
www.newhorizonfoods.com

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St. Paul, MN 55104  
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mbadenhoff@nwrespiratory.com  
www.nwrespiratory.com

**Nutrition Care Systems, Inc.**

8770 W. Bryn Mawr Avenue  
Chicago, IL 60631  
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l Stewart@nutritioncaresystems.com  
www.nutritioncaresystems.com

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Eric Palm  
eric.palm@omnicare.com  
www.omnicare.com

**Pathway Health Services, Inc.**

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stacy.jones@pathwayhealth.com  
www.pathwayhealth.com

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rene.flis@rehabcare.com  
www.rehabcare.com

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www.rfsdelivers.com

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www.reliant-rehab.com

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jodi.brezenski@sanofi.com  
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therment@selectrehab.com  
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# YOUR GO-TO EXPERT FOR POST-ACUTE & SENIOR CARE



**Management**



**Strategy**



**Revenue Cycle**



**Operational  
Performance**



**Value-Based  
Transformation**



**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.

# 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:**

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



Management



Strategy



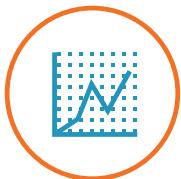
Revenue Cycle



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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.

MINIMUM DATA SET (MDS) - Version 3.0  
RESIDENT ASSESSMENT AND CARE SCREENING  
Nursing Home Comprehensive (NC) Version 1.14.1 Effective 10/01/2016

# INTERIM MDS COORDINATORS

## Section A

### Identification Information

#### A0050. Type of Record

Enter Code

1. Add new record → Continue to A0100, Facility Provider Numbers
2. Modify existing record → Continue to A0100, Facility Provider Numbers
3. Inactivate existing record → Skip to X0150, Type of Provider

# Available

#### A0100. Facility Provider Numbers

- **No assignment is too short or too long:**
- A. National Provider Identifier (NPI):
- One week to several months/Full time or Part time
- B. CMS Certification Number (CCN):
- **Experienced RN's Licensed in WI and MN with greater than 10 years MDS experience**
- C. State Provider Number:

#### A0200. Type of Provider

Enter Code

Type of provider

1. Nursing home (SNF/NF)
2. Swing Bed

- **Current AANAC RAC-CT certified**
- **ICD-10 CM Trained**

#### A0310. Type of Assessment

Enter Code

- A. Federal OBRA Required Assessments -  
01. Admission assessment (required by day 1-4)  
02. Quarterly review assessment  
03. Annual assessment  
04. Significant change in status assessment  
05. Significant correction to prior comprehensive assessment  
06. Significant correction to prior quarterly assessment  
99. None of the above



**Your answer to clinical,  
operational, billing and  
reimbursement questions**

Enter Code

**5343 North 118<sup>th</sup> Court Milwaukee WI 53225**

**800-786-3656 ext. 1217 Theresa Lang**

Enter Code

0. No
1. Start of therapy assessment
2. End of therapy assessment
3. Both Start and End of therapy assessment
4. Change of therapy assessment

Enter Code

**800-786-2656 ext. 1219 Mary Petersen**

0. No
1. Yes

- E. Is this assessment the first assessment (OBRA, Scheduled PPS, or Discharge) since the most recent admission/entry or reentry?

A0310 continued on next page



AMERICAN  
DATA



# Fly Above Regulations

Quality EMR software that can be tailored to individual facilities or organizations.

Flexibility allows facilities and their caregivers to focus on the resident, rather than the minimal standards of law.



For a FREE Demonstration Call  
**1.800.464.9942**

## 01 CHOOSE Your Hosting

Host Locally or on the Cloud with forever access

## 02 CONTROL Your Workflow

You choose the workflow menus to fit your policies and procedures

## 03 CREATE Your Own Care

Change the system to meet your needs and goals as to screen presentations and reports

## 04 DETERMINE Your Price

Go to [www.american-data.com](http://www.american-data.com) and determine your price today!

# We Make it Simple & Personal. As Easy As 1-2-3-4.

01

## CHOOSE Your Own 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.



02

## 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.

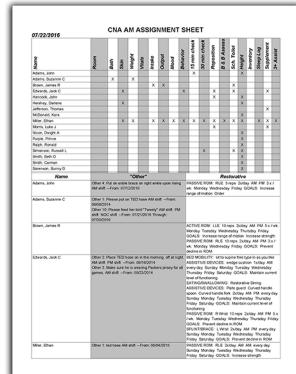


03

## 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

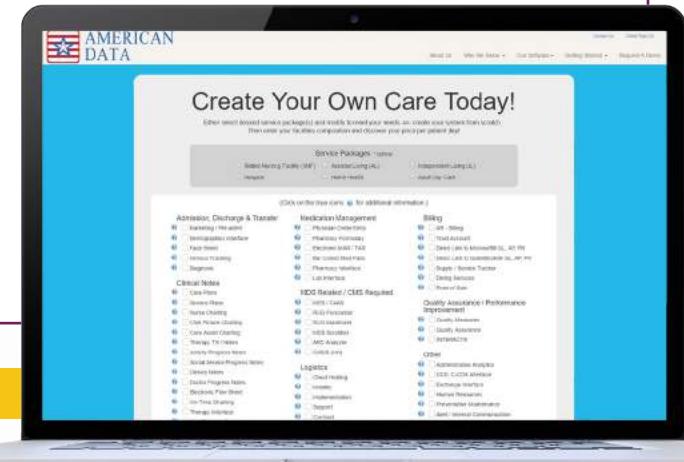
are limitless in order to drastically reduce the need to type everything while at the same time prompting the user to be all inclusive and accurate. This limitless library of terms and statements also becomes the foundation of a limitless QA/data-mining capability with a push of a button in order to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



04

## 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 served 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.





## MatrixCare for Skilled Nursing Facilities

MatrixCare® is the easy-to-use, integrated clinical and financial software system that improves clinical outcomes and maximizes provider performance.

**MatrixCare®**  
Integrated Care. Better Outcomes.



## 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.

*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



## 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.



# 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®

## MatrixCare

10900 Hampshire Avenue South, Suite 100  
Bloomington, MN 55438

**Call 866.469.3766 to Learn More — or visit [matrixcare.com](http://matrixcare.com)**

### About MatrixCare

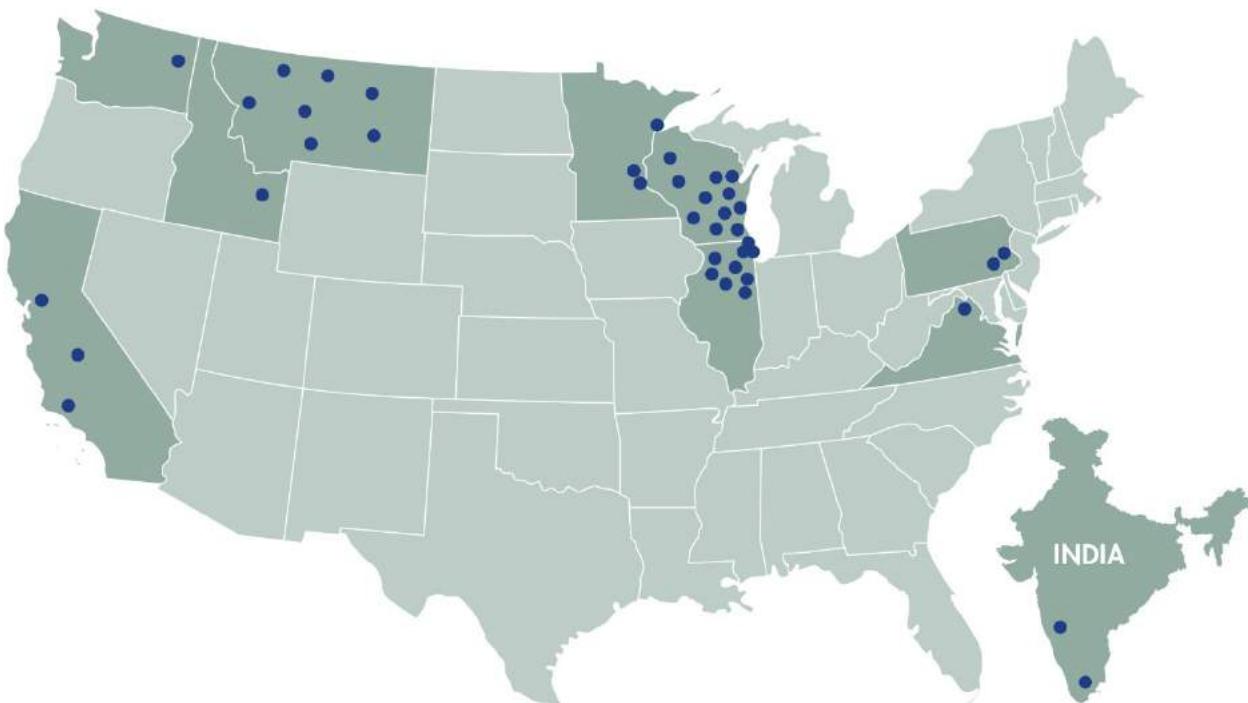
MatrixCare solutions have powered the long term care continuum for over 30 years. MatrixCare is the largest LTPAC technology provider in the US and the first to offer a true full-spectrum solution. Used in more than 12,000 facility-based care settings and 2,000 home care and home health agency locations, 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](http://www.matrixcare.com) for more information.

