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Heritage Healthcare tailors corporate management structure to fit changing times.

Greenville, SC, March 26, 2013 – Paul Shaw, President and CEO of Heritage Healthcare announced that to better serve residents and customers and adapt to future industry changes, the company has re-engineered their organizational structure by combining Clinical Services and Operations into one unifying department to be titled Rehabilitative Services. The field delivery of those services are now organized into 4 distinct service lines: Skilled Nursing Services, CCRC Services, ALF Services and Clinical Education and Compliance.

In the coming weeks, Chad Campbell, Vice President of Operations, will transition to his new position of Vice President, Recruiting & Customer Service. On March 1st, Leigh Ann Frick, PT, MBA was promoted to the new position of Senior Vice President of Rehabilitative Services.

Chad Campbell's passion and dedication to Heritage Healthcare is surpassed only by his desire to share his faith through his ministry. This change allows Chad the opportunity to further his ministerial efforts while continuing to serve Heritage Healthcare in several key areas such as client relationships, recruiting, business development and other key projects. According to Paul Shaw, *"Chad has truly embodied the spirit of what has made Heritage the organization that it is today. Chad has worked tirelessly to represent the company professionally and diligently since the company began in 1999. I know Chad will continue to be an integral part of our success and we are excited that we can support his mission of faith to minister to others."*

Leigh Ann Frick has been tapped to lead the new corporate structure as Senior Vice President of Rehabilitative Services. She demonstrates the leadership and vision necessary to help us navigate the multitude of changes that lie ahead. Leigh Ann is a licensed physical therapist and holds an MBA from Clemson University. She has worked in the long term care industry since 1993, and has been with Heritage Healthcare since 2001.

She has been the Corporate Compliance officer for Heritage Healthcare since 2002 and became Vice President of Clinical Services in 2007. *"I know she will work diligently alongside our re-structured service line leaders to ensure that all of Heritage's residents, customers and associates receive the "Compassionate Care" that they have come to expect from our organization,"* states Paul Shaw.

To learn more about Heritage Healthcare, the corporate structure changes and the company's preparation for recent legislation, contact Al Eads, Executive Vice President of Heritage Healthcare at 877.508.3237, ext. 112.

About Heritage Healthcare, Inc.

Providing "Compassionate Care" is the overriding mission of Heritage Healthcare. Heritage Healthcare is a leading provider of outsourced Physical Therapy, Occupational Therapy and Speech Language Pathology services to the residents of long term care and assisted living facilities as well as Continuing Care Retirement Communities throughout the United States. www.heritage-healthcare.com