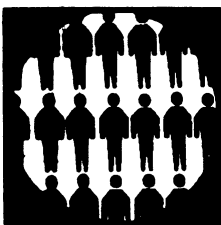


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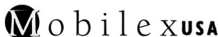
March 16-19, 2009

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BACKGROUND

Results Management conferences exclusively address the specialized needs of long term health care. The credibility of our speakers and programs proves the wisdom of our serving a single master. Participants will benefit from problem solving opportunities with some of America's most outstanding health care authorities. Results Management guarantees NHA's and all other LTC professionals, through our Double Money-Back Guarantee, the finest LTC programming in America. (See Guarantee on far left outside panel.)

ADVANTAGES WE OFFER YOU

Consider your advantages in remaining loyal to Results Management:

- 1) Lowest cost by far, on average 25% less than the mean cost of all other providers' fees;
- 2) Finest national LTC authorities and most timely content, as determined by our advisory committee and selected by 300 LTC administrators participating in our semi-annual surveys and interviews;
- 3) Strong problem solving rather than "mere information generating" present in much LTC programming;
- 4) Greatest award of NHA and other professional credits. While earning 8 credit hours/day with us, for example, **PA NHA's pay less than they would for a typical 6-hour day elsewhere, and Ohio NHA's satisfy their annual 20-hour con ed requirement in 2.5 days with us;**
- 5) Added convenience of being able to attend any part of our programming, as schedule allows;
- 6) Networking opportunities with major decision-makers;
- 7) Double money-back guarantee as an assurance of quality;
- 8) 20 leading companies as exhibitors of the latest LTC products and services;
- 9) \$2,500 in prizes to attendees.

ACCREDITATION

Rarely has one educational program awarded so many hours of credit and so many accreditations. Fifty-three accreditations, including forty-two state NHA certifications (notably Pennsylvania's) and eight others for managers, nurses, social workers, accountants, and dietary professionals, will be awarded. Be certain to indicate the certifications you wish to receive. If you can attend a portion of the conference, hours of credit will be prorated accordingly.

WHY SHOULD YOU ATTEND?

As though lowest cost, highest program quality, most pertinent topics as selected by your peers, finest speakers, greatest award of professional credits and double money-back guarantee were not reasons enough for your attendance, let the words of recent conference/exhibit attendees provide additional incentive. In response to our question about ways we could improve, one wrote: **"You may be able to improve but I can't imagine how you could offer more excellent programming for the price. It would be a bargain at twice the cost. Count on me to attend your programs and to spread word to my colleagues."** And another: **"Invaluable in its practical problem solving by national authorities."** The programs, organized on a daily basis and appearing in boldface type on the program listed below, are alphabetically coded A-I to correspond to the coding for the speakers addressing them. Speakers may be assisted by executive staff members.

<p style="text-align: center;"><u>MARCH 16 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS</u> <u>ARCHITECTURAL EXCELLENCE AND LABOR LAW</u></p>
--

7:30 AM Registration

8:00 AM **Architecturally Serving our Aged in the 21st Century (A)**

Renovating and Designing for the Future; Changing Needs of Aging Population; Designing for a New Age; Using Post Occupancy Evaluation for Renovating Existing Facilities; Preparing for the Boomers; Aging and Community; Interior Design Ideas to Rejuvenate your Facility; New Trends in Facility Design; Remodeling for Special Populations

12:30 PM LUNCH

2:00 PM **Confronting LTC Labor Law's Current Critical Challenges (B)**

Labor Law Trends in 2008 & Beyond; Union Organizing Update; Change to Win Coalition's Impact on LTC; Legislative Update; Pending Legislation's Importance for Health Care Providers

6:30 PM End of Program Day

(A) Stefani Danes, Principal, Perkins Eastman Architects, P.C.

Ms. Danes is a registered architect and one of the nation's foremost figures in designing and managing projects in senior housing and long term care. For 23 years, she has also served on the faculty of the School of Architecture at Carnegie Mellon University, teaching architectural design. She earned her undergraduate degree at Princeton and her Master's Degree at Yale. We are honored by her appearance. Perkins Eastman's Senior Living Practice is one of the largest in the eastern U.S. and Canada. Emily Chmielewski, Gerard Schmidt, and Laurie Butler will co-present.