# Professional Senior Living Services



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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.
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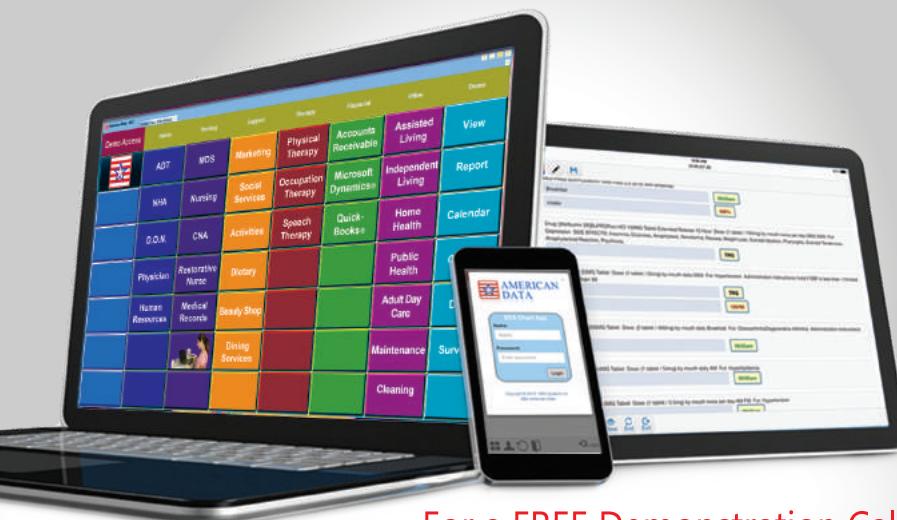
AMERICAN  
DATA



# Fly Above Regulations

Quality EMR software that can be tailored to individual facilities or organizations.

Flexibility allows facilities and their caregivers to focus on the resident, rather than the minimal standards of law.



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## 01 CHOOSE Your Hosting

Host Locally or on the Cloud with forever access

## 02 CONTROL Your Workflow

You choose the workflow menus to fit your policies and procedures

## 03 CREATE Your Own Care

Change the system to meet your needs and goals as to screen presentations and reports

## 04 DETERMINE Your Price

Go to [www.american-data.com](http://www.american-data.com) and determine your price today!

# We Make it Simple & Personal. As Easy As 1-2-3-4.

01

## CHOOSE Your Own 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.



02

## 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.

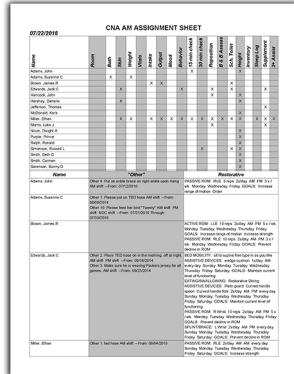


03

## 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

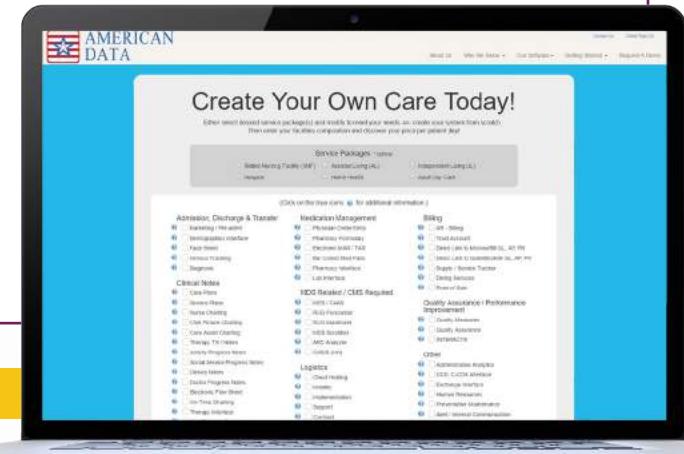
are limitless in order to drastically reduce the need to type everything while at the same time prompting the user to be all inclusive and accurate. This limitless library of terms and statements also becomes the foundation of a limitless QA/data-mining capability with a push of a button in order to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



04

## 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 served 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.



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



**Management**



**Strategy**



**Revenue Cycle**



**Operational  
Performance**



**Value-Based  
Transformation**



**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.



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.



### 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

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- Excellent Reputation
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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:

Emily Nelson  
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



# REQUIREMENTS OF PARTICIPATION: PHASE II

PREPARATION | MOCK SURVEY | P&P MANUAL | TRAINING | PRODUCTS & TOOLS

## Requirements of 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>	State & Local Advocacy Organizations Medicare & Medicaid Eligibility Information Aging & Disability Resource Centers Medicaid Fraud Control Unit Visitation – Access and Policy Reporting Crimes				
<b>Abuse, Neglect, and Exploitation</b>					
<b>Admission, Transfer, Discharge</b>	Transfer and Discharge Documentation				
<b>Person Centered Care Planning</b>	Baseline Care Plan				
<b>Nursing Services</b>	<b>Facility Resource Assessment:</b> Nursing Staffing Competencies and Skills				
<b>Behavioral Health Services</b>	Education and Programming for behavioral health Sufficient staff Staff Competency Nonpharmacological interventions Specialized Services Dementia Services				
<b>Pharmacy Services</b>	Medical Chart Review Psychotropic Drugs				
<b>Dental Services</b>	Policy on loss or damaged dentures Referral for dental appointment; Assist w/appt.				
<b>Food and Nutrition Services</b>	<b>Facility Resource Assessment:</b> Dietary Staffing Ethnic, cultural, religious preferences				
<b>Administration</b>	Develop a Facility Resource Assessment				
<b>Infection Control</b>	<b>Facility Resource Assessment:</b> Incorporate Infection Control Antibiotic Stewardship Program				
<b>Physical Environment</b>	Smoking Policy				
<b>QAPI</b>	Initial QAPI Plan				

Pathway Health experts are available to assist with **Requirements of Participation (RoP)** preparation, education, Mock Survey, Policy & Procedure Manual, resources, and more!

Keep focused in the right direction. Contact Pathway Health.

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





# REQUIREMENTS OF PARTICIPATION

PREPARATION | MOCK SURVEY | P&P MANUAL | TRAINING | PRODUCTS & TOOLS

Keep Focused In  
The Right Direction



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

This expansive **Final Rule (Requirements of 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 Final 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.

- Onsite Preparation Assistance
- Mock Survey for Phase I and Phase II
- Policy & Procedure Manual
- Webinars
- Train & Tool Series
- Classroom and Customized Training Options
- And More!

Need assistance in customizing the policies, training, and tools for your organization?  
Contact [consult@pathwayhealth.com](mailto:consult@pathwayhealth.com) to learn more.

Keep focused in the right direction. Contact Pathway Health.

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





## A Perfect 4.0 GPA!

**Poppy CPA**



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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[www.poppycpa.com](http://www.poppycpa.com)  
[barb@poppycpa.com](mailto:barb@poppycpa.com)

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

MINIMUM DATA SET (MDS) - Version 3.0  
RESIDENT ASSESSMENT AND CARE SCREENING  
Nursing Home Comprehensive (NC) Version 1.14.1 Effective 10/01/2016

# INTERIM MDS COORDINATORS

## Section A

### Identification Information

#### A0050. Type of Record

Enter Code

1. Add new record → Continue to A0100, Facility Provider Numbers
2. Modify existing record → Continue to A0100, Facility Provider Numbers
3. Inactivate existing record → Skip to X0150, Type of Provider

# Available

#### A0100. Facility Provider Numbers

- **No assignment is too short or too long:**
- A. National Provider Identifier (NPI):
- One week to several months/Full time or Part time
- B. CMS Certification Number (CCN):
- **Experienced RN's Licensed in WI and MN with greater than 10 years MDS experience**
- C. State Provider Number:

#### A0200. Type of Provider

Enter Code

Type of provider

1. Nursing home (SNF/NF)
2. Swing Bed

- **Current AANAC RAC-CT certified**
- **ICD-10 CM Trained**

#### A0310. Type of Assessment

Enter Code

- A. Federal OBRA Required Assessments -  
01. Admission assessment (required by day 1-4)  
02. Quarterly review assessment  
03. Annual assessment  
04. Significant change in status assessment  
05. Significant correction to prior comprehensive assessment  
06. Significant correction to prior quarterly assessment  
99. None of the above



**Your answer to clinical,  
operational, billing and  
reimbursement questions**

Enter Code

**5343 North 118<sup>th</sup> Court Milwaukee WI 53225**

**800-786-3656 ext. 1217 Theresa Lang**

Enter Code

0. No
1. Start of therapy assessment
2. End of therapy assessment
3. Both Start and End of therapy assessment
4. Change of therapy assessment

