

You are invited to attend

# Leading in a Changing World

FOR SENIOR MANAGEMENT IN HOME CARE & HOSPICE



**SPACES ALMOST SOLD OUT**  
ATTENDANCE LIMITED TO 100 PROVIDER ORGANIZATIONS

## HOME CARE 100

EXECUTIVE MANAGEMENT CONFERENCE

**FEBRUARY 14-16, 2010**

RITZ CARLTON, KEY BISCAYNE, FL

# Leading in a Changing World

Home care and hospice will undergo tremendous change in the next few years. Combine healthcare reform with a weak economy, reimbursement cuts, and growing deficits and you've got a recipe for significant and long term change.

The theme of this year's conference is *Leading in a Changing World*. This means discovering ways for leaders to meet the challenges of our evolving environment, and emerge with stronger and more effective organizations. While the road ahead is uncertain, providers must develop informed assumptions about the future landscape of home care and hospice, and swiftly adapt and position themselves for success.

Home Care 100 is the only conference that offers you a timely opportunity to discuss best practices, business strategies, innovation, and the future direction of the industry. How can we foster the best possible climate for success in our organizations? What lies ahead in the legislative arena? What's happening in the financial markets and what alternatives are available to you?

You'll be joined by your senior peers, expert speakers and thought leaders from around the country – outstanding resources for sharing ideas and discovering new ways to achieve organizational and management excellence.

Our goal is to help you find ways to succeed in this changing world. We look forward to seeing you at Home Care 100 – we plan to make it our best yet!

Sincerely,



Scott Brown  
Conference Director  
Lincoln Healthcare Events



Kathy Dodd  
Founder & CEO  
The Corridor Group



Bob Fazzi  
President  
Fazzi Associates



Bill Simione, Jr.  
Managing Principal  
Simione Consultants

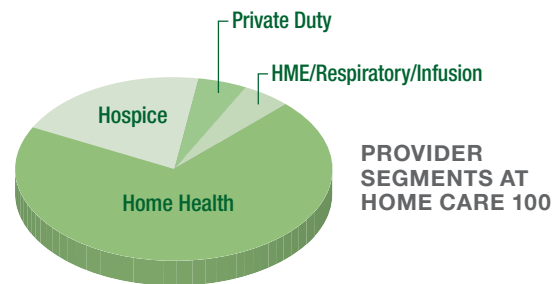
## Why Attend

### Envision and Plan for the Future

One reason Home Care 100 has remained vibrant over the past seven years is because of its educational program. The program is built with you in mind and offers a distinctly strategic focus.

### Meet with Your Peers

Home Care 100 is an elite gathering for 150 senior-level executives from all segments of home care – an extremely valuable way to expand your personal network.



### Experience a Unique Leadership Event

Your experience at Home Care 100 is driven by the sessions you attend and the people you meet. You'll leave with:

- An enhanced perspective on your most important priorities
- Practical ideas to implement in your organization
- Several new peer relationships
- A renewed vigor as you approach your work

### Who Can Attend

Attendance is by invitation only and limited to CEO/ Presidents, CFO/COO, SVPs and selected VPs from organizations with at least \$25 ml. in revenue.



# 2010 Program Highlights



Home Care 100 combines a cutting edge educational program with an inspiring setting and some unique extra features.

## Executive MBA Program

### Straight 'A' Leadership with Quint Studer

Quint Studer will demonstrate how healthcare organizations can achieve the "Straight A" performance needed to survive in the toughest environments. This workshop will help you identify gaps between Alignment, Action and Accountability; create a plan to bridge them; and create a more resourceful, agile, high-performing organization.

*The Executive MBA Program is complimentary and open to all executives. See page 5 for more details.*

## Monday Opening Session

### Reinventing Your Organization in a Changing World

Guy Kawasaki will challenge you to set new standards of innovation in your company. Calling on his experience at Apple, as well as his study of dozens of world-class companies, he'll lay out the strategic steps to unleashing entrepreneurial thinking and fostering creativity that is so important in this environment of reform.

## Healthcare Reform 2010-2015

### Interpretation and Implications for Home Care

Washington Insiders will offer an up-to-the-minute interpretation of recently enacted legislation, insight on timing and impacts, and a forecast of additional bills on the way and how they will affect the home care and hospice segments.

