

WESTMOUNT RFP PROPOSAL REVIEW

Proposals to be Presented

- 9:00 a.m. Fort Hudson Health System
- 10:00 a.m. Harris Beach, PLLC, as Attorneys for an interested group of skilled nursing home operators
- 11:00 a.m. Centers for Specialty Care Group

WESTMOUNT RFP AWARD CONSIDERATIONS

Award Standard

- 1) Most responsive to RFP
- 2) The proposal that is in best interest of County residents of the nursing home and residents of County

Award Criteria

- A. Completeness of proposal
- B. Continuation of operation as an 80 bed nursing home
- C. Plan for Operation
 - Expansion of Operations
 - Additional job creation
 - Provision of care to individuals on Medicaid/Medicare
 - County resident access
 - Nursing home resident and faculty change impact
 - Retention of existing employees
- D. Operator Experience/Credentials
 - Experience of operator with this type of nursing home
 - New or existing company (years of experience)
 - Financial stability of new operator
 - Experience of operator with unions
 - Experience of operator with upstate area
 - Local accessibility of nursing home management
- E. Transaction Terms
 - Sale Price
 - Closing Date/Sale Date
 - Contingencies to concluding transaction
 - Assurances that representation will be honored/upheld
 - Full payoff or structured proposal
 - Transition plan

CENTERS FOR
DISEASE CONTROL
AND PREVENTION

PREPARED FOR WESTMOUNT HEALTH FACILITY
QUEENSBURY, NEW YORK
MARCH 2013

Kenneth Rozenberg CEO

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W A T E R O U R

OUR STORY

Centers for Specialty Care Group is multi faceted privately owned and operated Healthcare Group.

CONSISTING OF

- 22 Skilled Nursing Facilities
- 1 Licensed Assisted Living Facility
- 1 Independent Living Facility
- 3 Licensed Home Care Agencies
- 1 Certified Home Care Agency
- NY States 2nd Largest Ambulance/ Ambulette Company
- 7 Medical Model Adult Day Care Centers
- 2 Social Adult Day Care Centers
- Federally Contracted Access-a-ride Company
- MLTC with Medicare plan (FIDA) pending with CMS-[first for profit in NYS to get approved]