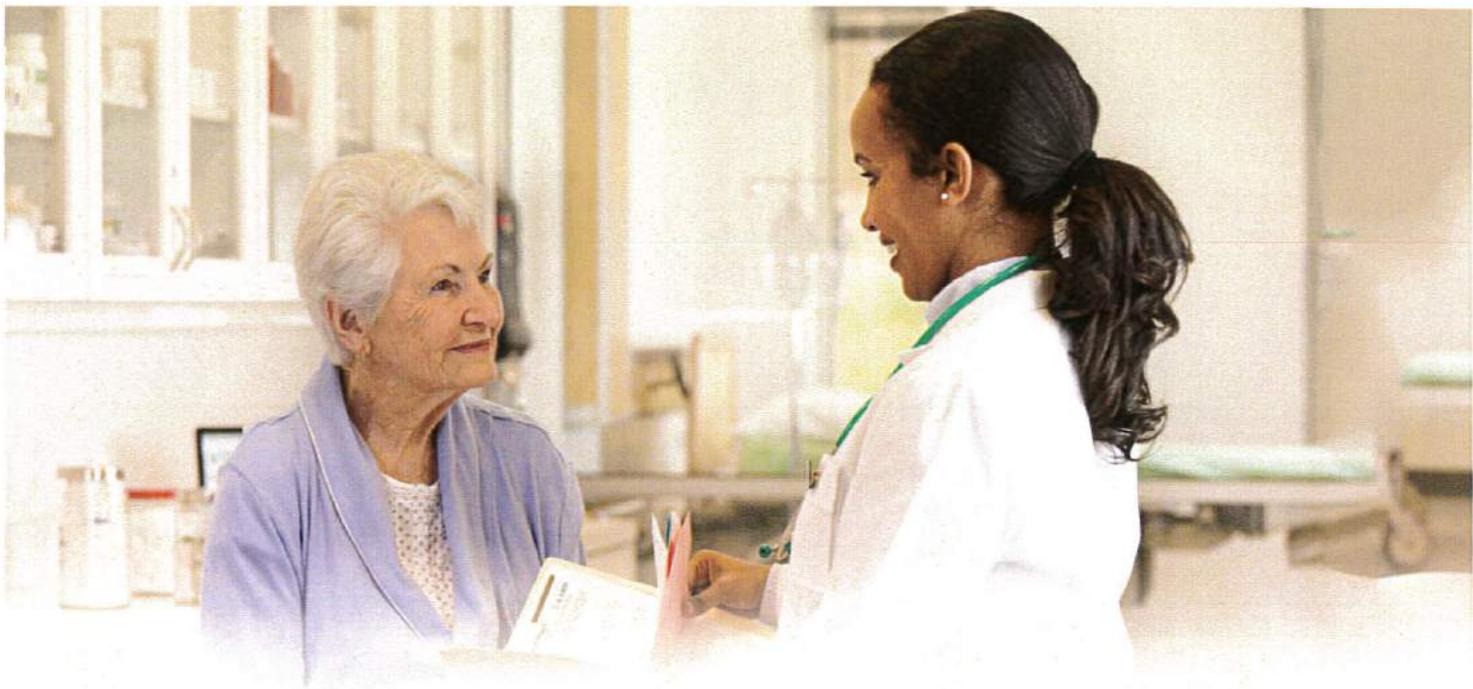
Enter Code

**800-786-2656 ext. 1219 Mary Petersen**

0. No
1. Yes

- E. Is this assessment the first assessment (OBRA, Scheduled PPS, or Discharge) since the most recent admission/entry or reentry?

A0310 continued on next page



## 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](http://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.

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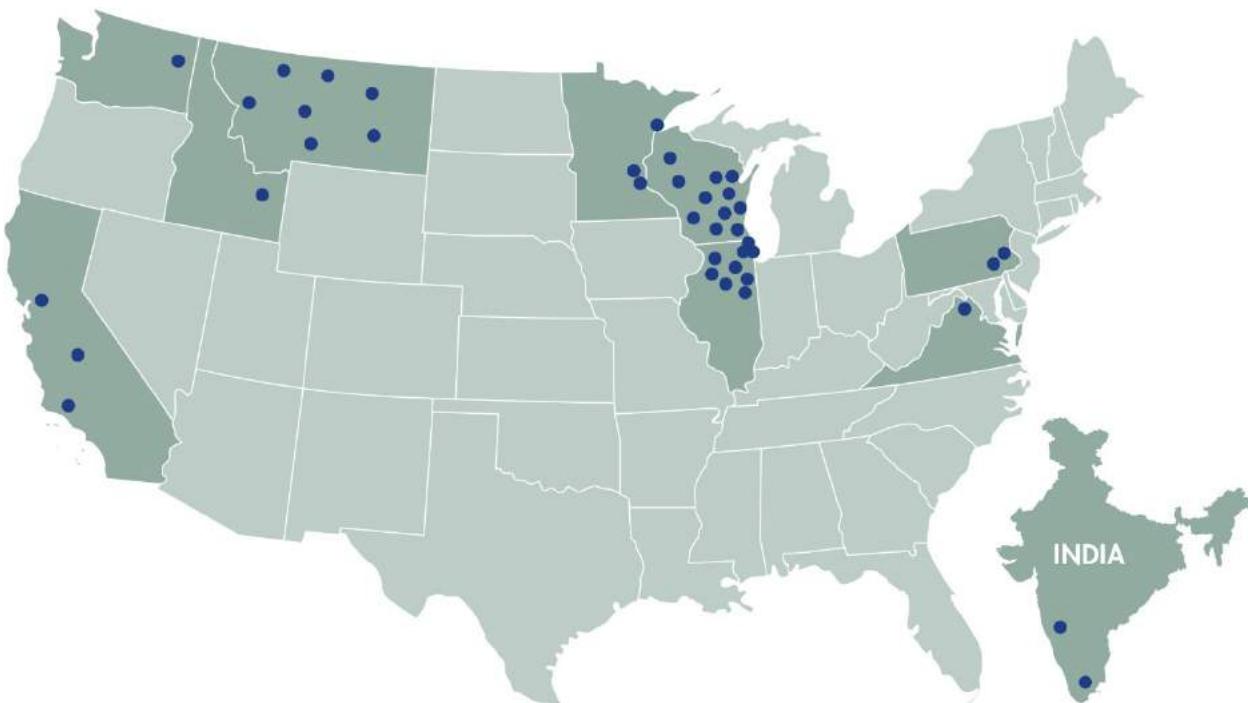
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# Professional Senior Living Services



**WIPFLI**  
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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Receiving the Gold Seal of Approval® means our standards are aligned with the high standards of The Joint Commission. This means you can rest assured that your patients will be taken care of in the best possible way.



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Dynamic Mobile Imaging is your premiere provider of digital diagnostic services. We are here for you 24/7, 365 days a year. Call and talk to a live person. All technologists are licensed and registered in their specialty, which means you have the best working with you. We are 100% digital, which means your results are processed quickly. Plus you can view images on-site. We can help you avoid readmissions while saving time and money.



d/b/a of Gordian Medical Inc.



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

**AMERICAN MEDICAL TECHNOLOGIES**, AMT, is the leading independent provider of wound care solutions for Long Term Care facilities in the United States.

We have been providing quality wound care programs since 1994 and currently service residents in over 4,600 facilities nationwide. Our wound care program is designed to help your facility and staff in four key ways:

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

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

## Education

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

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

## Clinical Expertise

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

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

## Wound Care Products

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

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

PROUD CHAMPION OF:



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

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## Staff education. It's part of business.

CE Solutions' learning management system offers a system focused on senior care needs.



**72%**  
of companies believe that online learning provides a **COMPETITIVE EDGE**.

*Source: CertifyMe.net*



Every **\$1** invested in online training results in **\$30** in productivity.

*Source: IBM study*



Online learning **increases retention rates 25% TO 60%.**

*Source: The Research Institute of America*



*We Train Your Brain!*



**Contact Deb Martin**  
[debm@discovercesolutions.com](mailto:debm@discovercesolutions.com)  
855.874.6930

**CE SOLUTIONS**



# REQUIREMENTS OF PARTICIPATION: PHASE II

PREPARATION | MOCK SURVEY | P&P MANUAL | TRAINING | PRODUCTS & TOOLS

## Requirements of 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>	State & Local Advocacy Organizations Medicare & Medicaid Eligibility Information Aging & Disability Resource Centers Medicaid Fraud Control Unit Visitation – Access and Policy Reporting Crimes				
<b>Abuse, Neglect, and Exploitation</b>					
<b>Admission, Transfer, Discharge</b>	Transfer and Discharge Documentation				
<b>Person Centered Care Planning</b>	Baseline Care Plan				
<b>Nursing Services</b>	<b>Facility Resource Assessment:</b> Nursing Staffing Competencies and Skills				
<b>Behavioral Health Services</b>	Education and Programming for behavioral health Sufficient staff Staff Competency Nonpharmacological interventions Specialized Services Dementia Services				
<b>Pharmacy Services</b>	Medical Chart Review Psychotropic Drugs				
<b>Dental Services</b>	Policy on loss or damaged dentures Referral for dental appointment; Assist w/appt.				
<b>Food and Nutrition Services</b>	<b>Facility Resource Assessment:</b> Dietary Staffing Ethnic, cultural, religious preferences				
<b>Administration</b>	Develop a Facility Resource Assessment				
<b>Infection Control</b>	<b>Facility Resource Assessment:</b> Incorporate Infection Control Antibiotic Stewardship Program				
<b>Physical Environment</b>	Smoking Policy				
<b>QAPI</b>	Initial QAPI Plan				

Pathway Health experts are available to assist with **Requirements of Participation (RoP)** preparation, education, Mock Survey, Policy & Procedure Manual, resources, and more!

Keep focused in the right direction. Contact Pathway Health.

