



## Company Description

It's all about the People, our customers, their patients, their staff, the therapist and the expertise necessary to partner with them to improve quality and support census development.

Peoplefirst's clinical expertise emphasizes a patient's abilities rather than disabilities, and incorporates leading edge technologies into comprehensive treatment plans. We employ over 8,000 therapists nationwide, including Physical and Occupational Therapists and Speech Language Pathologists, providing comprehensive skilled rehabilitation services across the acute and post acute continuum of care.

Peoplefirst makes a significant investment in our customers and therefore we are equally vested in their clinical and financial success. Peoplefirst is at the forefront of clinical and regulatory changes which enhances our ability to adapt. This flexibility enables our customers to achieve continued growth and operational excellence in the face of ongoing regulatory changes. While focused on our customers' clinical and financial success, our culture and leadership establishes and provides oversight that supports our commitment to integrity and compliance.

Some of our clients include: Christian Homes, Inc., Britthaven, Inc. and Complete Healthcare Resources.

**Geographic Area Served:** U.S. Only

**Segments Served:** SNF, CCRC

## 2010/2011 Product & Service Innovations

- **Rehab Max:** Analysis of appropriate use of rehab spaces, and enhancing the look and feel of rehab spaces - including flat-screen monitors and uniform displays.
- **Enhanced Outcomes Reports:** National, regional and patient specific reports generated from a database of over 200,000 patients and growing daily.

## Suggested Consultative Discussions

- **Successfully Managing RUGS IV and MDS 3.0:** Learn about our strategy for leading the way in providing education and resources necessary for SNFs to successfully manage within the new regulatory environment of RUGs IV and MDS 3.0.
- **Best Practices for Negotiating Managed Care Contracts:** Peoplefirst will provide you with some key discussion points when negotiating a managed care contract to ensure both the needs of the patients and the needs of the facility are met, while working within the guidelines of the managed care company.



Chris Bird  
President  
chris.bird@



Mary Van de Kamp  
SVP, Clinical  
maryd.vandekamp@