

The Remington Report

2012 Media Kit

p. 5

the power of **Print**

p. 11

the power of **Thought-Leadership Positioning**

p. 15

the power of **Web Media Branding**



the
remington
report

2012 media kit

The Remington Report

Can Your Company Reach **756,000** Decision Makers A Year?

The Remington Report can! Validated for the past 3 years by an outside research company, each issue of **The Remington Report** reached 126,000 decision-makers. Multiply that by 6 issues a year and your company reaches 756,000 potential buyers.

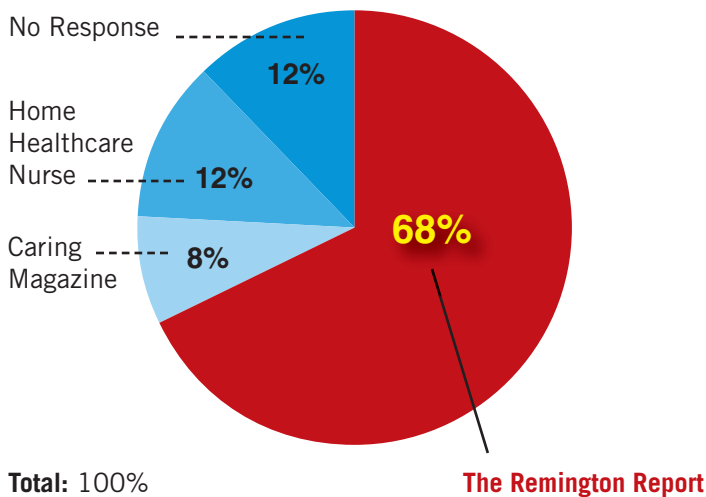
For 20 years **The Remington Report's** accuracy on predictions, trends ad business and clinical strategies has been 100% on target.

We have proven who we are. NOW, let us provide your company with integrated solutions to reach your goals.

Your #1 Resource For The Home Care Industry

To validate the position of **The Remington Report** magazine in the industry, Harvey Research, an outside company and independent audience and advertising research firm since 1953, conducted a Readership Study over a three year period. We proudly provide you with responses from the readership survey:

“Which ONE of the following publications has the best editorial coverage?”



Circulation

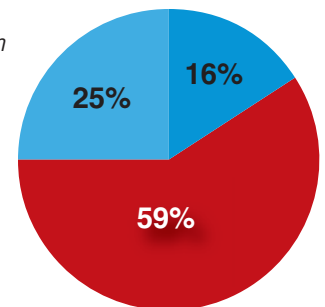
The average number of readers per copy for the March/April 2011 issue was 4.2 (3.2 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 126,000.

“How much time do you take to read THE REMINGTON REPORT?”

The typical respondent spends an average of 40.0 minutes reading an issue of **The Remington Report**.

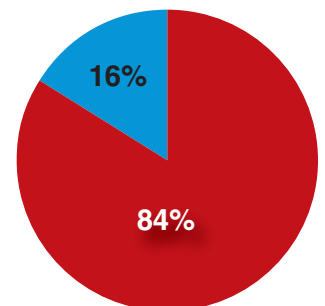
- Less than 20 minutes
- 20-59 minutes
- 1 hour or more

Total: 100%



“Do you make product or service recommendations to your peers?”

- Yes
 - No
- Total: 100%



*Includes Pass-along Circulation

The Remington Report

Here's What Readers Say About The Remington Report

"My boss thinks you are the greatest and I am a new subscriber. I have typically focused my reading on clinical trends and updates, and now I am trying to integrate business and industry data."

— Clinical Director/Manager
Freestanding

"I use Remington's resources and the Ohio Council for Home Care as my two main references. Others are much more expensive and not worth the money."

— Clinical Director/Manager
Hospital-Based or Health System
(owned by hospital)

"THE REMINGTON REPORT is something that I always take time to review and read. They report information that is timely and useful. It's always thought provoking."

— CEO/President, Executive Director,
Administrator, Hospital-Based or
Health System (owned by hospital)

Reach Readers That Buy ... Based Upon 126,000 Readers (per issue)

The Remington Report Readers have the power to influence and make decisions to buy healthcare products and services.

84% Make Product Or Service Recommendations To Their Peers

74% Requested Information On An Advertised Product/Service Or Went To The Advertiser's Website

64% Use Advertisement In **The Remington Report** As A Resource To Learn About Products Or Services That They Will Buy

64% Important To See Companies List And Describe Their Products In **The Remington Report's** Product Resource Guide

Which Of The Following Products/Services Are You Involved In Advising, Recommending Or Approving The Purchase Of?