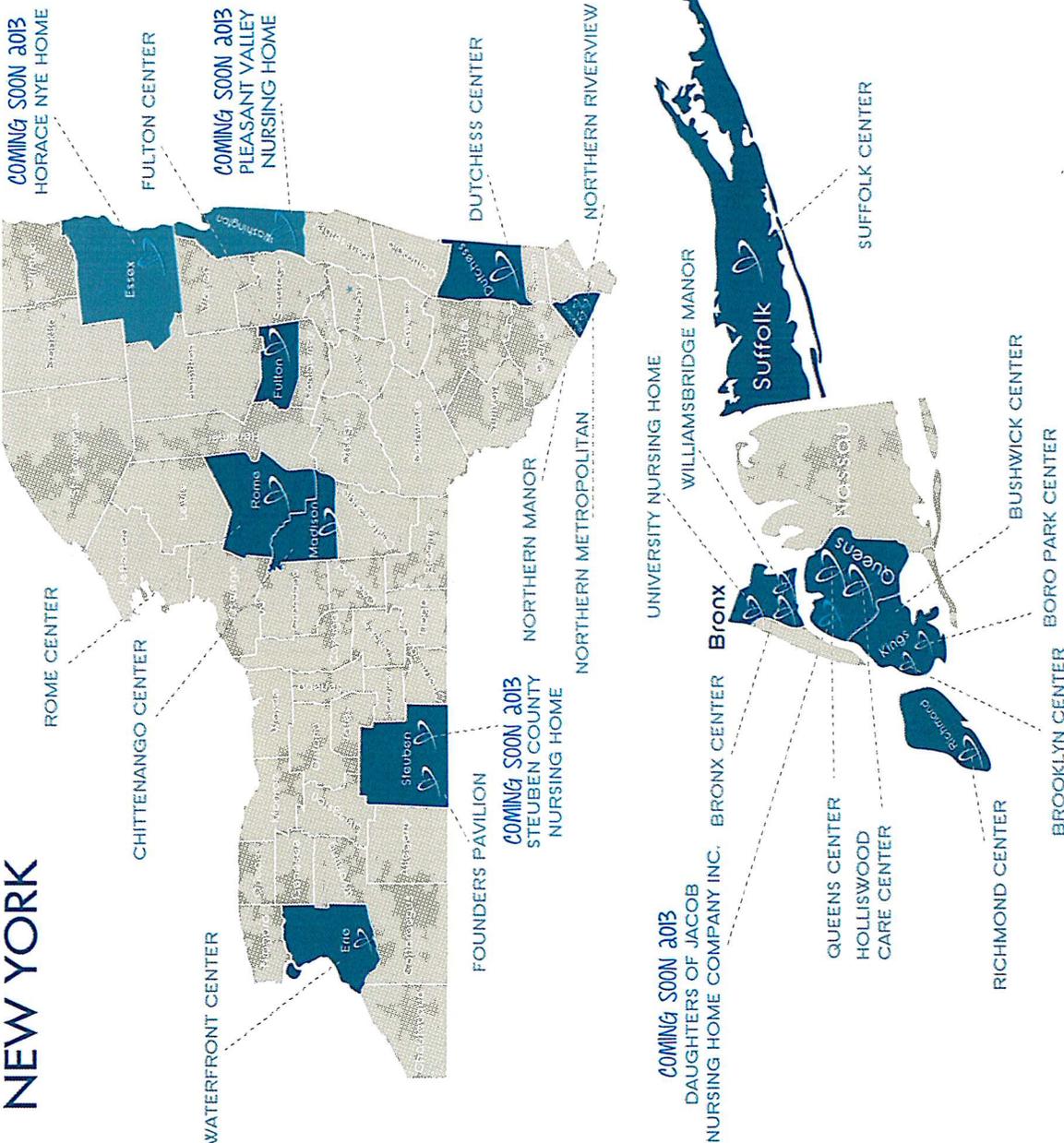
SERVICES INCLUDE

- Skilled Nursing
- Newly Approved MLTC
- Certified Home Health Care
- Licensed Home Health Care
- Adult Day Health Care
- Social Model Adult Day Care
- Emergency Ambulance Service
- Non-Emergency Medical Transportation
- Access-A-Ride Contractor
- Out-Patient Rehabilitation Services

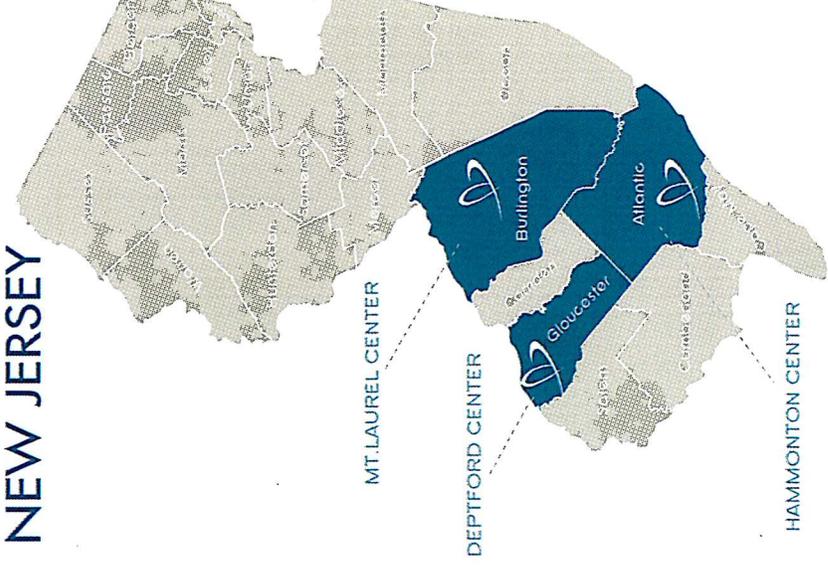
**What matters to you,
matters to us !**