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





# REQUIREMENTS OF PARTICIPATION

PREPARATION | MOCK SURVEY | P&P MANUAL | TRAINING | PRODUCTS & TOOLS

Keep Focused In  
The Right Direction



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

This expansive **Final Rule (Requirements of 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 Final 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.

- Onsite Preparation Assistance
- Mock Survey for Phase I and Phase II
- Policy & Procedure Manual
- Webinars
- Train & Tool Series
- Classroom and Customized Training Options
- And More!

Need assistance in customizing the policies, training, and tools for your organization?  
Contact [consult@pathwayhealth.com](mailto:consult@pathwayhealth.com) to learn more.

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





# SAEnCompass

Complete Electronic Health Record



## We've got something better.

*Work as an Interdisciplinary Team*

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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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*Specialists in Health Care Communications*

MINIMUM DATA SET (MDS) - Version 3.0  
RESIDENT ASSESSMENT AND CARE SCREENING  
Nursing Home Comprehensive (NC) Version 1.14.1 Effective 10/01/2016

# INTERIM MDS COORDINATORS

## Section A

### Identification Information

#### A0050. Type of Record

Enter Code

1. Add new record → Continue to A0100, Facility Provider Numbers
2. Modify existing record → Continue to A0100, Facility Provider Numbers
3. Inactivate existing record → Skip to X0150, Type of Provider

# Available

#### A0100. Facility Provider Numbers

- **No assignment is too short or too long:**
- A. National Provider Identifier (NPI):
- One week to several months/Full time or Part time
- B. CMS Certification Number (CCN):
- **Experienced RN's Licensed in WI and MN with greater than 10 years MDS experience**
- C. State Provider Number:

#### A0200. Type of Provider

Enter Code

Type of provider

1. Nursing home (SNF/NF)
2. Swing Bed

- **Current AANAC RAC-CT certified**
- **ICD-10 CM Trained**

#### A0310. Type of Assessment

Enter Code

- A. Federal OBRA Required Assessments -  
01. Admission assessment (required by day 1-4)  
02. Quarterly review assessment  
03. Annual assessment  
04. Significant change in status assessment  
05. Significant correction to prior comprehensive assessment  
06. Significant correction to prior quarterly assessment  
99. None of the above



**Your answer to clinical,  
operational, billing and  
reimbursement questions**

Enter Code

**5343 North 118<sup>th</sup> Court Milwaukee WI 53225**

**800-786-3656 ext. 1217 Theresa Lang**

Enter Code

0. No
1. Start of therapy assessment
2. End of therapy assessment
3. Both Start and End of therapy assessment
4. Change of therapy assessment

Enter Code

**800-786-2656 ext. 1219 Mary Petersen**

0. No
1. Yes

- E. Is this assessment the first assessment (OBRA, Scheduled PPS, or Discharge) since the most recent admission/entry or reentry?

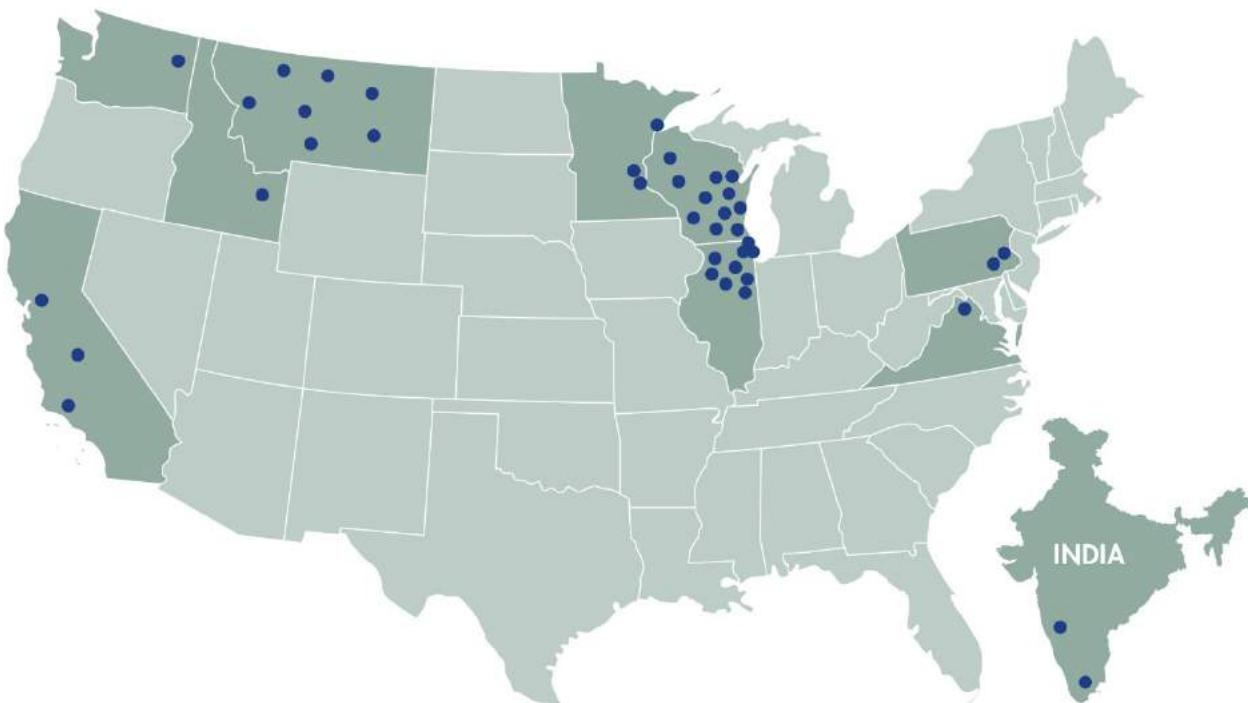
A0310 continued on next page

# Professional Senior Living Services



**WIPFLI**  
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

---

- **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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**Reduce Falls**

**Reduce Energy Costs**

**Upgrade your look**



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243 Bonnie Road  
Cottage Grove, WI 53527

# 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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## Fueling Senior Living Success Stories

Your commitment to serving America's seniors is what drives our passion for creating new, innovative solutions for your toughest challenges. From creating amazing environments and improving care and outcomes to optimizing building operations and streamlining procurement, rely on Direct Supply to help you push Senior Living forward.

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SUPPLY**  
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## 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.
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**Julie Tindal, Regional Sales Manager**

**Cell: 715.410.2555**

**E-mail: [jtindal@apollobath.com](mailto:jtindal@apollobath.com)**



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Your commitment to serving America's seniors is what drives our passion for creating new, innovative solutions for your toughest challenges. From creating amazing environments and improving care and outcomes to optimizing building operations and streamlining procurement, rely on Direct Supply to help you push Senior Living forward.



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Annual In-Service Training for SNF Staff  
Portable Liquid Oxygen Units (up to 15 lpm)  
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## LAKESHORE RESPIRATORY HAS ONE TELEPHONE NUMBER FOR EVERYTHING!

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Email: [danielhaile@hotmail.com](mailto:danielhaile@hotmail.com)

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All of our **Rental and Service plans** include 24/7 Service coverage, protecting your entire facility from hot water outages, 365 days a year...



## Standard Rental Plan

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

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

### Easily Upgrade for Replacement

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

Your equipment stays protected for the long haul.

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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*

EquityTap® is a trademark of Lancaster Pollard Holdings, LLC.



## A Perfect 4.0 GPA!

**Poppy CPA**



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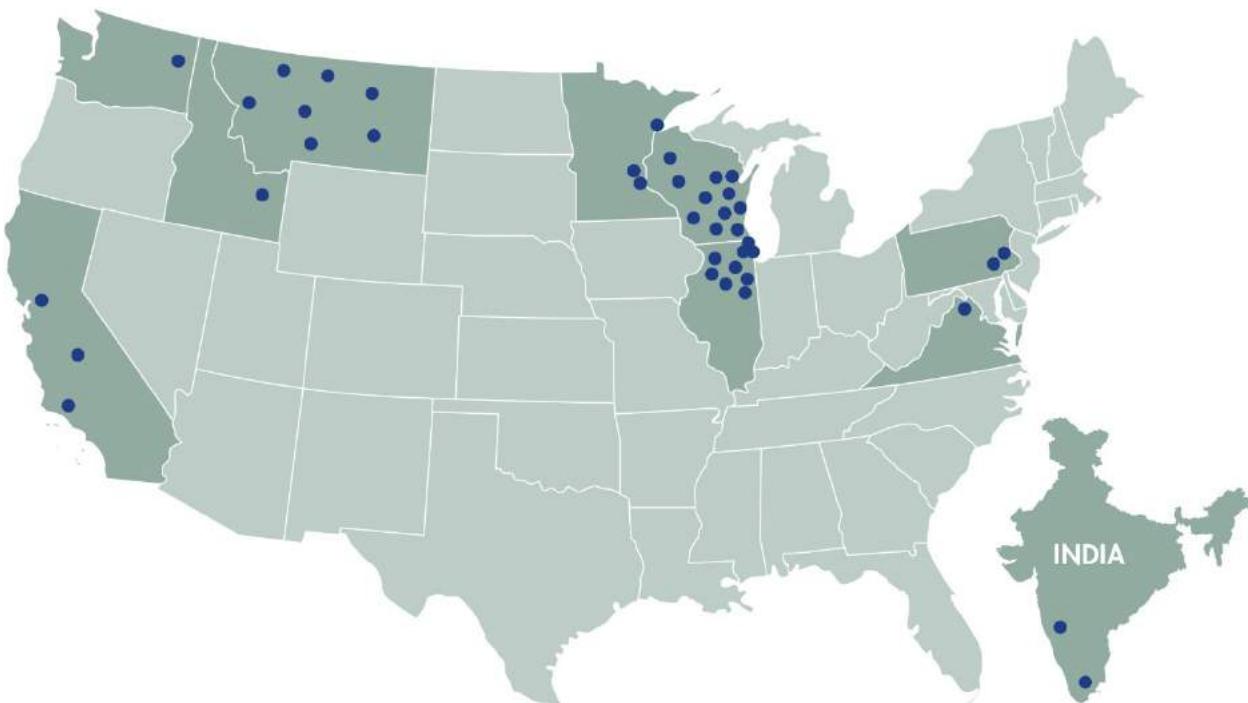
816 Church Street  
Wis Dells, WI 53965  
(608) 253-2100  
Fax 253-2729