82.5% Information Systems/Point Of Care/Laptops

79.3% Telehealth

77.4% Patient Satisfaction Reports

76.1% Medical Supplies/Technology

73.3% Wound Care Products/Therapies

73.1% Benchmarking Companies

46.6% Personal Emergency Response Systems

Strength Of Editorial

Agree Strongly/Agree Somewhat

It keeps me informed on industry trends and forecasts	99%
It keeps me informed on business strategies.....	92.9%
It keeps me informed about pay for performance.....	92.9%
It keeps me informed about technology	93.8%
It keeps me informed about telehealth	92.2%
It keeps me informed about wound care	84.5%
I read it cover to cover	75%
I use it for staff education.....	72.5%
I read it as soon as I get it in the mail	69.6%



The Remington Report

What Sets Us Apart For Advertisers

Validated Readership

The Remington Report is the only home care magazine that has validated our readership's purchasing power of your products and services through an outside research company.

Most Advertising Exposure In Every Issue – 3x Visibility

The Remington Report is the only home care magazine providing the most exposure for advertisers in every issue: 1) Your ad, 2) Product Guide or Thought-Leadership Column, and 3) Company write-up in our "About The Advertiser" section.

Largest Distribution

The Remington Report has the largest circulation of 126,000 validated by an outside research company.**

#1 Choice**

- Reliability To Help Understand And Anticipate Complex Issues Faced By Healthcare Leaders
- Would Save Magazine For Future Reference
- Most Relevant Business Content
- Most Credible/Reliable

#1 In Readership**

- Keeps Me Informed On Industry Trends And Forecasts
- Read It Cover To Cover
- Use It For Staff Education

The Remington Report
30100 Town Center Drive, Ste 421
Laguna Niguel, CA 92677
Phone: 949-715-1757
Fax: 949-715-1797

**Harvey Research, Inc.



the power of **The Remington Report**

Print

2012 Editorial Calendar

Premium Ad Positions

Demographics/Circulation Of Our Readership

Reach Readers That Buy

Advertising Specifications

Terms & Conditions



The Remington Report Editorial Calendar 2012

The Remington Report Covers These Topics: Healthcare Reform, ACOs, Technology, Hospice, Private Duty, Medical Homes, Emerging Clinical And Financial Models, Care Transitions, Avoidable Hospital Readmissions, Thought-Leadership Articles, And National And Industry News.

Jan/Feb 2012

Ad Close Date: 11/20/11
Ad Materials Due: 12/01/11

Mar/Apr 2012

Ad Close Date: 1/20/12
Ad Materials Due: 1/30/12

May/June 2012

Ad Close Date: 3/20/12
Ad Materials Due: 3/30/12

Strategic Editorial Focus

Health Care Reform 2012 Industry Forecast

Health Care Reform Positioning Home Care For 30-Day Readmits

Health Care Reform Aligning Clinical And Financial Strategies

Free To Advertisers

(with a one-page paid ad)

- CEO Thought-Leadership Positioning** (one page)
- CEO Thought-Leadership Includes Response To: "Looking Forward To 2012 – What Can Home Care Expect?" *[Company logo, photo of CEO, company phone number and website address.]*
 - 50-word Company Write-up In The "About The Advertisers" Section

- CEO Thought-Leadership Positioning With Product Guide** (one page)
- CEO Thought-Leadership Includes Response To: "What Are The Top Three Technologies For 2012?" *[Company logo, photo of CEO, company phone number and website address.]*
 - Plus ... Technology Product Showcase *[Describe your products/services in our 18th Annual Technology Showcase]*
 - 50-word Company Write-up In The "About The Advertisers" Section

- Clinical & Technology Product Showcase** (one page)
- Showcase Your Solutions For Clinical Models And Financial Management In Our 15th Annual Clinical & Financial Programs & Technology Guide *[Includes your company logo, phone number and website address.]*
 - 50-word Company Write-up In The "About The Advertisers" Section

Conferences And Bonus Distribution

- Show Distribution:** (in registration tote bag)
- Remington's 10th Annual Forecasting Think Tank Summit, St. Pete's Beach, FL, March 11-13, 2012
 - Texas Association For Home Care & Hospice
 - New England Home Care Conference – CT, ME, MA, NH, RI, VT
 - Publisher Speaking Engagements
 - On-line Branding – Magazine advertised in Weekly E-News – Healthcare Reform NewsWire (distributed to 8,000)
 - Website Home Page www.remingtonreport.com (Monthly Hits: 220,000)

- Show Distribution:** (in registration tote bag)
- VNAA 2012 (Visiting Nurse Associations of America) Annual Meeting, May 2-4, 2012, Phoenix, AZ
 - California Association For Home Care
 - Publisher Speaking Engagements
 - On-line Branding – Magazine advertised in Weekly E-News – Healthcare Reform NewsWire (distributed to 8,000)
 - Website Home Page www.remingtonreport.com (Monthly Hits: 220,000)