## Special Features

### Spouses

We encourage your spouse to attend Home Care 100. He or she is welcome to join you at the recreation and social functions of the conference and participate in what we think is our best spouse program yet!

*See page 14 for more details.*

### Profiles Book

The Profiles Book is a one-of-a-kind resource to help you connect and reconnect with your peers. It features detailed personal and company profiles of attendees and is distributed one week before the conference.

### Ritz-Carlton Key Biscayne

The Ritz-Carlton Key Biscayne is located on a seven mile-long barrier island south of South Beach. It's just minutes from Miami, but its beautiful beaches feel worlds away from the daily grind.

**Lincoln Healthcare Events:** We have been developing conferences for the past eleven years to provide exceptional leadership, networking and educational programs in the major segments of the healthcare industry. Today, our leadership conferences serve as industry benchmarks.

**HOME CARE 100**  
EXECUTIVE MANAGEMENT CONFERENCE

**HCap**  
HEALTHCARE CAPITAL  
CONFERENCE

**LTC 100**  
EXECUTIVE MANAGEMENT CONFERENCE

**LINK**

**COMMUNITY HOSPITAL 100**  
EXECUTIVE MANAGEMENT CONFERENCE

# How To Sign Up

▶▶▶ Visit [www.homecare100.com](http://www.homecare100.com) to register online.

**REGISTER SOON!**

Attendance is limited to 100 provider organizations and/or 150 provider executives.



Conference Fees	BY DECEMBER 18	REGULAR
Provider Attendee	\$1,500	\$1,800
Advisory Board	\$800	\$800
Partner Attendee	Included w/ Partnership Fee	Included w/ Partnership Fee
Provider Speaker	Complimentary	Complimentary
Private Equity Firm	\$2,500	\$2,500
Spouse	\$350	\$400

*Attendee fees cover everything except lodging and incidental personal expenses: all educational sessions, all conference materials, six meals, receptions, coffee breaks, recreational outings and private airport car service. **Please note:** All attending spouses must pay the full spouse fee if they plan to participate in any social or recreational events.*

## Who's Invited

Attendance is by invitation only and limited to senior management. The number of executives per company permitted to attend is determined by the revenue of the provider organization as shown:

SIZE OF PROVIDER	MANAGEMENT LEVEL INVITED			
	CEO/Pres.	CFO/COO	Sr. VPs	Selected VPs
Revenue				
\$25-50 ML	✓			
\$50-100 ML	✓	✓		
\$100-200 ML	✓	✓	✓	
\$200-400 ML	✓	✓	✓	✓
\$400 ML+	✓	✓	✓	✓

## Airports

The airports that service Ritz-Carlton Key Biscayne are:

- Miami International Airport  
(17 miles away, 20 minute drive)
- Fort Lauderdale/Hollywood International Airport  
(32 miles away, 45 minute drive)

## Private Car Service

Home Care 100 will provide complimentary car service to and from **Miami International Airport** only. We will group attendees arriving within 20 minutes of each other.

## Reserve Your Hotel Room

You are responsible for booking your own hotel room. Simply call the Ritz-Carlton Key Biscayne at (800) 241-3333 and mention Home Care 100 by January 23, 2010 to ensure availability. Room rate is \$359.

## Conference Attire

Business casual throughout, except for Monday night, February 15<sup>th</sup>, when we request jackets for men and equivalent attire for women.

## Cancellation Policy

Anyone canceling before January 19, 2010 can either carry over their registration to the next year or receive a full refund. Cancellations after January 19, 2010 will be carried over to 2011, less a 20% cancellation fee. No refunds will be given.

## Questions

Contact Rachel Brenha at (203) 644-1714 or [rbrenha@lincolnhc.com](mailto:rbrenha@lincolnhc.com).

## Ritz-Carlton Key Biscayne

455 Grand Bay Drive, Key Biscayne, FL 33149  
Phone: (305) 365-4500

# Executive MBA Program

This complimentary workshop offers extraordinary value for all provider and supplier partner attendees.

**SUNDAY, FEBRUARY 14**

**7:15 – 8:00 a.m. Breakfast**

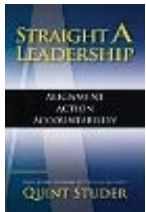
Partner:  **OCS HomeCare**  
Bring home positive outcomes

**8:15 – 11:30 a.m. Executive MBA Program**



## STRAIGHT 'A' LEADERSHIP

The vast majority of problems healthcare organizations face fall into three categories: Alignment, Action and Accountability. By addressing these challenging areas, executives can lead their organization toward the peak performance it needs to succeed in today's tough environment.



