



WHY HEALTHPRO® HERITAGE

Privately Owned • 20 Years of Proven Success

“WHAT GOT YOU HERE...WON'T GET YOU THERE.”

– Marshall Goldsmith, Leadership Coach, Author, Business Entrepreneur

Goldsmith captures what may be at the heart of our industry's collective challenge: SNF operators know they must initiate courageous changes to fortify their success in the New World of PDPM. Among the many questions: **Is my current rehab program ready and equipped to help me prepare, execute, and thrive under PDPM?**

Under PDPM, success will be defined by a community's ability to grow market capabilities by delivering efficient, high-quality, and resident-centered care. And so the industry is watching and waiting. Will SNFs/CCRCs (re)consider the advantage of working with a national provider and trusted consultant with multiple service delivery options – like HealthPRO® Heritage – in order to see “The Big Picture” and do what it takes to be successful in a highly competitive, quality-driven marketplace?

As much a clinical strategy consultant as a progressive therapy partner, HealthPRO® Heritage is positioned to drive quality outcomes and leverage performance measures on behalf of our clients – even in demanding markets driven by Managed Care/VPB/ACOs/BCPIs. By remaining focused on clinical competencies and leveraging a sophisticated PDPM operating model, our customers are favorably positioned to succeed under PDPM and differentiate themselves in an ever-increasing competitive environment.

HealthPRO® Heritage offers sophisticated data reporting/analytics via our proprietary EMR platform to empower our boots-on-the-ground regional operations teams to inform strategic decisions and shape clinical care. Our teams routinely leverage real market opportunities, such as preferred partnerships with health system networks and national conveners. Clinical experts develop meaningful resources that support the short/long-term needs of residents. By partnering with clients to develop customized IDT Work Plans, our approach facilitates real-time communication and accountability, assuring consistent support and resources at every level of the care continuum.

HealthPRO® Heritage has invested extensive resources to understand what payment reform (PDPM & PDGM) will mean for our clients, our company, and the industry as a whole. We are well-prepared to be an integral partner in accelerating speed to execution while continuing to lead the industry in clinical innovation and patient-focused outcomes. As one of the nation's largest private therapy providers, we are privileged to have served this industry for more than 20 years, empowering clients with invaluable resources/insights/support to best care for their patients and improve their bottom line and market position in an ever-changing regulatory environment.

#WeAreReady to guide/support your community before, during, and after payment reform transition occurs. If you're not already partnered with HealthPRO® Heritage, we invite you to talk with us about a plan to support you and your staff for success in **PDPM & Beyond**.



Beyond PDPM. Beyond Therapy. Beyond Ordinary.

**TRUSTED STRATEGY CONSULTANTS.
NATIONAL THERAPY PROVIDERS.**

Health Care Reform Success

Savvy approach drives customer relationships with ACOs & conveners; Supports BPCI

Operational Excellence

Strong field & corporate functions coupled with real-time analytics drive customer success; Flexible In-House & Full Service Partnerships

Care Continuum Expertise

Diversification across geography, care settings & payors; Home Health & Senior Living Divisions complement core therapy services

Clinical Innovation

Track record of first-to-market initiatives: Outsourced ICD-10 Coding Service, PDPM Profiler & TeleMDS Hotline

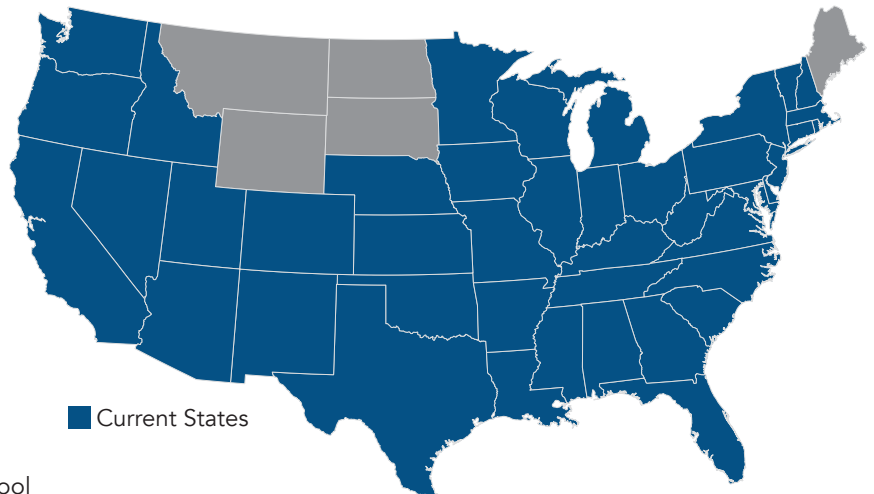
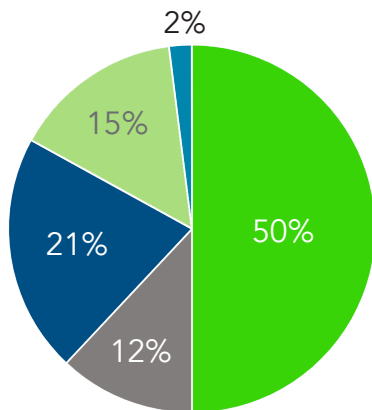
Strategically Positioned for PDPM & PDGM

Sophisticated modeling & customer preparedness resources

Proven Leadership Team

Significant experience managing industry change; Strong local leaders & subject-matter experts

OUR PARTNERSHIPS: DIVERSE AND ROBUST



■ SNF ■ AL/IL ■ CCRC ■ HH ■ School