- Show Distribution:** (in registration tote bag)
- Wound Ostomy Continence Nurses Society (WOCN) 45th Annual Wound Ostomy and Continence Nurses Conference, June 9-13, 2012, Charlotte, NC
 - North Carolina Association For Home & Hospice Care
 - Minnesota Association For Home Care
 - Pennsylvania Homecare Association
 - Publisher Speaking Engagements
 - On-line Branding – Magazine advertised in Weekly E-News – Healthcare Reform NewsWire (distributed to 8,000)
 - Website Home Page www.remingtonreport.com (Monthly Hits: 220,000)

The Remington Report Editorial Calendar 2012

The Remington Report Covers These Topics: Healthcare Reform, ACOs, Technology, Hospice, Private Duty, Medical Homes, Emerging Clinical And Financial Models, Care Transitions, Avoidable Hospital Readmissions, Thought-Leadership Articles, And National And Industry News.

Jul/Aug 2012	Sept/Oct 2012	Nov/Dec 2012
Ad Close Date: 5/21/12 Ad Materials Due: 5/30/12	Ad Close Date: 7/20/12 Ad Materials Due: 7/30/12	Ad Close Date: 9/20/12 Ad Materials Due: 9/28/12

Strategic Editorial Focus

Health Care Reform Strategies To Demonstrate Home Care's Value

Health Care Reform Provider Collaboration Strategies

Health Care Reform Aligning Physician Strategies

Free To Advertisers *(with a one-page paid ad)*

- CEO Thought-Leadership Positioning (one page)
- CEO Thought-Leadership Includes Response To: "What Are Key Growth Strategies For Today's Leaders?" *(Company logo, photo of CEO, company phone number and website address.)*
 - Plus ... Product Showcase For Leadership *(Describe your products/services in our Leadership Product Showcase)*
 - 50-word Company Write-up In The "About The Advertisers" Section

- CEO Thought-Leadership Positioning (one page)
- CEO Thought-Leadership Includes Response To: "How Is Your Company Positioned As A Partner To Home Care Agencies?" *(Company logo, photo of CEO, company phone number and website address.)*
 - Plus ... Product Showcase *(Includes Booth Number At National Association Of Home Care's Annual Meeting)*
 - Booth Number On Your Ad
 - 50-word Company Write-up In The "About The Advertisers" Section

- CEO Thought-Leadership Positioning (one page)
- CEO Thought-Leadership Includes Response To: "Reflection Of The Year 2012 – What Home Care Learned?" *(Company logo, photo of CEO, company phone number and website address.)*
 - 50-word Company Write-up In The "About The Advertisers" Section

Conferences And Bonus Distribution

- Show Distribution:** (in registration tote bag)
- The Remington Report's 8th Annual Leadership Development Summit: Growth Strategies For A Sustainable Future, August 8-10, 2011, Chicago, IL
 - Home Care Association of Florida
 - Publisher Speaking Engagements
 - On-line Branding – Magazine advertised in Weekly E-News – Healthcare Reform NewsWire (distributed to 8,000)
 - Website Home Page www.remingtonreport.com (Monthly Hits: 220,000)

- Show Distribution:**
- The National Association For Home Care (NAHC) 2012 Annual Meeting & Exposition, October 21-24, 2012, Orlando, FL
 - Ohio Council For Home Care & Hospice
 - Publisher Speaking Engagements
 - On-line Branding – Magazine advertised in Weekly E-News – Healthcare Reform NewsWire (distributed to 8,000)
 - Website Home Page www.remingtonreport.com (Monthly Hits: 220,000)

- Show Distribution:**
- Connecticut Association For Home Care
 - Publisher Speaking Engagements
 - On-line Branding – Magazine advertised in Weekly E-News – Healthcare Reform NewsWire (distributed to 8,000)
 - Website Home Page www.remingtonreport.com (Monthly Hits: 220,000)