This year's Executive MBA Program is based on *Straight A Leadership*, the recently released book by best-selling author Quint Studer. Based on his experience with hundreds of top healthcare organizations, this workshop will provide you with a wealth of thoughtful, evidence-based insights from his research. Quint will demonstrate how to address the three A's in the context of your organization's external environment and how to evaluate your execution in these areas. You'll walk away with a tool kit to help you get your organization moving in the right direction.

### The Three A's:

**Alignment:** Small misalignments at the top levels of a healthcare organization can spark problems that multiply as they cascade through the leadership hierarchy - causing everyone to veer off course.

**Action:** Organizations may implement the right action plan but execute it poorly. Other times, so many actions are taking place that they're working against each other. Either way, the impact of each action is diminished or desired results go completely unmet.

**Accountability:** An organization may be properly aligned and taking the right action steps, but without a good system of accountability in place, it will only experience short term gains. The absence of accountability - for selecting the right talent, teaching the right tools and techniques, validating positive behaviors and evaluating overall performance - can derail long term results.

### About Quint Studer



Quint Studer, Founder and CEO of the Studer Group, is a renowned leadership coach focusing on the healthcare industry. He is the author of *Hardwiring Excellence*, *101 Answers to Questions Leaders Ask*, and the best-selling *Results that Last*. Quint has been named one of the "Top 100 Most Powerful People" by Modern Healthcare, and he has gained national recognition (USA Today, Inc. Magazine, Investor's Business Daily) as a change agent and thought leader in healthcare because of his combined focus on service, quality, employee and patient satisfaction, growth and bottom-line results.

# Conference Agenda

## SATURDAY, FEBRUARY 13

6:00 – 7:30 p.m.

### Early Arrivals' Reception

If you arrive by Saturday, meet fellow attendees at this fun and casual reception before heading out to dinner.

Partner:



## SUNDAY, FEBRUARY 14

7:15 – 8:00 a.m.

### Executive MBA Breakfast

8:15 – 11:30 a.m.

### Executive MBA Program

Straight A Leadership with Quint Studer.

(See Page 5 for the MBA Program Description)

11:30 a.m. – 6:00 p.m.

### Recreation (See Page 13 for Recreation Details)

11:30 a.m. – 3:00 p.m. **Afternoon at the Beach**

12:00 – 5:00 p.m. **Bike Tour**

12:45 – 6:00 p.m. **Golf Tournament**

Partner:



6:00 – 9:00 p.m.

### Opening Reception & Dinner

Join us as we kick off Home Care 100 with a tropical inspired reception and dinner.



“An opportunity to network and learn more from a higher-level perspective. It was great to hear CEO and COO experts from very successful organizations discuss how they manage their organizations in today’s environment.”

**Johnny Grice, President & CEO, At Home Healthcare**

## MONDAY, FEBRUARY 15

7:00 – 8:00 a.m.

### Breakfast

Partner:



8:00 – 9:30 a.m.

### ► Opening General Session

#### Reinventing Your Organization in a Changing World

Home care and hospice are approaching a new world. Reform will result in fundamental changes, including integration with acute care and other providers. Combine these factors with reimbursement cuts driven by spiraling deficits, and you’ve got the perfect storm for challenging the status quo. Surviving in this new environment will require every provider to look at their business with a fresh perspective. In order to thrive – and take advantage of new opportunities created by this time of change – you may need to reinvent your organization, and ultimately the industry.

In this inspiring session, Guy Kawasaki will challenge you to unleash entrepreneurial thinking that fosters the pluck and creativity that companies need to stay ahead of the pack. You’ll learn how to prepare for, and handle, the unique challenges an internal entrepreneur faces. Drawing upon his experience with Apple and his study of dozens of world-class companies, Mr. Kawasaki will lay out the strategic steps to create new offerings and new ways of thinking that will help you get ready for the healthcare future.