**(B) Michael Stief, Partner; Donna Geary, Partner;
Jackson, Lewis, Schnitzer & Krupman**

Mr. Stief and Ms. Geary are attorneys with the Pittsburgh office of the national firm, Jackson Lewis, which represents employers in all labor, employment and benefits matters. They focus on representing employers faced with third-party interference. Mr. Stief earned his J.D. degree from Ohio Northern University, where he edited the Law Review. Ms. Geary earned her J.D. at Duquesne University after earlier having completed an M.S. in labor relations and working as a corporate HR manager. Mr. Stief and Ms. Geary are among the region's most highly regarded speakers on labor law.



**MARCH 17 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS
LTC LAW, ORGANIZATIONAL EXCELLENCE**

7:30 AM Registration

8:00 AM **Inspiring Caring Leadership in your Facility to Catalyze Change, Build Customer Loyalty, and Recover from Service Failure (C)**

Caring Leadership's Faces: Purpose, Passion, Power, Praise, Persistence, Pride; Encouraging Communication; Resolving Resident and Family Concerns, Elements of Service Recovery Process; Customer Types; Calming the Angry Customer; Visions, Goals and Action Steps

12:30 PM LUNCH

2:00 PM **Confronting Critical Health Law, Employment Law, and Litigation Challenges in Long Term Health Care (D)**

Medicare/Medicaid Compliance; Fraud and Abuse Investigations/Sanctions; Health Privacy, Including HIPAA; MH, D&A, HIV Privacy Issues; Executive Compensation; Corporate Governance; Noncompetes, Restrictive Covenants and Trade Secrets; Employment Discrimination; Employee Manuals; USERRA

6:30 PM End of Program Day

(C) Harley King, Champion, Circle of Life, HCR Manor Care

An LTC professional for 34 years who has served in executive leadership positions in marketing, sales, operations, customer service and human resources, Mr. King has spent the past 20 years training nationally in these same areas in 4,000+ presentations for one of America's largest LTC management companies. The prolific author of 14 books, 30+ articles, and 2 newsletters, he co-authored and executive produced the Circle of Care, a customer service program now completed by 500,000 people. He has personally certified 6,000+ trainers to conduct the program. A brilliant speaker, he honors us by his participation. He is the highest rated presenter in the Results Management conference history.



(D) William Maruca, Partner; Jay Marinstein, Partner; Patrick Abramowich, Partner; Kathryn Zeltwanger, Associate; Fox Rothschild, LLP

A health care law specialist with expertise in Medicare and Medicaid and regulatory compliance, Mr. Maruca chairs the American Health Lawyers Association's Fraud and Abuse Practices Group. He has been named in The Best Lawyers in America 2009 and was chosen by his peers statewide as a Pennsylvania Super Lawyer. Co-presenting will be: Jay Marinstein, Office Managing Partner of the Pittsburgh Office and Co-Chair of his firm's Litigation group, also a Pennsylvania Super Lawyer; Patrick Abramowich, Partner, a "Pennsylvania Rising Star," as selected in 2007 by Law & Politics Magazine; and Kathryn Zeltwanger, Associate. The firm is among the 200 largest law firms in the nation with offices in Pennsylvania, New Jersey, and Delaware.

**MARCH 18 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS
CLINICAL EXCELLENCE, EMPLOYMENT LAW**

7:30 AM Registration

8:00 AM **Critical Medical Conditions, Clinical Concerns and Infection Control Threats: What Every NHA Must Know (E)**

Reducing Institutional Infections; MRSA and other Resistant Organisms and Super-bugs; Dealing with Bacterias, Viruses and Parasites; Concerns of the Moment; What You and Your Facility Can Do

12:30 PM LUNCH

1:00 PM **Addressing the Hot Topics in Health Care Employment Law (F)**

New Regulations under the Family and Medical Leave Act; Effective Hiring and Firing Practices; Recent Trends in Wage and Hour Litigation; Preventing Sexual and Other Harassment; New Developments for Religious Accommodations; Assessing and Insuring Equitable Treatment for Employees to Avoid Discrimination Complaints; Workplace Privacy Developments; Employment Law Developments in Past Twelve Months

5:30 PM End of Program Day

(E) Dr. Charles Rhoads, M.D., NHA, Southwestern Veterans Center

With his M.D. from Universidad Autonoma de Guadalajara, Dr. Rhoads continued his education with M.B.A. and M.S. degrees (Long Term Care) from Widener University. For 20 years, he has pursued a varied healthcare management career, working in the areas of brain injury, developmental disabilities and long term care. In 2003, he became the Commandment of Southwestern Veterans Center. He also serves on the graduate faculty of both the University of Pittsburgh and Duquesne University. Unique nationally in his combination of medical training, graduate business training, and professional NHA credential, he is in great demand as a speaker on geriatric health in institutional settings. We are gratified by his participation.