The Remington Report

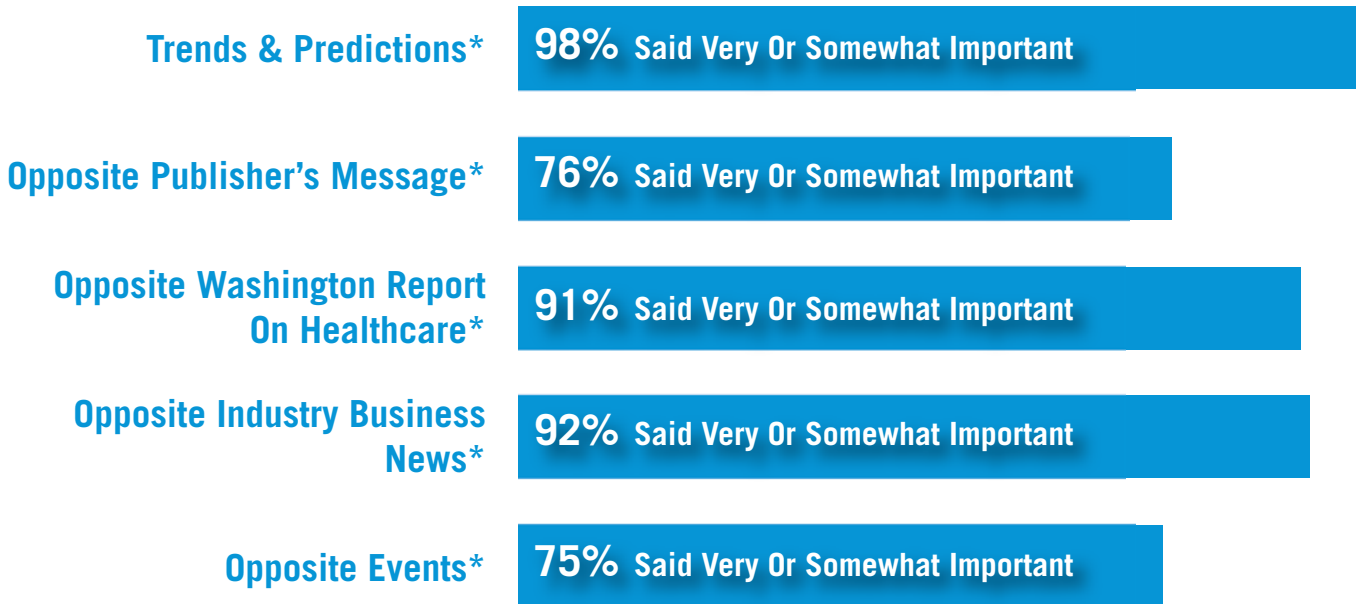
Premium Ad Positions

Premium position opportunities generate more recognition than traditional ads. You can set yourself apart from the competition by taking advantage of these high-visibility positions. Premium positions are sold on a first-come, first-served basis. Surcharge is based on black-and-white space cost. Cover positions – four color ads are required for cover positions. No cancellations on cover ads are permitted. Must be 6x consecutive placement.

Cover/Consecutive Page Positions:

Back Cover	20% additional
Third Cover (Back Inside Cover)	10% additional
Inside Front Cover	15% additional
Center Spread	15% additional
Consecutive Pages/Guaranteed Positioning	10% additional

Editorial Premium Positions** Rated In Ad Studies:



*10% Additional **Harvey Research, Inc.



The Remington Report

File Specifications

High-Resolution Adobe Acrobat PDF file format is required.

- All advertisement **MUST** be submitted in PDF format with **ALL** fonts and images embedded.
- All PDF files **MUST** include crop marks to trim and bleed.
- Embedded images **MUST** be a minimum of 300 DPIs.
- Transparencies **MUST** be flattened.
- Ads should be sized to 100% of mechanical specifications.
- Color images **MUST** be CMYK. Files containing RGB or LAB colors will not be accepted. PMS colors **MUST** be converted to process unless otherwise instructed for print.
- PMS inks or pre-mixed inks require dedicated print units and will be billed in addition to the color rate.

Send high-res pdf files to:
Remrptedit@aol.com

The Remington Report
30100 Town Center Drive, Ste 421
Laguna Niguel, CA 92677
Phone: 949-715-1757
Fax: 949-715-1797

The Remington Report Advertising Specifications

Space Reservations & Advertising Rates:

Rates are available upon request. Please contact:
Lisa Remington
E-mail: remrptedit@aol.com
Phone: 949-715-1757 • Fax: 949-715-1797
www.remingtonreport.com

Print Specifications

Publication trim size8 1/2" x 10 7/8"
Untrimmed size8 3/4" x 11 1/8"
Non-bleed live area7 1/4" x 9 5/8"
Bindingperfect

Follow specifications for Web Offset Publications (SWOP)*

Ad Size Specifications

	width x depth (inches)
Full Page Bleed	8 3/4" x 11 1/8"
1 Page.....	7 1/4" x 9 5/8"
2/3 Page Vertical	4 3/4" x 9 5/8"
1/2 Page Horizontal	7 1/4" x 4 5/8"
1/2 Page Vertical	3 1/2" x 9 5/8"
1/3 Page Vertical	2 1/4" x 9 5/8"
1/4 Page.....	3 1/2" x 4 5/8"

Live matter should be kept 1/4" from trim. Allow 1/8" for head, foot and face bleed and 1/8" rough cut in the gutter for perfect binding.

Prepress Specifications

Except for specialty items, all pages must be created to the same size. If creating documents to trim, File/Document Setup should be the exact trim size of the publication with bleed items extending at least 1/8" beyond the document edge. If creating documents to bleed, File/Document Setup should be the publication trim size plus 1/8" added to the width and 1/4" added to the height.