*About the Presenter:* Guy Kawasaki is a founding partner and entrepreneur-in-residence at Garage Technology Ventures, an early-stage venture capital firm. He is also the co-founder of Alltop.com, an ‘online magazine rack’ of popular topics on the web. Previously, he was an Apple Fellow at Apple Computer. Mr. Kawasaki is the author of nine books including *Reality Check*, *The Art of the Start*, *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*. Guy Kawasaki has a BA from Stanford University and an MBA from UCLA, as well as an honorary doctorate from Babson College.

Monday, continued

9:30 – 10:00 a.m.

## Break

Partner:



10:00 – 11:00 a.m.

## Concurrent Sessions

### Breaking Down Silos:

#### Creating Win-Win Relationships with Hospitals

Penalties for readmissions, ER visits and 'never events' sharpen the focus for hospitals on post-discharge care. With these changes - and the potential for bundling - it's never been more important for home care and hospice providers to make the case to hospitals about the value of their services. This session will focus on several providers who have found ways to work effectively with health systems and physicians by developing programs that address key areas of need, creating community-based programs to deal with chronic disease management, and enhancing customer service and communication. Panelists will answer:

- How do you position your organization most effectively with healthcare systems?
- What are your options if health systems in your area already have home care and/or hospice services?
- What types of organizational, technological or cultural changes are necessary to work best with health systems?



Panelists (from l to r):

**Kathy Dodd** (Moderator), Founder & CEO, The Corridor Group  
**Mary Ann Christopher**, President & CEO, VNA of Central Jersey  
**Barbara McCann**, Chief Clinical Officer, Interim HealthCare  
**Robert Schreiber**, MD, Physician-in-Chief, Hebrew Senior Life & Clinical Instructor in Medicine, Harvard Medical School

### The Secret to Innovation: Employee Engagement

Fostering innovation will be essential as the healthcare system evolves. Successful innovation works best from the ground up, but the challenge is engaging your employees, aligning them with your goals, and getting them to let go of their familiar routines. Providers whose employees embrace continuous improvement will be able to achieve

the change and innovation needed to succeed in the brave new world of healthcare reform. Some of the topics this panel will discuss include:

- What approaches have been utilized to help create an engaged workforce?
- How does management and supervision have to change to increase engagement and flexibility?
- What are the most troublesome and persistent barriers?
- What demonstrable impact can you show from your employee engagement initiatives?
- How will your organization, patient care, and costs change?



Panelists (from l to r):

**Peter McLaughlin** (Moderator), Business Development Manager, Lincoln Healthcare Events  
**Pat Heffernan**, President, Lifetime Care  
**Jim Newbrough**, CEO, VNA of the Treasure Coast  
Additional Panelists To Be Announced



### Smart Acquisitions: Making the Right Call

Risk lurks in every acquisition. Reimbursement risk, compliance risk, claims risk, litigation risk, regulatory risk and operational risk, just to name a few. This session will help you get a handle on how to: identify and defuse any potential landmines in the acquisition process; cover the acquisition process from initial identification through examination of financials and operations; and review potential regulatory issues, litigation risks, outstanding contingencies, financing options and more.



Panelists (from l to r):

**William Simone III** (Moderator), Principal, Simone Consultants  
**Robert Ciardi**, Managing Partner, Provident Healthcare Partners  
**Carol Saul**, Member of the Firm, Epstein Becker & Green, PC  
**Wesley Smith**, Managing Director, CIT Healthcare

## Medical Home: Reality Check

The patient-centered medical home concept promises many benefits, including coordinated/integrated care, improved quality and safety, enhanced access, and more positive outcomes. But what happens when the concept meets the real world? Does medical home really work or is it destined to be one of many concepts abandoned for the 'next big thing'?

Speakers will discuss medical home from the perspective of home care, managed care and a health system. They will share their implementation approach and the compromises they had to make in today's environment. They will separate reality from theory, and discuss the pitfalls and benefits of medical home.

- How do each of the panelists define patient-centered medical home?
- In what ways do programs vary from the 'pure' definition and why were these changes necessary?
- What are the steps to get from here to there? Is it a matter of baby steps or giant steps?
- Can the concept be implemented today, and is it scalable enough to cover the entire U.S.?
- Are they achieving improvements in cost, outcome and patient satisfaction?



Panelists (from l to r):

**Jeanne Parker-Martin** (Moderator), President, The Corridor Group

**Marcus Barnes**, Director of Richland Care, Palmetto Health

**Scott Herman**, President, Harden Healthcare

11:00 – 11:30 a.m.