(F) Christopher Ramsey, Partner, Morgan Lewis and Bockius, LLP

With his law degree from the University of Virginia, Mr. Ramsey serves in his firm's Labor & Employment Law Group. His practice includes defending employers for compliance with employment laws related to discipline, discharge, layoffs, and privacy rights. His group practice was listed in the highest tier for National Labor and Employment Practices in Chambers USA 2009 and was ranked #1 for "Most Prestigious" Employment Practice in the Vault 2009 Survey. A frequent contributor to employment law publications, he has been well received in his presentations for LTC audiences nationally. Stephanie Reiss and Sarah Andrews will co-present.



**MARCH 19 For NHA's, DON's AND ALL SUPERVISORS/MANAGERS
REIMBURSEMENT/REVENUE STRATEGIES, EMPLOYEE WELLNESS**

7:30 AM Registration

8:00 AM **Managing Workplace Stress and Enhancing Wellness for Yourself and Your Staff: The NHA's Special Challenges (G)**

Coping with Psychological and Social Stress; Overcoming Lack of Fulfillment; Burnout Symptoms and Solutions; Coaching Employees for Positive Adjustment; Managing Personality Conflict; Self-Esteem Needs as Human Universals; Accepting and Expressing Appreciation; Insuring an Organizational Sense of Wellness

11:00 AM **Department of Public Welfare Update (H)**

The Reimbursement Future; Planning for the Intermediate-Term Future; Issues of the Moment

12:30 PM LUNCH

1:00 PM **Building Your Bottom Line in LTC and Surviving Today's Volatile LTC Climate (I)**

Prioritizing to Achieve Financial and Operational Improvement; Managing for Organizational Improvement; Analyzing LTC Provider Financing Statements; Critical Issues for Fiscal Improvement; Operational and Leadership Issues; Reimbursement and Financing Issues.

5:30 PM End of Program Day

(G) Sam Anderson, Vice President of Corporate and Community Services, Gateway Rehabilitation Center

Mr. Anderson speaks regularly to employers about varied workplace issues, most notably managing stress and enhancing employee wellness. Before joining Gateway, he was the Wellness Director at Alcoa Corp. and then at Westinghouse Corp. He has assumed the presentation responsibilities with us formerly held by Dr. Abraham Twerski.

(H) Bonnie Rose, Director of Provider Services, PA Dept. of Public Welfare

Ms. Rose's division is responsible for developing and implementing provider regulations and procedures for Pennsylvania nursing homes and for providing liaison activities to 600 long-term care providers. She reviews all changes in state regulations to insure conformance with State law and federal regulation. No state official is better prepared to provide Medicaid reimbursement updates. We are honored by her annual visit to our conference.

(I) K. James Hunt, Partner In-Charge, Health Care Services; Jennifer Cidila and Dan Wolf, Senior Managers, Health Care Services; Carbis, Walker & Associates, LLP.

A CPA and NHA faculty member at two Pennsylvania colleges, Mr. Hunt provides clients with consulting services in maximizing reimbursement. Ms. Cidila and Mr. Wolf, both CPA's, also have extensive experience working with Pennsylvania skilled nursing facilities. They have performed hundreds of audits in third party reimbursement, taxes, and operational improvement/turnaround. We are pleased that Carbis Walker participates annually; as healthcare specialists, they bring a welcome expertise and are always among the best received by conferees.

EXHIBITOR DISPLAYS

In addition to outstanding educational programs, the companion exhibit on the first two conference days features 20 invited companies displaying the latest products important to long term health care. The exhibits will not be available on the third or fourth days. Your exhibit visits will qualify you to win one of 25 prizes worth \$2,500, which include a wide range of gift certificates, consumer electronic products, appliances, and luggage. A partial list of the participating companies includes: Apex Medical, Blackburn's Pharmacy, Care Apothecary, Concept Rehab, Diamond Pharmacy, Family Home Health, Functional Pathways, Genesis Rehab, Hill-Rom, Mission Pharmacy, Mobilex USA, NeighborCare Pharmacy, J.T. Posey Company, Western Pennsylvania Hospital News, People First Rehabilitation, Pharmacy Management Group, PharMerica, Richter & Associates, Sysco Foods, Tri-State Mobile X-Ray and the University of Pittsburgh Institute of Aging.