# Professional Senior Living Services



**WIPFLI**  
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

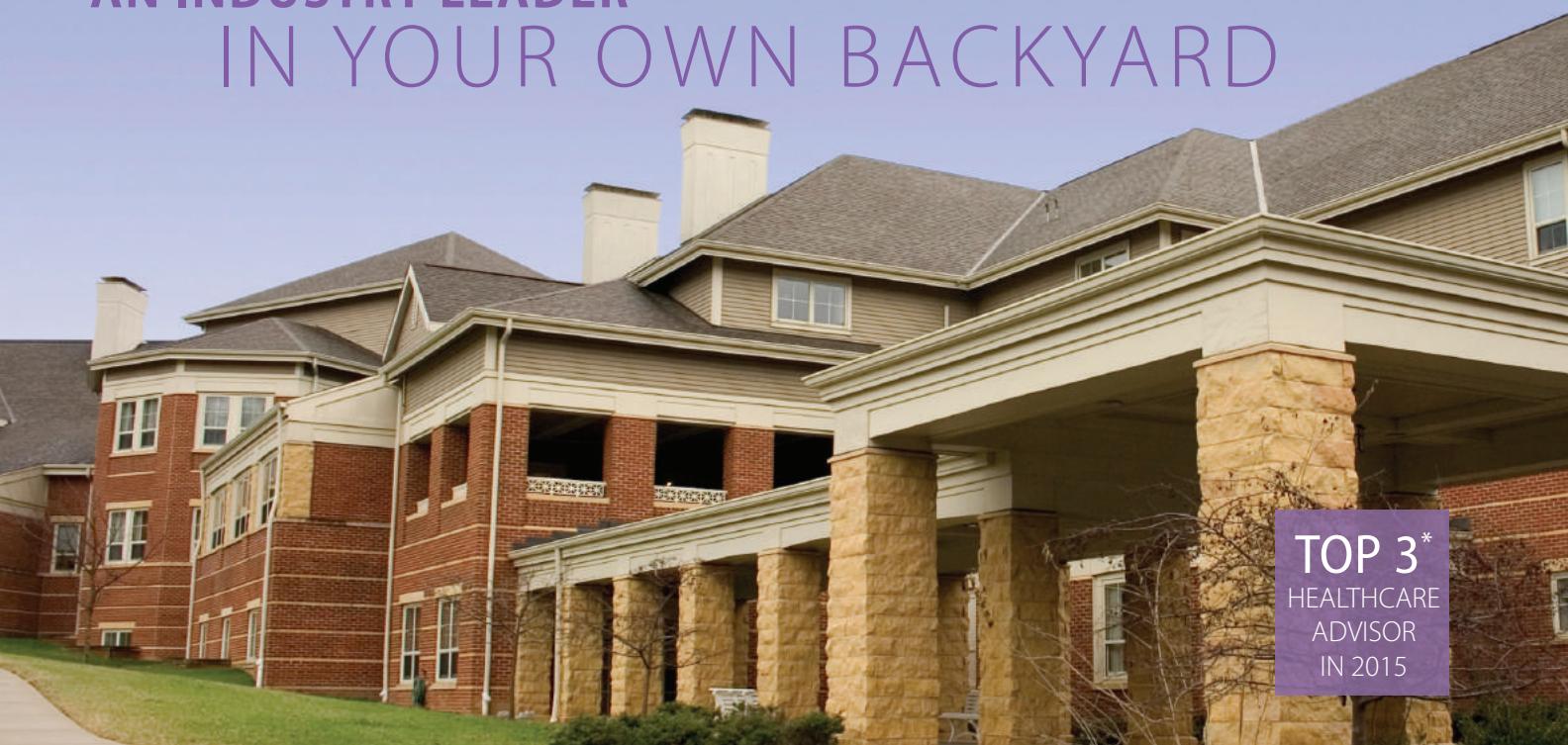
- Wipfli's health care industry group has deep experience in the market. We have over 1,700 health care clients, including hospitals, nursing homes, assisted living organizations, and physician practices in 48 states and 100 health care professionals, including 17 partners. Our industry-focused approach 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.

### NICK GLAISNER

SENIOR VICE PRESIDENT  
877 245 5840  
nglaisner@ziegler.com

735 North Water Street  
Suite 1000  
Milwaukee, WI 53202

### 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



**Ziegler**  
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## Fueling Senior Living Success Stories

Your commitment to serving America's seniors is what drives our passion for creating new, innovative solutions for your toughest challenges. From creating amazing environments and improving care and outcomes to optimizing building operations and streamlining procurement, rely on Direct Supply to help you push Senior Living forward.

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SUPPLY**  
DirectSupply.com

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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)**

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## Cost-Savings from SPS/Intalere



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# Manage Your Non-Labor Spend with Shared Purchasing Solutions

Transform your long-term care facility's operational health with Shared Purchasing Solutions (SPS)!

An affiliate of Intalere—a leading healthcare Group Purchasing Solutions (GPO)—we leverage the purchasing power of members to enhance your



financial and operational effectiveness through targeted non-labor expense categories.

Our contract portfolio includes competitive pricing on the products and services you use everyday—from the suppliers you trust and emerging innovators.

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# ST. CROIX HOSPICE

*At St. Croix Hospice, we believe that moments of joy can be found through meaningful experiences, even in challenging times.*

## ***Individualized Approach to Care***

Our highly skilled and compassionate team will tailor care and comfort according to your unique preferences. With St. Croix Hospice, there is no need for pain to go unmanaged or loved ones to go without support. When the time is right, we are here to provide you, your family, and primary caregivers with dignity, privacy, and respect.

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### **IN THIS BROCHURE**

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#### ***Hospice Care Team***

Learn more about the services offered through our exceptional care team

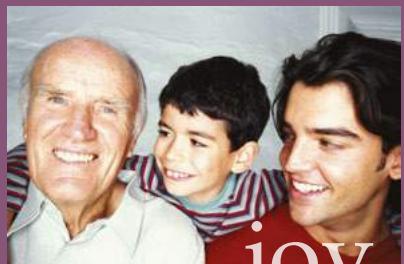
#### ***Questions***

Answers to your frequently asked questions

#### ***Contact***

Our company values and information on how to contact the branch nearest you.

*Finding joy in the journey...*



joy

## Hospice Care Team

The Hospice Care Team will work under the direction of your family physician to develop a plan of care that meets your unique goals, and they will closely coordinate visits that are right for you. With St. Croix Hospice, you choose how each hospice team member can assist you in the care you request.

**"When you put your hand in a flowing stream, you touch the last that has gone before and the first of what is still to come."**

— LEONARDO DA VINCI

### NURSING SERVICES

The hospice nurse makes regularly scheduled visits to provide expert pain management and symptom control techniques, as well as ongoing teaching regarding disease progression. Throughout your hospice experience, the nurse will keep your primary physician informed of your condition.

### HOSPICE AIDE SERVICES

Hospice aides provide assistance with personal cares such as: companionship, light homemaking services, grooming and bathing.

### VOLUNTEER SERVICES

Hospice volunteers are a vital part of the Hospice Care Team. They serve as helping hands, companions and attentive listeners.

### NUTRITIONAL COUNSELING

The hospice Registered Dietitian and Registered Nurse can provide you and your family with consultation to assist in developing a specific nutritional plan of care. This could include: diet modification, weight loss, oral intake concerns, wound management, swallowing difficulties, tube feeding interventions, bowel concerns, and feeding techniques.

### THERAPIES

For comfort, therapies are provided as directed by your individualized plan of care. This could include: physical, occupational, speech, music or massage therapy.

### EMOTIONAL & SPIRITUAL SUPPORT

Social Workers are available for emotional support and counseling. They also provide assistance with financial concerns, funeral planning, transfer between care environments and many other resources. Social Workers evaluate the need for support or resources and can facilitate connection and communication with community agencies as needed.

Chaplains are trained to provide emotional and spiritual support to all people, helping navigate the unknown waters at the end of life.

hope

# journey



## We are committed.

- We will empower your voice to be heard on the journey from life to death.
- Quality of life and quality care are the highest priorities.
- Your care is defined by your goals.
- We will coordinate care closely with your physician and pharmacy of choice.
- We will respond to your needs promptly as they arise.
- You have access to the hospice team 24/7 for admissions, regularly scheduled visits, or unplanned critical situations (evenings, weekends, and holidays are included).