***Remember that SWOP standards recommend all live matter be 1/4" away from trim.**

The Publisher is not responsible for shifts in color due to differences between the file and the proof, or errors due to improper file preparation. It is assumed by the Publisher that all digital advertising files submitted for publication will perform in a satisfactory manner without any additional work required. If the materials supplied do not meet requirements, or additional work is necessary to meet specifications, the advertiser will be billed for all costs incurred with a 10 day net payable from date of bill.



The Remington Report

Terms And Conditions

Agency Commission: Fifteen percent of gross billing is allowed to recognized ad agencies on space, color and position provided account is paid prior or on the day of the close date of materials for each issue. Commission not allowed on other charges, such as insert handling, special binding or trimming inserts, reprints or other mechanical charges.

Frequency Rates: Frequency is determined by the number of insertions used by an advertiser within one calendar year from the date of the first insertion order.

Full half and one-third page spread advertisements are charged at the rate of each individual unit on each facing page.

Multiple units of space in one issue are charged at individual unit rates and are counted as individual insertions for the purpose of determining frequency discount.

Short Rates And Rebates: Any change in 3x or 6x rate contracts will revert ad rates to be changed a one-time ad rate.

Cancellations: All cancellations require a 60-day written notice or advertiser will be charged full rate. Once reserved, cover positions cannot be cancelled. Customers reserving special positions will be contractually obligated to pay all premiums for all unused positions if those positions are not sold.

Discounts: Existing advertisers will receive a 10% discount on their advertising schedule if pre-paid by January 15, 2012.

Rate Protection Clause: For rate protection at 2011 rates, send a signed reservation agreement (3 insertion minimum) for 2012 ad rates before November 25, 2011, along with an insertion order for at least one insertion that will run in the 2012 January/February, March/April issues. Publisher reserves the right to charge the rates and terms herein at any time without notice, provided only that for any contract advertiser the rates herein shall continue to apply for issues published within 60 days of the effective date of change.

Payment Terms: Invoices are due prior or on the due date of ad materials closing dates for each issue and payable upon receipt in U.S. funds drawn on a U.S. bank. MasterCard, Visa, and American Express accepted. All invoices subject to a 1.5% interest charge per month on past due balances.

Publisher looks to the advertising agency placing the insertion for payment. However, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies dues and payable to publisher, and that agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order

blanks or instructions when such conditions conflict with its policies. By signing **The Remington Report's** insertion order, or if the ad is printed in the magazine, the advertiser has agreed to the terms and conditions in the media kit. In the event it is necessary to collect on an outstanding payment, **The Remington Report** shall be entitled to recover its reasonable attorneys' fees and costs. The terms of the insertion order and advertisement placement shall be governed by and subject to the laws of the State Of California, jurisdiction of Orange county.

Publisher's Protective Clause: By issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in **The Remington Report** and, by their tendering such insertion order, the advertiser or agency shall indemnify and hold publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from publisher's compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser, who shall be deemed joint and several indemnitors, and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or tendered advertising because of labor disputes involving the publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges, which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. **The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates The Remington Report editorial material.**



the power of **The Remington Report**

Thought-Leadership Positioning

Conferences

Leading-Edge Educational Reports

Executive Thought-Leadership Round Tables

Sponsored Case Studies

Industry Studies

Leadership Web-based Educational Seminars

16-Page Special Supplements

Research Studies



The Remington Report

The Remington Report's Thought-Leadership Positioning

Participate directly with 200 CEOs, facilitating round tables and participating in highly-interactive discussions. Position your company as the thought-leader with solutions.



Conferences

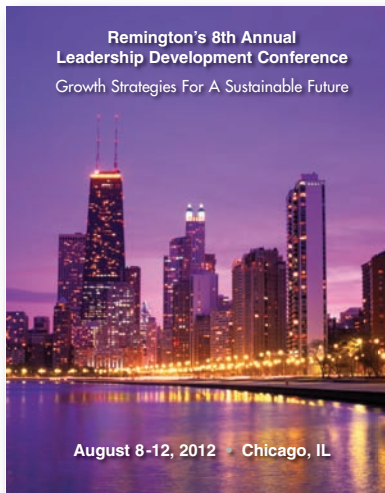
Share Ideas, Gain Visibility As A Thought-Leader, And Network With C-Suite, And Clinical Leaders

Remington's 10th Annual Forecasting Think Tank Summit March 11-13, 2012, St. Pete's Beach, FL

Gain exclusive visibility as an industry thought-leader in a highly interactive, action-oriented networking summit attended by C-Suite executives, and clinical leaders. The Annual Forecasting Think Tank Summit draws home care executives and clinical leaders who come to listen to nationally recognized keynote speakers presented by content experts and Remington leadership presentations on topics of strategic interest.