OUR LOCATIONS

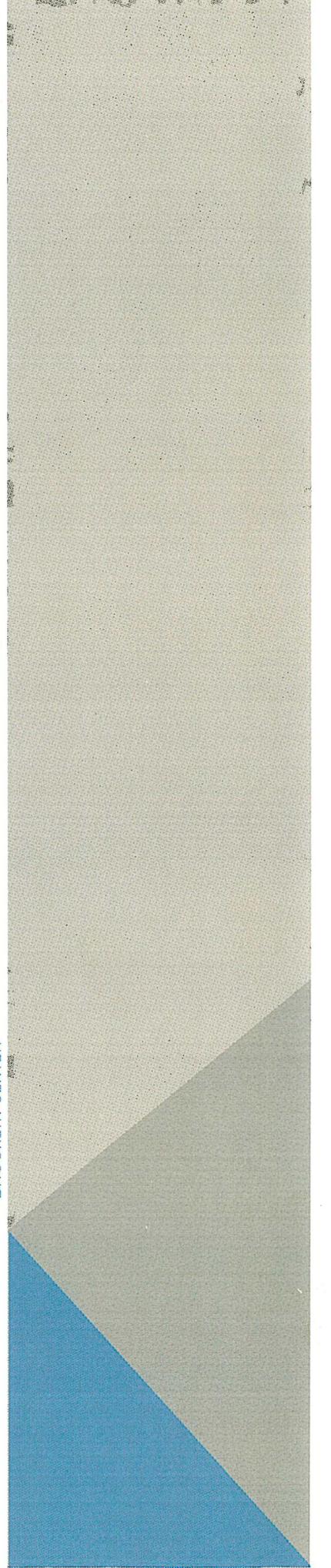
NEW YORK



NEW JERSEY



Centers
for speciality care group
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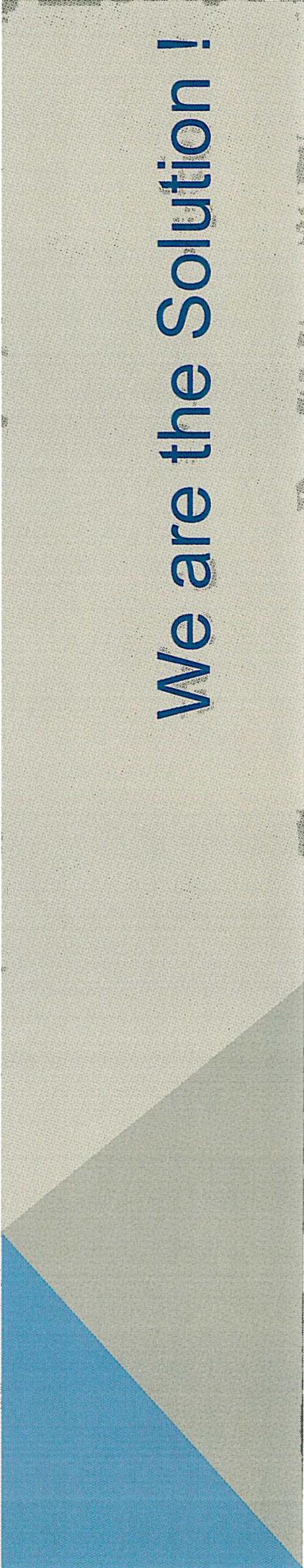
OUR HISTORY

Under the guidance of our CEO, Kenneth Rozenberg, our company began in 1996 with the purchase of a 77 bed facility in the Bronx. The operational success of this acquisition led to additional acquisitions and established this company, Centers for Specialty Care Group, as a leader in the provision of high quality skilled nursing and rehabilitation in New York State. We now have over 3,500 SNF Beds throughout New York State.

Regardless of setting - urban, suburban or rural, we have employees who are committed to significant and ongoing continuing education who receive regular operational support from our regional teams.

OUR MISSION

The Centers for Specialty Care Group is a place where the genuine care and comfort of our patients is our highest mission. We pledge to provide the finest services and facilities for our patients, as well as our guests who will always enjoy a warm, relaxed, and refined ambience. The Centers for Specialty Care Group experience enlivens the senses, instills well-being and fulfills even the unexpressed wishes and needs of our patients.



We are the Solution !