## Questions

### **WHO IS ELIGIBLE FOR HOSPICE?**

Persons eligible for hospice include individuals who have a life threatening illness or injury, have the consent of their family physician, and have decided that comfort care is their wish.

### **WHO CAN BENEFIT FROM HOSPICE CARE?**

Hospice is for patients with ANY illness or injury that causes a shortened life expectancy. Hospice offers support to the families and primary caregivers of those patients as well.

### **WHEN IS IT TIME FOR HOSPICE?**

It is never too early to ask about hospice care. Patients and families are eligible when treatments for a cure are no longer successful. We encourage patients and their families to come to us early. There is no need for pain to go unmanaged or for people to struggle without support.

### **WILL PATIENTS HAVE TO CHANGE DOCTORS?**

No – St. Croix Hospice ensures open communication and care coordination with the patient's current family physician, and any affiliated health system of the patient's choosing.

### **WHERE IS HOSPICE CARE PROVIDED?**

Hospice care is provided wherever patients call home.

### **WHO PAYS FOR HOSPICE CARE?**

Medicare, Medicaid, and many private insurances have a hospice benefit. At St. Croix Hospice, no one is turned away due to inability to pay.

## *Finding joy in the journey...*

Hospice is a healthcare program focused on improving quality of life and comfort for patients living with advanced illness, their caregiver(s), and families.

Hospice provides pain and symptom relief, medical attention, and emotional and spiritual support from an experienced and compassionate hospice clinical team. In addition to managing a patient's physical comfort, the hospice team also provides emotional support to caregiver(s) and family.

Another benefit to choosing hospice is that care can be provided any place that a hospice patient may consider their home.

### ***Vision***

St. Croix Hospice will raise the standard of quality care provided to the patients and families that we serve by our commitment to the growth and development of the team.

### ***Mission***

St. Croix Hospice will provide the highest quality hospice services to those affected by a life-limiting illness.

### ***Values***

Gratitude | Integrity | Compliance  
Accountability | Achievement

# ST. CROIX HOSPICE

To be connected with the nearest St. Croix Hospice branch,  
please call us toll free at

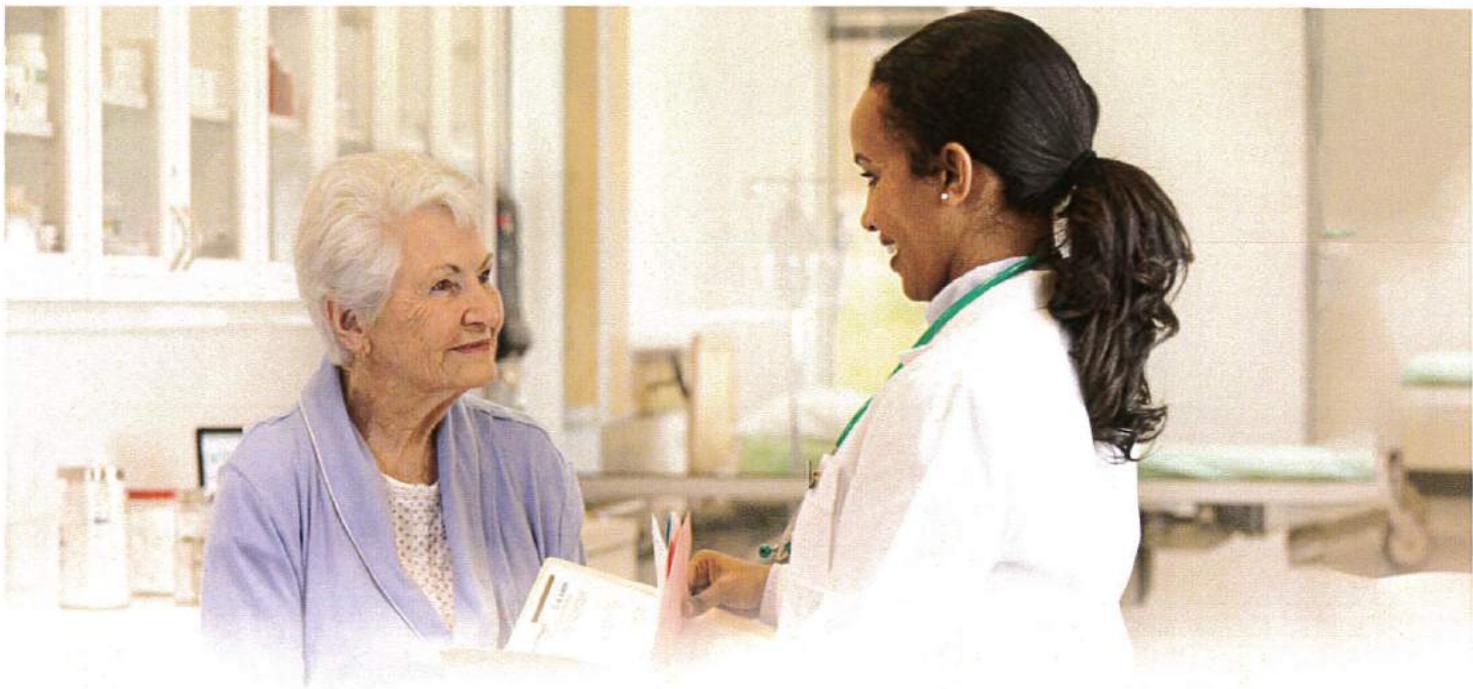
855.278.2764

[StCroixHospice.com](http://StCroixHospice.com)

*Learn more • Ask a question • Connect*



Patient services are provided without regard to race, color, religion, age, gender, sexual orientation, disabilities (mental or physical), communicable disease, national origin, or ability to pay.



## 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](http://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.

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Advantage™ Seated Bathing System with Rapid Fill™ Reservoir



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

Essence™ Spa Side-Entry  
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:  
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• 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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Insurance is freedom from worry. M3 is freedom from worrying about insurance. Whether you need help with risk management, benefit plans or property and casualty protection, we study your business and put the right solutions in place. So you can focus on what you do best. It's the freedom to move your business forward, and it's just a call or click away.  
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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)

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**Please contact our Senior Living Specialist:**

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

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**Revenue Cycle**



**Operational  
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**Value-Based  
Transformation**



**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.



# REQUIREMENTS OF PARTICIPATION: PHASE II

PREPARATION | MOCK SURVEY | P&P MANUAL | TRAINING | PRODUCTS & TOOLS

## Requirements of 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>	State & Local Advocacy Organizations Medicare & Medicaid Eligibility Information Aging & Disability Resource Centers Medicaid Fraud Control Unit Visitation – Access and Policy Reporting Crimes				
<b>Abuse, Neglect, and Exploitation</b>					
<b>Admission, Transfer, Discharge</b>	Transfer and Discharge Documentation				
<b>Person Centered Care Planning</b>	Baseline Care Plan				
<b>Nursing Services</b>	<b>Facility Resource Assessment:</b> Nursing Staffing Competencies and Skills				
<b>Behavioral Health Services</b>	Education and Programming for behavioral health Sufficient staff Staff Competency Nonpharmacological interventions Specialized Services Dementia Services				
<b>Pharmacy Services</b>	Medical Chart Review Psychotropic Drugs				
<b>Dental Services</b>	Policy on loss or damaged dentures Referral for dental appointment; Assist w/appt.				
<b>Food and Nutrition Services</b>	<b>Facility Resource Assessment:</b> Dietary Staffing Ethnic, cultural, religious preferences				
<b>Administration</b>	Develop a Facility Resource Assessment				
<b>Infection Control</b>	<b>Facility Resource Assessment:</b> Incorporate Infection Control Antibiotic Stewardship Program				
<b>Physical Environment</b>	Smoking Policy				
<b>QAPI</b>	Initial QAPI Plan				

Pathway Health experts are available to assist with **Requirements of Participation (RoP)** preparation, education, Mock Survey, Policy & Procedure Manual, resources, and more!

Keep focused in the right direction. Contact Pathway Health.



# REQUIREMENTS OF PARTICIPATION

PREPARATION | MOCK SURVEY | P&P MANUAL | TRAINING | PRODUCTS & TOOLS

Keep Focused In  
The Right Direction



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

This expansive **Final Rule (Requirements of 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 Final 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.

- Onsite Preparation Assistance
- Mock Survey for Phase I and Phase II
- Policy & Procedure Manual
- Webinars
- Train & Tool Series
- Classroom and Customized Training Options
- And More!

Need assistance in customizing the policies, training, and tools for your organization?  
Contact [consult@pathwayhealth.com](mailto:consult@pathwayhealth.com) to learn more.

Keep focused in the right direction. Contact Pathway Health.

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**Do you have in-house therapy now and feel that you pay too much for management? Are you paying a percentage of every RUG or MedB to an agency? Have your therapy department work for you and choose Progressive Beginnings to “manage” your in-house rehab program.**

*Stop paying contractor rates for your therapists, give us a call and let's look at your rehab department, how we can cut costs and save you money*



## **Why Choose Progressive Beginnings for your in-house therapy department?**

- Experts in federal and state compliance
- Outpatient growth development
- Quality and outcomes measurement
- Medicare/Medicaid billing abuse prevention
- Clinical training
- Electronic billing and documentation review
- Recruitment and retention support
- On-site in-services and multi-departmental trainings

### **20+ years of Rehab experience with**

- Outpatient therapy and aquatic program development
- Therapy management services
  - SNF/LTC/ALF rehab
  - Pediatric intervention
- Medicare, Wisconsin Medicaid and Commercial Insurances

**We're the partner you've been searching for**

**John Elmendorf**

OTR and Owner

C: 920-917-7104

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

[johnOT@progbeg.com](mailto:johnOT@progbeg.com)



**Seniors and their families are online... are you?**  
**We build websites that attract leads.**

We help you get found online, using:

- Search engine optimization
- Google ads
- Social media marketing
- Bing ads

A previous client, Milestone Senior Living, increased their occupancy by **11.8%** in nine months. They saw a **20x return** on their marketing spend!