Remington's 8th Annual Leadership Development Conference August 8-10, 2012, Chicago, IL

Foster business relationships, network, increase business prospects, and interact face-to-face with your target audience. Sponsors will receive first-hand information to validate or change their marketing and strategic plans based upon what they learn.



Eight Proven Reasons To Sponsor

1. Position Your Company As Industry Thought-Leaders
2. 10-Year Proven Approach To Relationship Building And Business Development
3. National Recognition – **Branding Opportunities Months Before The Summit Begins!**
4. Networking/Facilitation Opportunities Based On Sponsorship Level
5. Sponsors Are Highly Satisfied With Their ROI, Sales Follow-up And Closing Business Deals
6. Sponsor Recognition – Summit (On-Site)
7. Pre-Attendee List – Provided prior to conference.
8. Validate Your Marketing, Business And Sales Plans – **Gain The Highest Level Of Industry Insight To Validate Your Own Strategies**



The Remington Report

Leading-Edge Educational Reports

Addresses Issues And Hot Topics While Promoting Your Organization

Leading-Edge Educational Reports are a unique way to combine sponsor branding and position your company as a thought-leader with industry experts on a chosen topic. Editorial is coordinated with **The Remington Report** and includes data and research on the topic.

Educational reports will be published in **The Remington Report** magazine accompanied by web positioning on **The Remington Report** website with your logo and link to your website.

Executive Thought-Leadership Round Tables

Raise Awareness And Address Critical Issues While Enhancing Your Brand

Executive Thought-Leadership Round Tables raise awareness and address critical issues in healthcare while raising your brand awareness. Executive Round Tables provide a focused forum for senior healthcare leaders to address the many strategic and tactical challenges they are facing. The content of these roundtable forums are used to keep readers and the industry informed of insights.

Executive Thought-Leadership Round Tables will be published in **The Remington Report** magazine accompanied by web positioning on **The Remington Report** website with your logo and link to your website. An online webcast can also provide additional branding.

Sponsored Case Studies Or Industry Studies

A Unique Way To Demonstrate Thought-Leadership As A Solution-Based Partnership With Home Care Agencies

Case Studies or Industry Studies show readers how you've solved tough industry challenges or how you have contributed to the success of key clients. It is a great way for sponsors to communicate their partnership value and leadership role.

A powerful connection is made when a peer communicates a case study or benchmark study that shows the true value of partnerships, collaboration and the "value" of your services.



SPECIAL SECTION ON FALL PREVENTION

Bridge Study Adds Important Sociological Insight

Developing effective strategies for fall prevention has become one of health care's hottest topics of conversation. The BridgeSM HomeCare Quality Improvement Evaluation Study published in January 2008 identified fall prevention as one of the leading strategies in reducing hospitalization and one of the most frequently implemented by the study 49% of participants reported they have used a fall prevention strategy for a year or longer.

What became the hard numbers makes a fall prevention strategy an important especially in health care for seniors? The Bridge study adds sociological insight in its explanation. Because while risk factors are many and varied, falls occur in a living point or in other persons' homes and well-being, bringing about a decline in function and general well-being, generally for years to come.

The fact is, even minor falls cause significant psychological implications for the elderly, from hitting someone to the unexpected fact that experiencing one fall undermines confidence, which in turn sets the stage for succeeding falls.

According to "Generations," *The Journal of the American Society on Aging*, as many as 40% of non-institutionalized, community-dwelling adults 65 and older fall in their homes each year. Since the majority of older adults who live in community settings spend a large amount of time in homes, it is not surprising that between one-third and two-thirds of all falls and 80% of those falls occur in or around the home.

"Falls lead directly to medical problems that often result in loss of independence and increased risk of illness or injury."

Implementing Evidence-Based Interventions

"The home health industry is positioned to make a tremendous contribution in the area of fall prevention – not only for older adults in our care, but for our communities as well," says Minnie Hoffman, a Physical Counselor at CANTONIA, Inc. She goes on to state that for conducting an evidence-based (EB) risk assessment at the point of care and implementing EB interventions, home care has a great impact on reducing fall injuries and associated costs.

Hoffman says that implementing EB fall prevention is the key strategy for reducing acute care hospitalization and emergency care going forward. She says that managing outcomes related to falls starts with a focused intervention program that includes what the patient needs help with at the time of the fall, what contributed to the fall and if the patient has received or is receiving therapy.

Traditionally, home health has categorized falls as an enhanced versus unenhanced. Today the focus has changed to falls with or without injury. Thoughts can be involved in improving strength, balance and gait, which can decrease the incidence of injury due to falls.