## Break

Partner: **MCKESSON**  
Empowering Healthcare

11:30 a.m. – 12:15 p.m.

## Lunch

Partner: **homecare**  **homebase**

12:15 – 1:15 p.m.

## ► General Session

### Healthcare Reform 2010-2015:

#### Interpretation and Implications for Home Care

A panel of Washington Insiders will offer a frank, up-to-the-minute interpretation of recently enacted legislation, insight on timing and impacts, and a forecast of additional bills on the way and how they will affect the home care and hospice segments. Some key questions for the panel will include:

- Can we expect reimbursement cuts? If so, how deep will they be and when will they take affect?
- What is the likelihood of bundling and how will bundled payments be managed?
- Do the bills provide any additional funding for investments in technology, or reimbursement for telehealth?
- Will tort reform or arbitration agreements be addressed?
- What opportunities does the new legislation offer for home care/hospice providers?



Panelists (from l to r, top to bottom):

**Bill Simone, Jr.** (Moderator), Managing Principal, Simone Consultants

**Bill Dombi**, VP for Law, National Association for Home Care & Hospice

**Kathleen M. Griffin**, National Director, Post Acute & Senior Services, Health Dimensions Group

**David Introcaso**, Vice President, Healthcare Research, Marwood Group

**Robert Lefton**, President & CEO, Odyssey HealthCare

**Keith Myers**, CEO, LHC Group

# Conference Agenda

Monday, continued

1:30 – 5:15 p.m.

**Recreation** (See Page 13 for Recreation Details)

1:45 – 5:15 p.m. **Celebrity Home Yacht Cruise**

Partner:  **CERNER**  
BeyondNow™

1:45 – 5:15 p.m. **Deep Sea Fishing**

Partner:  **Provident**  
Healthcare Partners

1:45 – 5:00 p.m. **Key Biscayne Shoreline Kayak Tour**

Partner:  **SILVER CHAIR**  
Learning Systems  
A revolution in training

1:30 – 4:30 p.m. **Afternoon at the Beach**

6:30 – 10:00 p.m.

**Moroccan Evening**

We're bringing the unique atmosphere of Morocco to you during this reception, dinner and evening entertainment.

6:30 – 7:15 p.m. **Reception**

7:15 – 9:00 p.m. **Dinner**

Partner:  **McKESSON**  
Empowering Healthcare

9:00 – 10:00 p.m. **After-Dinner Social**

Partner:  **ACP**  
Accelerated Care Plus

“Great opportunity to network, make some very good contacts, and learn. As a first time attendee I was struck by the caliber of attendees, the openness of the group to share, and how well-run the conference was. A very worthwhile few days for me.”

**Lynn Jones, President**  
**Christiana Care Home Health & Community Services**

**TUESDAY, FEBRUARY 16**

7:15 – 8:15 a.m.

**Breakfast**

Partner:  **CellTrak**  
connected with care

8:15 – 9:30 a.m.

► **General Session**

**Think Tank: Ten Big Ideas for the Next Decade**

Indications are that the home will become an increasingly important healthcare setting, both due to inevitable cost containment pressures of the healthcare system as well as technological developments which make increasing-acuity medical care in the home more feasible. Against this positive backdrop, Home Care 100 has convened a group of providers, consultants and thought leaders in home health to brainstorm ideas that could transform the provider marketplace. We have challenged them to develop ten specific ideas that are bold, re-envision the nature of the business, and offer significant growth potential over the next decade. This session will present and discuss the ten ideas that will stimulate your entrepreneurial instincts, challenge your long-held assumptions and help accelerate home care's ascent into a more central segment of the healthcare continuum.



*Think Tank Participants (from l to r, top to bottom):*

**David Ellis** (Moderator), President, Lincoln Healthcare Events  
**Samira Beckwith**, President & CEO, Hope HealthCare Services  
**Kathy Dodd**, Founder & CEO, The Corridor Group  
**Bob Elkins**, Chairman, Common Sense Healthcare  
**Bob Fazzi**, President & Managing Partner, Fazzi Associates  
**Les Levinson**, Partner, Edwards Angell Palmer & Dodge LLP  
**Lew Little**, CEO, Harden Healthcare  
**Carol Raphael**, President & CEO, Visiting Nurse Services of NY  
**Bill Simone, Jr.**, Managing Principal, Simone Consultants

Tuesday, continued

9:30 – 10:00 a.m.