**Julie Heil**

Chief Operating Officer at  
Milestone Senior Living

October 28, 2017, Julie was a  
client of Eagan's

Eagan has been excellent in learning about our business, developing success goals, and measuring outcomes. Our company has increased SEO traffic up 50% from March to June and has maintained that traffic, plus we have added another 600-800 website visits from Google AdWords and Bing Ads. In addition, Eagan is tracking calls, emails, contact forms, applications and number of clicks for directions from our website as well as making changes to our website to increase leads.

**(608) 620-0282**

**info@getfoundmadison.com**

## 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.



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.



### 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

Starting at 3:00 p.m. ET (2:00 p.m., CT, 12:00 p.m. PT)

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®**  
<http://www.wcei.net/CME-CE>

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

# INFECTION PREVENTION WEEK

## special webinar series

October 17 – October 21, 2016, 2:30 p.m. ET (1:30 p.m. CT, 11:30 a.m. PT)



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

**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-BC™**

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.**



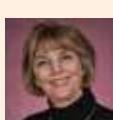
### Weighing Rigid Containers Against Sterilization Wrap in the War on Infections

**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. Handelman, RN, BSN, Med**

Occupational and Environmental Health Consultant

**1 CEU will be provided  
by BD**

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**DELIVER**  
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**EVALUATE**  
Quantitative clinical and financial reports enable proactive interventions.

**IMPROVE**  
Experience a measurable improvement in quality of care and reimbursements, including lower readmissions.

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Reduce hospital readmissions using shift-to-shift clinical reports and **personalized care guidance.**

Gain a competitive edge with **live quality measures** for rapid clinical response and enhanced care delivery.

Ensure **appropriate ADL scoring** and accurate reimbursement with live and daily ADL scores. Know before you submit.

Optimize assessment reference date (ARD) selection with **real-time RUGs III and IV ADL data.**

Leverage existing EMR data—**no duplicate data entry required;** no need to pull multiple reports.

**Monitor MDS entries** to address change in conditions or identify individuals for training.

Avoid extra costs—**no interface required;** no need to build or maintain software bridges.

**TURN DATA INTO INSIGHTS.** Contact your Medline Representative today.

MINIMUM DATA SET (MDS) - Version 3.0  
RESIDENT ASSESSMENT AND CARE SCREENING  
Nursing Home Comprehensive (NC) Version 1.14.1 Effective 10/01/2016

# INTERIM MDS COORDINATORS

## Section A

### Identification Information

#### A0050. Type of Record

Enter Code

1. Add new record → Continue to A0100, Facility Provider Numbers
2. Modify existing record → Continue to A0100, Facility Provider Numbers
3. Inactivate existing record → Skip to X0150, Type of Provider

# Available

#### A0100. Facility Provider Numbers

- **No assignment is too short or too long:**
- A. National Provider Identifier (NPI):
- One week to several months/Full time or Part time
- B. CMS Certification Number (CCN):
- **Experienced RN's Licensed in WI and MN with greater than 10 years MDS experience**
- C. State Provider Number:

#### A0200. Type of Provider

Enter Code

Type of provider

1. Nursing home (SNF/NF)
2. Swing Bed

- **Current AANAC RAC-CT certified**
- **ICD-10 CM Trained**

#### A0310. Type of Assessment

Enter Code

- A. Federal OBRA Required Assessments -  
01. Admission assessment (required by day 1-4)  
02. Quarterly review assessment  
03. Annual assessment  
04. Significant change in status assessment  
05. Significant correction to prior comprehensive assessment  
06. Significant correction to prior quarterly assessment  
99. None of the above



**Your answer to clinical,  
operational, billing and  
reimbursement questions**

Enter Code

**5343 North 118<sup>th</sup> Court Milwaukee WI 53225**

**800-786-3656 ext. 1217 Theresa Lang**

Enter Code

**800-786-2656 ext. 1219 Mary Petersen**

Enter Code

**E. Is this assessment the first assessment (OBRA, Scheduled PPS, or Discharge) since the most recent admission/entry or reentry?**

0. No
1. Yes

**A0310 continued on next page**

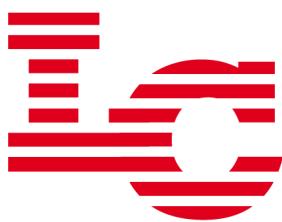


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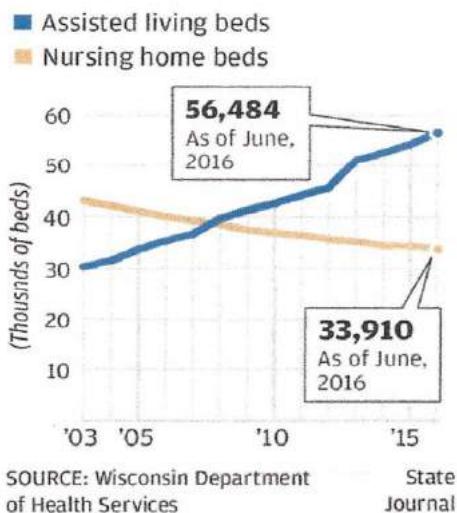
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TRENDS



## Assisted living growth

The number of assisted living beds in Wisconsin has grown steadily since 2003 as the number of nursing home beds has declined.



The Seniors Housing market continues to attract strong investor interest here in Wisconsin and across the country. According to the National Multifamily Housing Council (NMHC), the number of seniors over the age of 75 will increase by 3.2 percent per year, from around 19 million to 26 million by 2025. More importantly, the number of individuals living in seniors housing is projected to increase from 1.7 million to 2.2 million residents in that same time frame.

Demand for seniors housing remains strong, with national occupancies in the high 80's and approaching 90%, despite significant new development according to the National Investment Center for Seniors Housing & Care (NIC). And as the need for seniors housing continues its ascent, rents will follow. Genworth Financial reports that the national median costs in a private pay community is now \$3,750 per month. Median costs for semi-private SNF rooms hit \$7,148 per month while private rooms reached \$8,121 per month nationally.

Property sales transaction volume was strong the last several years and is expected to continue into 2018. As long as we continue to project desirable demographic trends and solid investment returns not seen in other commercial real estate asset types, this can be expected to continue. Of the three major seniors housing property types, assisted living and independent living will generally have lower Cap Rates due not only to an increased amount of revenue related to the real estate as opposed to services and due to having less budgetary issues associated with more private pay revenue. Many Mom-and-pop owners see opportunity to exit the business while prices are still solid and interest rates remain mostly stable.

2018 should be another banner year for all property types including skilled nursing homes, despite some gloom and doom predictions. We have heard that because SNF's are the most labor and operationally intensive; that it relies too much on governmental funding; that it is saddled with the highest level of governmental oversight and regulations; and that it is the type with the oldest average age of its real estate. Despite everything, operators have seen increased cash flows of late as they learn to adapt to new Medicare payment models. Buyer demand remains strong for skilled nursing facilities.

While labor costs continue to rise, there is even more pressure for senior living operators to seek out additional revenue streams, with ancillary services playing an ever expanding role. These additional amenities and clinical services include everything from massage therapy and salons to dermatology and X-rays, administered on site in an effort to serve residents as completely as possible while keeping revenues in-house.

## Trending Now

1. MCO Rate Cuts
2. Labor Shortages
3. Wage Pressures
4. Overbuilding Concerns
5. Employee Retention
6. Outcome-based Reimbursement
7. All Day Dining

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 is overtaxed...

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

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**Price: \$16,000,000**

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- Heavy Medicare
- Excellent Reputation
- High Private Pay Rates

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see how he can help you  
with your real estate decisions!