A Fall Prevention Program That Works

At least one home health company in Central Michigan has taken to heart the spirit of fall prevention and is reaping benefits on many fronts. Peg Bachmann, Director of Clinical Services for Trinity Home Health Services headquartered in Flint, Michigan, says, "The fact is, we have a great fall prevention program. We are currently adding new strategies to our home care company's fall prevention program. We've

Thought Leadership Roundtable

OASIS-C – The Hidden Paradigm-Shift That Impacts The Future Of The Home Care Industry

This special interview discusses OASIS-C and what has changed for the OASIS-C home care industry. Interview participants are: Barbara McCann, Chief Clinical Officer, Home Health Services, HomeCare Partners; Susan P. Gorman, Director of Quality for the Joint Commission, Division and Senior, Professional Committee and Medical Energy, Vice President Performance and Safety, Professional Committee and Director of Health Care Quality Impact for the Home Health Quality Improvement Support Center (HQISC) and Home Health Quality Improvement Center (HHQIC); Lisa Remington, Publisher of The Remington Report and the interview.

The new OASIS-C has been designed to meet the needs of the home care industry. Information collected in the OASIS-C data set will be used to monitor and improve the quality of care provided to patients. The new OASIS-C will be used to monitor and improve the quality of care provided to patients. The new OASIS-C will be used to monitor and improve the quality of care provided to patients. The new OASIS-C will be used to monitor and improve the quality of care provided to patients.

MEMORANDUM: Under OASIS-C payment will be strictly tied to clinical evidence information whether or not the information accurately reflects the severity of patients. What are some agencies already doing to ensure that their data is accurate and a more accurate representation of a patient's condition?

McCann: As we would expect the price of certification, it is a one-time fee based on the price of certification. It is a one-time fee based on the price of certification. It is a one-time fee based on the price of certification. It is a one-time fee based on the price of certification.

SPECIAL CASE STUDY SECTION – PAID ADVERTISEMENT

The National Telehealth Value Study
June 1, 2005 to November 30, 2005

Conducted By: Strategic Healthcare Programs, LLC (SHP)
Author: Barbara Prosser, BSN, MADM
CEO of Strategic Healthcare Programs

Honeywell HomMed

Abstract And Conclusions

- Hospitalization rates and emergent care visits can be reduced
- Clinical outcomes can be improved
- Agencies with little experience utilizing telemonitoring can achieve immediate returns on investment
- Nursing productivity can be improved through reduced visits
- Costs can be reduced through decreased travel time and travel expense
- Nurses can carry higher caseloads without adversely impacting financial and clinical outcomes

Background And Basic Methodology

Honeywell HomMed conducted a National Telehealth Value Study to determine the efficacy of home telemonitoring when applied to a broad range of home health procedures. The study was completed following a 6-month implementation beginning June 1, 2005 and completed on November 30, 2005. Some unique features of the study include:

- Participating agencies had no experience with the use of Honeywell HomMed telemonitors or its program
- The comparison of monitored and non-monitored patients utilized the agencies' own population rather than a national database of other agencies
- Data for the study was collected electronically by Strategic Healthcare Programs, LLC (SHP) and consisted of telemonitor patient identifiers, CASIS assessments (Start of Care, Records, Reassessments and Discharge), 857 death data, and visit data
- The study incorporated the same risk adjustment as that utilized by CMS so that data was evaluated within the context of each agency's unique case mix

Participants were recruited through national advertisement. To ensure a representative sample of home health providers, factors such as patient census, type of agency (non-profit, for-profit, hospital based, etc) and regional location were taken into consideration. Thirty two home health agencies participated and followed the study protocol.

Honeywell HomMed provided all study sites with the equipment and clinical training necessary to complete the study.

Study Design

Participating sites were required to follow all aspects of the study design:

- After clinical training, agencies evaluated each new medical referral and placed the patient in the study regardless of diagnosis to reach the goal of 30 telemonitored patients
- No new Medicare patients deemed to be a LUPA (less than five allowed visits for the episode of care) were admitted to the study
- 30 patients were managed by one clinician, an RN designated as the telemonitoring nurse
- The telemonitoring nurse participated voluntarily and did not manage any non-monitored patients
- The telemonitoring nurse was provided additional compensation to acknowledge participation in a new model of patient management using technology
- An RN managed the Central Station data
- An agency staff person was identified to manage equipment inventory and maintenance

The Remington Report



16-Page Special Supplements

Build Brand Awareness And Position Your Company As A Solution-Oriented Partner

For the past 12 years, **The Remington Report** has been working in partnership with advertisers to customize 16-page **Special Supplements** to build brand awareness and position your company as an expert on topics related to your products and services.

Editorial, jointly chosen with your company and **The Remington Report** can be poised as interviews, question and answers, expert knowledge by your customers, or your company representatives. Within the 16-page supplement are two of your company ads and if chosen, a letter from your President.