OUR GROWTH

- **IN THE PAST 3 YEARS** we have taken over the management and consulting for 12 facilities and we have 5 more planned for 2013. These facilities, like some of our earlier ones have been in areas that desperately needed these homes for the community but due to varying factors a change of Operator was needed.
- **OUR STRATEGY** is based on identifying facilities in communities where there is a need, bringing our specialized team in and implementing new procedures resolving financial and operational deficiencies to provide high quality care.
- **WE HAVE IN-HOUSE EXPERTS** in all aspects of operating a facility: clinical, operational, financial and plant management. Through this team, we feel confident that we can help a facility to provide the local community with the highest standards of excellence in care and service.
- **THE LEADERSHIP** (clinical, administrative and financial) of all our homes collaborate on a regular basis for the latest updates and training in the areas of clinical competence, regulatory compliance, customer service, employee & labor relations, guest services and more.
- **WE PROVIDE COMPANY-WIDE** systematic process improvement and direction to ensure proven quality outcomes, while also allowing each home to create programs and services that are specific to the community in which they are located.

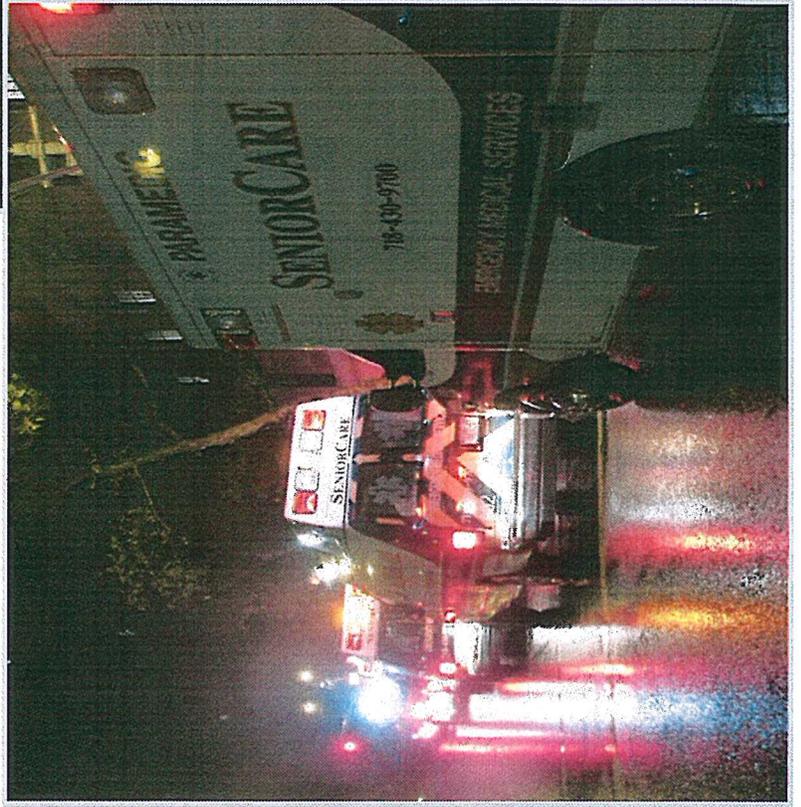


OUR QUALITY PERFORMANCE

- WE HAVE FULL TIME PHYSICIANS IN-HOUSE to ensure the highest level of immediate medical care when needed.
- WE HAVE A CORPORATE CLINICAL TEAM that is always maintaining a presence in our facilities to monitor the quality of care and to lend a hand in providing that care.
- WE SPARE NO EFFORTS in monitoring and measuring the quality of care we provide.
- OUR MANAGEMENT AND OWNERSHIP is all hands on. We are physically in each and every building on a consistent and constant basis. Our presence matters.