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

**Ray Giannini | Senior Managing Director**

*Milwaukee Seniors Housing Group*

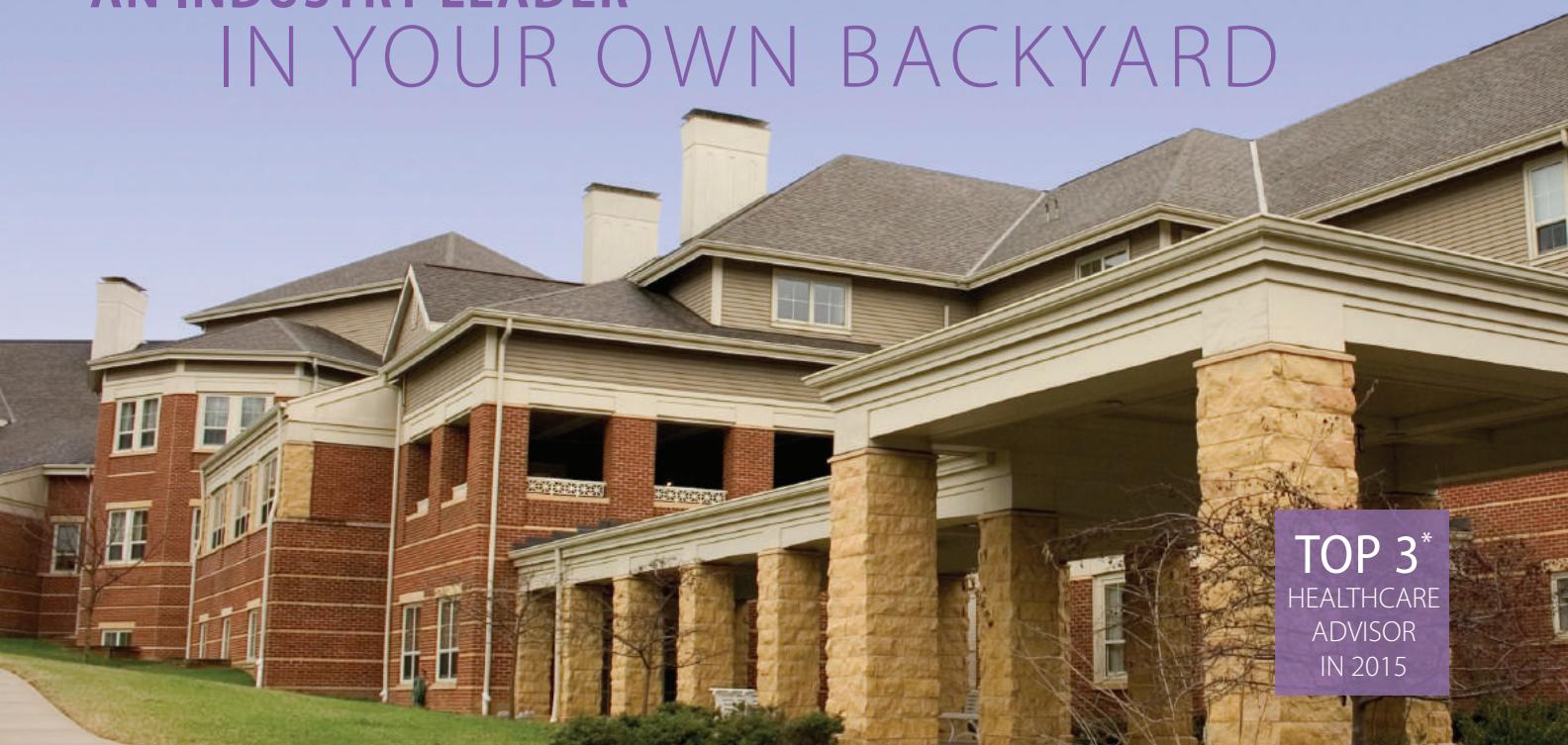
O: (262) 364 - 1920 | M: (414) 750 - 9336

[ray.giannini@marcusmillichap.com](mailto:ray.giannini@marcusmillichap.com)

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TOP 3\*  
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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.

### NICK GLAISNER

SENIOR VICE PRESIDENT  
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- CCRCs
- Hospice Care Providers
- Home Healthcare Providers



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# Why do so many skilled nursing facilities choose Greenfield Rehab?

Greenfield Rehab has been leading the way in therapy services for over 51 years in Wisconsin! We are integrated along the post acute care continuum in SNFs, home health, senior communities and outpatient therapy delivering superior outcomes and providing exceptional communication and personalized customer service to our partners.



Greenfield Rehabilitation Agency is a therapist owned and operated company which began as the first Rehab Agency in the state of Wisconsin owned by a woman. We are committed to our core values of **Performance**, **Compassion** and **Agility** which will equip us to continue to thrive in the constantly changing reimbursement and regulatory environment.

We place high value on our partnerships while putting the patient first and developing systems and processes to ensure that communication with our partners is seamless and efficient. We are committed to achieving success with full transparency and integrity. We offer Contract Therapy Services, In-House Management and Senior Campus Integration. We are passionate about our patient outcomes and the quality of life enrichment we offer our seniors!



**To learn more about how Greenfield Rehab Agency can optimize the performance of your Rehab Service Delivery please contact:**

**Kate Brewer PT, MBA President**  
**(414) 534-0100**  
**[kbrewer@grawi.com](mailto:kbrewer@grawi.com)**

**Michelle MS, CCC-SLP**  
**Director of Sales and Marketing**  
**(262) 409-8585**  
**[mstrege@grawi.com](mailto:mstrege@grawi.com)**

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(866) MJCARE1  
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## **Why Choose Progressive Beginnings for your in-house therapy department?**

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- Therapy management services
  - SNF/LTC/ALF rehab
  - Pediatric intervention
- Medicare, Wisconsin Medicaid and Commercial Insurances

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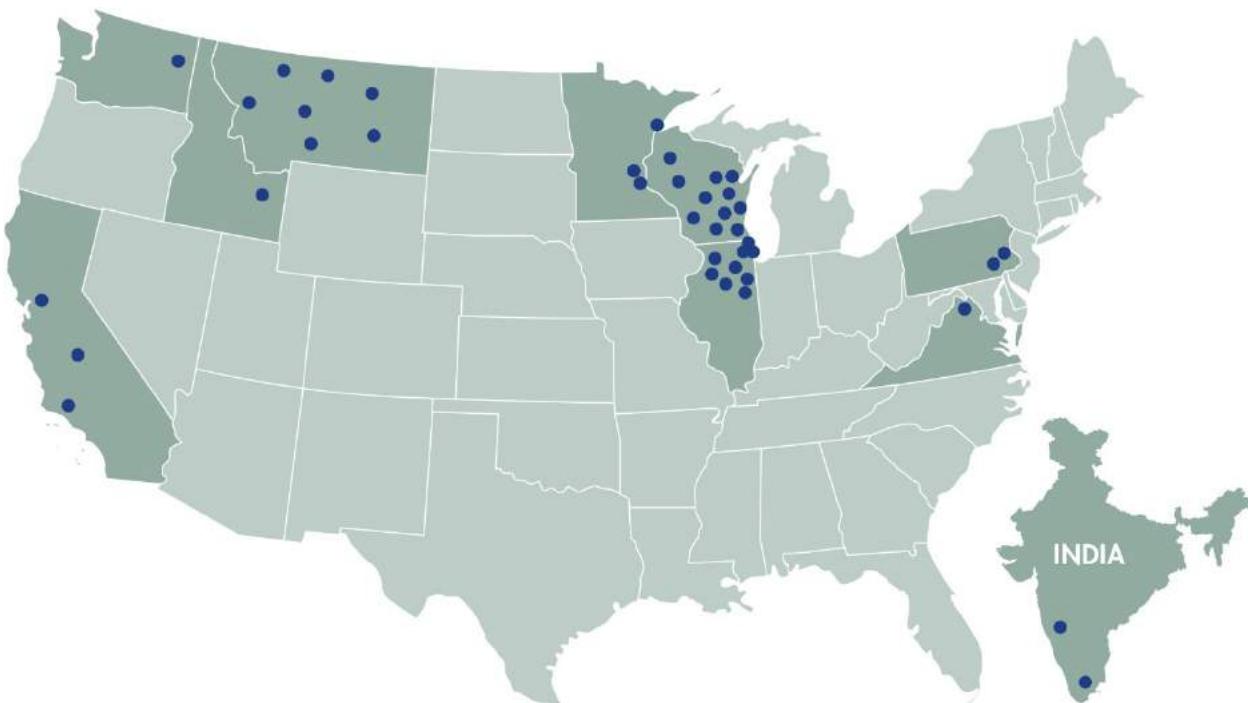


# Professional Senior Living Services



**WIPFLI**  
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

---

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

# We're Hot & We Deliver.

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

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

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

**1-877-377-0011**

Milwaukee • McFarland  
[www.HotWaterProducts.com](http://www.HotWaterProducts.com)



PRECISION BOILERS



Steam Products, LLC  
A wholly owned subsidiary  
of Hot Water Products, Inc.

**MIURA**



# Why RENT a water heater?

**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...



## Standard Rental Plan

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

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

### Easily Upgrade for Replacement

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

Your equipment stays protected for the long haul.

For more info & MONEY SAVING OFFERS visit [ReliableWater247.com](http://ReliableWater247.com) or call us anytime at **1-800-356-1444** for a FREE system analysis & quote.



Hot water. Great service. Fast.



We provide customized rental & service plans on commercial water heaters, boilers, softeners, & more, to hot water dependent businesses throughout the state of WI & the surrounding Midwest. And we're available for service 24/7/365, because that's when our customers need us. We minimize downtime by sending trained service techs with parts on-hand to get equipment running ASAP.

## 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.

The screenshot shows a newsletter layout for "Aging Well" from HomeCare Associates. The main header includes the title "Aging Well" and a photo of two women. The main content features an article titled "A Sense of Purpose Promotes Healthy Aging" with a sub-headline about the connection to community and the world. Below the article is a photo of a young girl reading a book to an older man. The sidebar on the right is titled "March/April 2015" and contains links to "Our Website", "Subscribe", "Contact Us", "Article Library", "Print This Page", "Issue Archive", and "Send to a Friend". It also includes a "Search" bar and a "IN THIS ISSUE..." section with links to other articles. At the bottom, there's a "ABOUT US" section with the HomeCare Associates logo and a "HomeCare ASSOCIATES" section.