TRAINING SITE

The handsome Airport Crowne Plaza Hotel (the former Royce) is our training site. Five minutes from the Greater Pittsburgh International Airport and 15 minutes from downtown on the Parkway West, it is easily accessible by way of major highways, including the Airport Parkway, Routes 22, 30, 60, and I-79. Its fine food and fitness center await you. The hotel's location near suburban malls and downtown Pittsburgh also allows pleasant evenings for those interested in enjoying Pittsburgh's night life. From North: follow 79 S to Exit 60A (Airport Exit). Follow for 4 miles, and then take exit to Airport 60 N. At Y bear right (Moon). Take Thorn Run Road Exit. At stop sign, make a left turn, The Crowne Plaza is only 100 yards ahead on the left, next door to a Motel 6. From South: Follow 79 N to Exit 59 B for 22/30 West and the Airport. Follow approximately 6 miles to Exit 3 for Business 60 / Moon. Follow Business 60 to the Thorn Run Road Exit (no #). At the stop sign make a left; the hotel is on the left. From East: From downtown Pittsburgh, follow airport signs and 60 N for 11 miles, then bear right and take Exit 3 (Business #60, the Old Airport Parkway) for two miles to Thorn Run Road Exit, and then follow the above directions. From Pittsburgh International Airport: When exiting the airport, follow the signs to Pittsburgh and follow 60 S. 1 mile to the Thorn Run Road Exit. Then follow directions above.

OVERNIGHT ACCOMMODATIONS

A special reduced rate of \$107.00 for single and for double rooms applies for conference participants and includes a full breakfast. You may make reservations and qualify for the discounted rate by telephoning 1-800-627-6373 or 412-262-2400 and identifying yourself as a Results Management registrant. The discount will be applied at checkout. The reservation deadline is March 2. If you want the least expensive airport hotel, use Motel 6 (approx. \$40.00), immediately next door to the Crowne Plaza; call 412-269-0990.

REGISTRATION: THREE-DAY- ONE-DAY; OR 4- OR 6- HOUR SEGMENTS

The deadline for mail registration and payment is March 6. If seats remain, last minute registration may be made by telephone, but all registrations postmarked or made in person after 3/6 will pay a 12 % service charge added to the listed registration fees. Absolutely no exceptions. The inexpensive fee (see registration panel) is comprehensive and includes: (1) course registration; instruction; training materials; certifications awarded; (2) refreshments; delicious hot lunch daily. **Registration confirmations will not be mailed. A 5% DISCOUNT APPLIES ON ALL REGISTRATIONS POSTMARKED BY JANUARY 19 BUT MAY NOT BE COMBINED WITH ANY OTHER DISCOUNT. ADD 7% TO THE LISTED FEE FOR EACH CERTIFICATION REQUESTED BEYOND THE FIRST.** If only one program is of special interest, join us for that program alone. Single 4-hour program attendance costs \$122.00 and includes the meal immediately preceding or following the session. **Full program day of 6 hours is available, if you wish to depart early each day.** To guarantee quality of learning and ease of interaction, enrollment is strictly limited and will be accepted on a first come, first serve basis. Since a strong response is certain, please register early. Cancellations will be accepted but only in writing, and only if postmarked by March 6. They will be assessed a 20% PROCESSING FEE. No refunds or payment credits will be granted under any other conditions.

GROUP DISCOUNTS

On two- and three- day registrations, a 15% discount/registrant applies for 3 or more registrations from the same organization if paid with a single check and a 20% discount/registrant for 10 or more if paid with a single check. If 10 register, the 20% group discount permits (2) to attend for free, i.e., 5 for the price of 4. Join the many organizations that hold their staff meetings during the conference because of the convenience of having everyone already gathered there. Group discounts may not be combined with any other discount.

DOUBLE MONEY-BACK GUARANTEE

So certain is the conference's quality that we offer this two-part unconditional guarantee: 1.) If at any point during the conference you are dissatisfied, you will be refunded full fees for all remaining conference programs; 2.) If you find our combination of topical programs, exclusive LTC focus, national LTC authorities, low cost, maximum credits, and wide-ranging accreditations anywhere in the country and present us with written evidence by March 6, you may attend our current conference at no charge and receive a complimentary registration for our next conference as well.

FURTHER INFORMATION

For further information about Results Management or this conference, access our website at

www.resultsmanagementconferences.com or call us at 412-216-9557.

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