## Break

10:00 – 11:00 a.m.

## Concurrent Sessions

### Doing More with Less: Strategies for Increasing Efficiency While Improving Outcomes

As legislators deal with spiraling deficits and increasing costs, healthcare providers face declining reimbursements and margin compression. This trend makes operational efficiency paramount. Learn how companies are finding ways to create a leaner, more efficient and more productive business that will be successful today and beyond. Panelists will share best practices and examples of successful initiatives that streamlined operations without adversely affecting quality, outcomes or satisfaction.

Panelists will address:

- How to challenge the status quo to move your initiatives forward.
- The fundamental business model changes necessary to become more efficient.
- The impact of technology, and whether it results in measurable productivity gains.
- New approaches for deploying employees more efficiently.



Panelists (from l to r):

**John Richter**, Executive Principal, LarsonAllen LLP

**Ray Darcey**, VP Sentara Enterprises, Sentara Home Care Services

**Dorothy Deremo**, President & CEO, Hospice of Michigan

**Dave Fielding**, President & CEO, Hospice of Palm Beach County

**Norman McRae**, CEO, Caris Healthcare

### Deciphering the Economy

The economy is showing signs of stabilization, yet unemployment continues to grow, approaching double-digits. Some experts are saying that there's a possibility of a 'double-dip' while optimists point out that the \$787 billion stimulus package is still in its startup phase.

So what's the story? What does the future hold? Dr. Scott Brown, Chief Economist of Raymond James, will review the overall economic outlook, focusing on Federal policy, interest rates, the dollar and GDP; and provide the latest thinking on a variety of topics:

- How big of an impact has the stimulus package had on the economy?
- How will we define recovery and what will it look like? What are the challenges to a full-fledged recovery?
- Can states expect any additional support from the Federal government?
- What's slowing the flow of credit, and when can we expect the credit markets to recover?
- When will we begin to see improved unemployment rates, and how quickly will employment recover?



Presenter:

**Scott Brown**, PhD, Senior Vice President & Chief Economist, Raymond James & Associates



### Unprecedented Leadership in Unpredictable Times

Healthcare reform and economic turmoil have created an environment that fosters rapid change. This means the assumptions and traditional management models that have worked in the past may no longer be relevant. To succeed, you will also need to heighten your awareness of new trends and improve your "adaptive capacity" skills. Learn what it takes to become a transformative leader – how to make their organizations nimble, smart and strategic. This session will teach you how to collect and analyze information more quickly, overcome biases and see challenges from a new perspective, make quick and informed decisions and articulate clear and logical direction.



Presenter:

**Carol A. Muratore**, COO, Home Care Delivered, Inc.

## Reforming from Within: Delivering Next-Generation Home Care Today

It's tempting to dwell on reimbursement and build your business around the payment scheme, but that approach may not take into account the big-picture needs of your patients and organization - or prepare you for the future. This session will feature home care operators who deploy next-generation delivery practices regardless of whether the reimbursement system currently rewards them. These operators are reforming from within by the way they structure and execute their offerings. Three cases will be discussed:

- A telehealth pilot with hundreds of unreimbursed "virtual patients" who are chronically ill and at risk for re-hospitalization.
- A physician house call company that integrates outcome studies.
- An alternate site continuum that manages services across payers and practices to the lowest cost of care.



Panelists (from l to r):

**Les Levinson** (Moderator), Partner, Edwards Angell Palmer & Dodge, LLP

**Bob Elkins**, Chairman, Common Sense Healthcare

**Mark Heaney**, President & CEO, Addus Healthcare

11:00 – 11:30 a.m.

**Break**

11:30 a.m. – 12:30 p.m.

## ▶ Concluding General Session

### The Beat on the Street: Wall Street on Reform and Home Care

Wall Street looks far different today than it did twelve months ago. Public home care companies have seen their stocks roar, plunge, and make their way towards recovery. Debt markets keep threatening to rebound, but still seem elusive. Private equity, which kicked off a three year surge in deal-making, abruptly put on the breaks. M&A activity has taken a hit. This fast paced, informative and interactive session will bring multiple perspectives together for a comprehensive overview of where the financial markets are today, and where they are possibly headed tomorrow.