IN OUR MIND, A CALL BELL BEING ANSWERED TIMELY
IS JUST AS IMPORTANT AS THE MEDICATION BEING GIVEN

THE PRESENTATION OF A FOOD TRAY
IS JUST AS IMPORTANT AS HOW THE FOOD TASTES

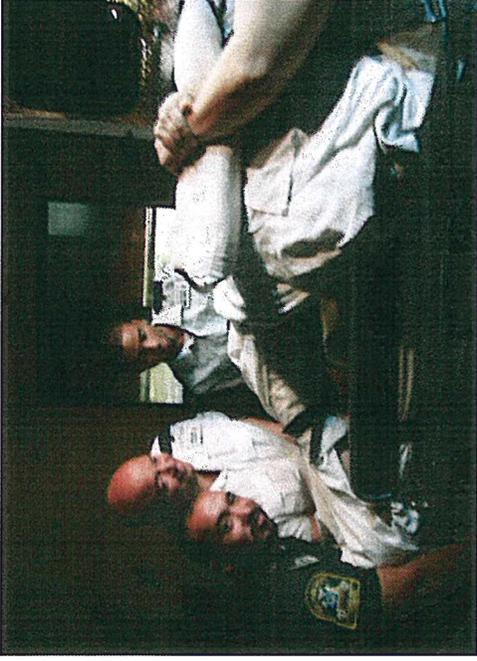


SENIORCARE
EMERGENCY MEDICAL SERVICES



EMERGENCY MEDICAL
SERVICES

WE CARE



From 911 volunteer services to Sandy emergency relief stations ... We are committed to our community just as we are committed to our residents

WHY WESTMOUNT ?

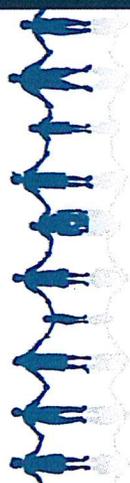
SEVERAL YEARS AGO, we made the commitment to grow our organization throughout upstate New York. We identified this area as one with great potential. We found that the employees of this region have a great work ethic and dedication to their clients. We also found that there are a fair number of skilled nursing homes that desperately need an infusion of capital to renovate, innovate and move forward in these challenging times.

The acquisition of Westmount Health Facility fits solidly within our business model and strategic plans. We are confident in our organization's ability to acquire and successfully operate Westmount. With proximate facilities in both Gloversville and Washington County we would warmly embrace this neighborly community.



BETTER HEALTHCARE CAMPAIGNS

**VISITORS ARE WELCOME
BUT THE FLU IS NOT!**



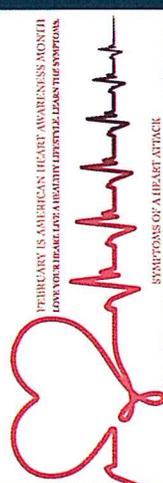
**TO PROTECT OUR PATIENTS AND RESIDENTS, PLEASE
DO NOT VISIT US IF YOU HAVE THESE FLU SYMPTOMS:**

- FEVER
- DRY COUGH
- RUNNY NOSE
- MUSCLE ACHES
- HEADACHE
- SORE THROAT
- STUFFY NOSE
- RASH

Centers for Specialty Care Group is committed to the better healthcare of our community. For additional information and a list of services please visit www.CenterofHealthcare.com For additional information on the Flu IN Healthcare please visit www.FluINHealth.com



**HELP FIGHT
HEART DISEASE
WWW.HEART.ORG**



FEBRUARY IS AMERICAN HEART AWARENESS MONTH
LOW YOUR RISK FOR A HEART DISEASE BY LEADING THESE SYMPTOMS.

SYMPTOMS OF A HEART ATTACK

Uncomfortable pressure, squeezing, fullness or pain in the center of your chest that lasts more than a few minutes, or goes away and then comes back.

- Pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath, with or without chest discomfort.
- Sudden dizziness, lightheadedness or fainting.
- Unexplained nausea or vomiting.

As with any, the most common heart attack symptom is sudden chest pain or discomfort. But it's important to note that women are more likely to experience the other common symptoms.

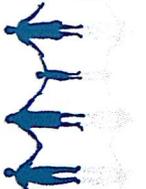
WHAT TO DO DURING A HEART ATTACK

- Don't try to drive yourself to the hospital unless you have no other choice. Try to stop as close as possible and have help.
- Don't drink with you will for the emergency preparation.

Centers for Specialty Care Group is committed to the better healthcare of our community. For additional information and a list of services please visit www.CenterofHealthcare.com



**YOU CAN MAKE THE DIFFERENCE
IF YOU SEE SOMETHING, SAY SOMETHING**



Centers for Specialty Care Group is proud to be implementing the INTERACT program at this facility. The goal of INTERACT is to improve care and reduce the frequency of potentially avoidable transfers to the acute hospital.