Panelists (from l to r):

**Dexter Braff** (Moderator), President, The Braff Group

**Mark Francis**, Managing Director, Houlihan Lokey

**Mike Gervais**, CEO, Gemino Healthcare Finance

**Ken Marlow**, Partner, Waller Lansden Dortch Davis, LLP

**Ryan Shultz**, Partner, Evolve Capital

**Michael Wiederhorn**, Executive Director, Oppenheimer & Company

Additional Panelists To Be Announced

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“Excellent conference. Good opportunities to network. Sessions were very informative and provided some new information and validated some personal thoughts. If I could only attend one conference next year, this Home Care 100 would be the one.”

**Jim Newbrough, CEO, VNA of the Treasure Coast**

# Schedule At A Glance

	SAT.	SUNDAY, FEBRUARY 14	MONDAY, FEBRUARY 15	TUESDAY, FEBRUARY 16	
7:00		<b>Breakfast &amp; Executive MBA Program</b> 7:15 – 11:30 a.m.	<b>Breakfast</b> 7:00 – 8:00 a.m.	<b>Breakfast</b> 7:15 – 8:15 a.m.	
7:15			<b>Opening General Session</b> 8:00 – 9:30 a.m.	<b>Kickboxing or Iyengar Yoga (Spouses Only)</b> 8:00 – 9:00 a.m.	<b>General Session</b> 8:15 – 9:30 a.m.
7:30					
7:45			<b>Concurrent Sessions</b> 10:00 – 11:00 a.m.	<b>Break</b>	<b>Spouse Breakfast &amp; Book Club</b> 9:00–10:30 a.m.
8:00					
8:15			<b>Lunch</b> 11:30 a.m. – 12:15 p.m.	<b>Spouse Board Meeting</b> 10:30–11:15 a.m.	
8:30					<b>General Session</b> 12:15 – 1:15 p.m.
8:45			<b>Recreation</b> 1:30 – 5:15 p.m. Afternoon at the Beach Celebrity Home Yacht Cruise Deep Sea Fishing Key Biscayne Shoreline Kayak Tour		
9:00					<b>Moroccan Evening Reception, Dinner &amp; Entertainment</b> 6:30 – 10:00 p.m.
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## Check-In

Please plan to check-in with us at our Welcome Desk during one of the times below.

**Saturday: 12:00 – 8:00 pm**

**Sunday: 10:00 am – 5:00 pm**

## Lincoln Executive Bookshop

Our onsite bookstore offers an eclectic mix of titles selected with healthcare CEOs in mind.

**Monday: 7:00 am – 2:00 pm**

**Tuesday: 7:00 am – 1:00 pm**

## Spouse Program

See page 14 for complete spouse program details.

# Recreation

Our staff has personally researched each activity below and there is something for everyone to enjoy. Space is limited for some recreation, so register early. Please see the next page for Spouse Program recreation.



## SUNDAY, FEBRUARY 14

### Golf Tournament

12:45 – 6:00 p.m.

#### *Doral Golf Resort Great White Course*

A Greg Norman Signature Course, the Great White is the only course in the Southeastern U.S. to utilize coquina crushed shells as the primary design element on every hole. The course blends demanding fairways, hundreds of palm trees and water, which comes into play on 14 holes. The Great White was rated as the best new golf course of 2000 by the National Golf Foundation. Lunch will be provided.

### Afternoon at the Beach

11:30 a.m. – 3:00 p.m.

If what you're looking for is simply some beach time, come on down during the day for fun, games and grilled lunch. Play horseshoes, toss a Frisbee or football, try a boogie board – or simply relax on lounge chairs with friends.

### Key Biscayne Heritage Bike Tour

12:00 – 5:00 p.m.

This 10-mile bike ride will take you across Key Biscayne, giving you an up close look at the indigenous plant and wildlife, including the ecosystem restored by Hurricane Andrew. You'll see the remote lighthouse that is Miami-Dade County's oldest structure, and experience breathtaking views of Stiltsville, an offshore village of homes built on stilts. You'll also pedal through a unique abandoned zoo that is home to a variety of waterfowl and iguanas. Lunch will be provided.

## MONDAY, FEBRUARY 15

### Celebrity Home Yacht Cruise

1:45 – 5:15 p.m.

Tour Miami's Millionaire's Row in the only fashionable way – from a private luxury yacht! The man-made and incredibly wealthy Star, Hibiscus, and Palm Islands have been home to Al Capone, Don Johnson, and the Bee Gees. Today, the likes of Boris Becker, Gloria Estefan, Shaquille O'Neal and Sean Combs call the islands home. Your exclusive cruise will begin and end at the Port of Miami's Bayside Marketplace, which you'll have time to explore on your own.

### Deep Sea Fishing

1:45 – 5:15 p.m.

Experience the Atlantic from a private, deep sea fishing boat! A skilled captain will guide you into prime fishing waters for a chance to catch grouper, snapper, amberjack, kingfish, shark, barracuda and wahoo.

### Key Biscayne Shoreline Kayak Tour

1:45 – 5:00 p.m.

Both novices and regular seafarers will enjoy this 1.75 mile coastal kayaking adventure that showcases the protected waters of Crandon Park from above and beneath the surface. You'll paddle along Key Biscayne's pristine shoreline, and see the abundant sea life while your guide shares insights about the area.

### Afternoon at the Beach

1:30 – 4:30 p.m.

Play beach games, ride a boogie board, or relax and soak up the sun.

# Spouse Program

Experience the unique charm of Key Biscayne with some fun and relaxation.

## SATURDAY, FEBRUARY 13

6:00 – 7:30 p.m.

### Early Arrivals' Reception

## SUNDAY, FEBRUARY 14

9:00 a.m. – 2:00 p.m.

### Vizcaya Mansion Tour (Spouses Only)

Vizcaya Mansion is an Italian Renaissance-style mansion and formal gardens built in 1916 as the winter residence of industrialist James Deering. Vizcaya's 180-acre oceanfront estate reflects both the culture of the Gilded Age and the spirit of the Jazz Age. This private, docent-led tour will introduce you to Miami's place in this history - a time when America's wealthy created lavish homes inspired by the palaces of Europe. Lunch will be provided.

11:30 a.m. – 6:00 p.m.

### Recreation (See Page 13 for Details)

11:30 a.m. – 3:00 p.m. **Afternoon at the Beach**

12:00 – 5:00 p.m. **Bike Tour**

12:45 – 6:00 p.m. **Golf Tournament**

6:00 – 9:00 p.m.

### Opening Reception & Dinner

## MONDAY, FEBRUARY 15

8:00 – 9:00 a.m.

### Kickboxing (Spouses Only)

Swiftly executed combinations of punches and kicks, mixed with Tai-Chi energy breathing, make this workout challenging for the mind and intense for the whole body.

8:00 – 9:00 am

### Iyengar Yoga (Spouses Only)

Iyengar yoga is based on precision alignment, one posture at a time. Postures are held longer than traditional yoga, and will improve your balance, coordination, strength and flexibility.



## Monday Continued

9:00 – 10:00 a.m.

### Spouse Breakfast

1:30 – 5:15 p.m.

### Recreation (See Page 13 for Recreation Details)

1:45 – 5:15 p.m. **Celebrity Home Yacht Cruise**

1:45 – 5:15 p.m. **Deep Sea Fishing**

1:45 – 5:00 p.m. **Key Biscayne Shoreline Kayak Tour**

1:30 – 4:30 p.m. **Afternoon at the Beach**

6:30 – 10:00 p.m.

### Moroccan Evening

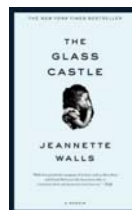
Reception Dinner & Entertainment

## TUESDAY, FEBRUARY 16

9:00 – 10:30 a.m.

### Spouse Breakfast & Book Club

**Book Club Selection:** *The Glass Castle* by Jeannette Wall



In this captivating memoir, Jeannette Walls chronicles her upbringing at the hands of eccentric, nomadic parents, who are just two of the many unforgettable characters in this unusual book. With parents motivated by whims and paranoia, Jeannette and

her siblings were often left to their own devices and she describes in fascinating detail what it was like to be a child in this family - from the fun to the embarrassing to the horrific. We'll send you a free copy before the conference and discuss it informally over breakfast.

10:30 – 11:15 a.m.

### Spouse Board Meeting

Would you like to help plan our 2011 spouse program? Join us to start developing our 9<sup>th</sup> annual event.

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