INTERACT II
INTERACT II by Nurses Across the Industry

If you notice any change in the health condition of a resident or family member please use the **Stop & Watch** form and give it to your Nurse and Supervisor. Early recognition can reduce hospitalizations. **Together we can make a difference!**

Centers for Specialty Care Group
714.555.0494 www.CenterofHealthcare.com

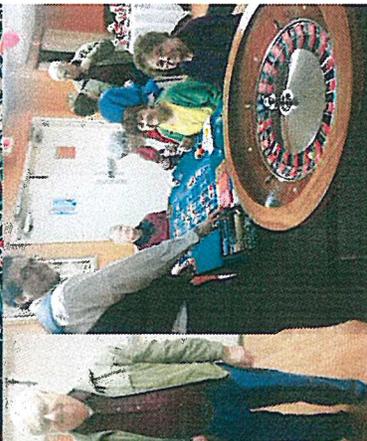
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**We are committed to the better
healthcare
Of our community and residents**

Mardi Gras Masquerade Luncheon



Casino Day! Wheel of Fun!



A COMMUNITY THAT PLAYS
TOGETHER!
STAYS TOGETHER!

OUR FUTURE

- We have had the privilege of being selected to purchase a number of County facilities. In each and every one of them our modus operandi has been the same.
- We provide education and training to existing employees to ensure that every member of our team is up to par and prevent as much employee turn-over as possible.
- We scout and hire the best local talent possible for each and every department as needed.
- We take pride in keeping the current residents and increasing the level of care and services they require.
- We identify any clinical services that are missing or lacking and we implement them.
- We meet with the local hospitals, physicians and community leaders to see what the needs of the local neighborhood are, so that our positive efforts benefit and strengthen the entire community.
- We renovate the facility to become the prided “Crown Jewel” of the community.

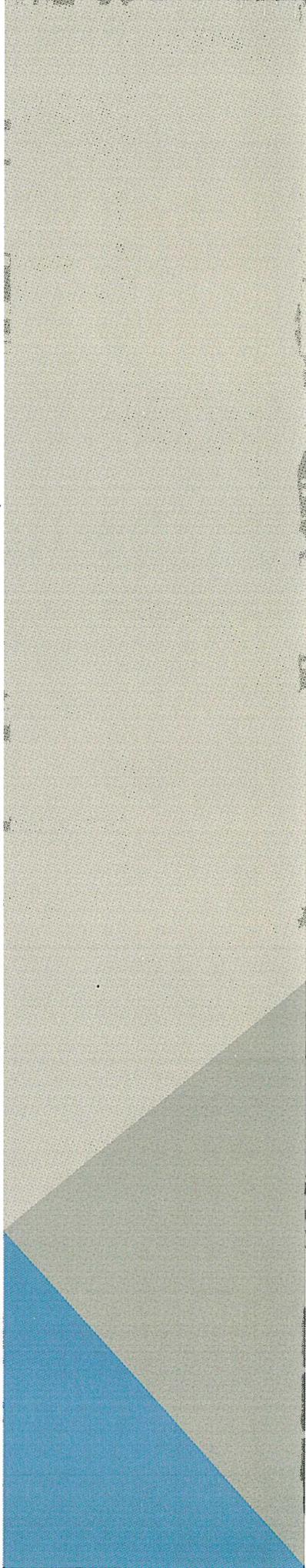


OUR GOALS

We believe that Westmount can be a viable and successful facility. If selected, upon takeover we will implement our proven formula. We will address the following concerns to improve on and thereby provide the highest level of care possible:

- Case Mix Index
- Medicare Capturing
- Medicare Maximization
- HMO Contracting
- MDS Coding
- Education and Training
- HMO Contracts
- Physical plant condition
- Customer Service
- Employee Satisfaction
- Become a source of pride for the community

Once we evaluate all of the areas of concern we can implement our proven systems that will maximize and capitalize efficiency.



OUR CONCLUSION

We are a Healthcare Group that *ONLY DOES HEALTHCARE*. This is our business, our profession, our passion, our mission and our goal. We are experts at what we do and have a proven track record. We take pride in our privilege of maintaining an excellent relationship with the NYS DOH.

We are fully confident that we can finalize the deal on Westmount Health Facility and turn the facility into the pride of Queensbury, New York and the Region.

Thank you for your time and attention !

Centers for Specialty Care Group
www.CentersHealthcare.com