Research Studies

Position Your Company As A Cutting-Edge Company With The Vision To Guide The Industry Into The Future

The Remington Report's customer research capabilities give advertisers the opportunity to gain valuable data and insights to the audience it desires most – home care decision-makers. Our 20-years of publishing provides the expert background for developing and marketing research reports.



Leadership Web-Based Educational Seminars

Take Lead-Generating To The Next level With A Customized Web-Based Educational Seminar

Connecting with our audience of decision-makers helps you to develop and nurture relationships with prospects unlike traditional methods. You will position your company as a thought-leader and educator. **Web-Based Educational Seminars** brand awareness and visibility and provide maximum return on investment.

Our online **Web-Based Educational Seminars** have a long history of listener satisfaction. Our web-based educational seminars can drive targeted audience, key decision-makers to create sales and marketing leads for your company.



the power of **The Remington Report**
Web Media Branding

Weekly E-News Healthcare Reform NewsWire

Remington Report Web Site: www.remingtonreport.com



The Remington Report

Leaderboard Banner Ad:

615w x90h (pixels)

Square Ad:

230w x 266h (pixels)

Weekly E-News Healthcare Reform NewsWire

Position Your Company As A Thought-Leader And Gain Brand Awareness And Visibility

Remington's Healthcare ReformNewsWire is a leading news source delivering concise, up-to-date, thought-provoking information on home care, healthcare reform and industry developments. Delivered every Wednesday to over 8,000 opted-in homecare executives, senior management, and clinical leaders in an easy-to-read format designed to accommodate busy schedules.

The **Healthcare NewsWire** is written and edited to ensure maximum relevance and impact. Sponsors may include up to 50-words of promotional copy and a link to their site.



Healthcare Reform NewsWire
Weekly

NEWS | MAGAZINE | CONFERENCES | WEBCASTS | ALLIANCE | STRATEGY GROUP | ADVERTISE | CONTACT

YOUR AD HERE

ACO NEWS

ACO: 60/40 PERCENT IN FINAL RULE PROBLEMATIC

One basic problem remains – a problem that is built into the core of the Shared Savings Model: at best, the model permits an ACO to receive 60 percent of the savings that it created, with CMS taking the other 40 percent. [> Read More](#)

HOME HEALTH PAYMENT NEWS

****ALERT** CMS FINALIZES 2012 MEDICARE HOME HEALTH PAYMENT CHANGES**

CMS issued a final rule to update the Home Health Prospective Payment System (HH PPS) rates for Calendar Year (CY) 2012. Payments to home health agencies (HHAs) are estimated to decrease by approximately 2.31 percent or \$430 million in CY 2012, the net effect of a 1.4 percent payment update, the wage index update, and the case-mix coding adjustment. [> Read More](#)

EDUCATION

TO LEARN MORE ABOUT MEDICAL SUPPLY OPTIONS LISTEN TO THE NEW VIDEO

EMPLOYMENT NEWS

HEALTHCARE EMPLOYMENT – HOME HEALTH AIDES TO INCREASE 50 PERCENT

**YOUR AD
HERE**

**YOUR AD
HERE**

**YOUR AD
HERE**



The Remington Report

Leaderboard Banner Ad:
615w x90h (pixels)

Rectangle Ad:
260w x 176h (pixels)

Square Ad:
230w x 266h (pixels)

Remington Report Web Site

www.remingtonreport.com

Reach you target 24/7 and generate brand awareness and be viewed as a solution-oriented company.

RemingtonReport.com website offers advertisers online advertising that provides brand awareness and your companies solutions for home care.

Our home page delivers timely editorial and news, and provokes thought-leadership thinking beyond the print journal content. Web advertising reinforces corporate ads in print and expands the audience reach. Our site serve as primary destinations for individuals involved in home care including C-Suite, Clinical Leaders, and Managers. **Monthly Hits: 220,000**



YOUR VIDEO AD HERE

web

Position Your Company As A Health Care Reform Industry Leader

This is how **The Remington Report** can support positioning, branding, marketing and an ROI for your company. With 20+ years, we customize integrated programs to attain your goals.

Each program has a unique way of bringing you results.

Executive Health Care Reform D-Briefing

Monthly live webcasts focusing on health care reform headlines, developments and news

10th Annual Think Tank Health Care Reform Forecasting Conference

- Attended by 200 CEOs/Executive level
- 100% accuracy forecasting rates
- Interactive thought-leadership participation

Executive Leadership Academy For Health Care Reform

A CEO leadership program to build strategy for high-performing home care agencies to align with health care reform

9th Annual National Leadership Summit

- Attended by 200 CEOs/Executive level
- Interactive thought-leadership participation

Health Care Reform NewsWire

(Weekly) – Distributed to over 8,000

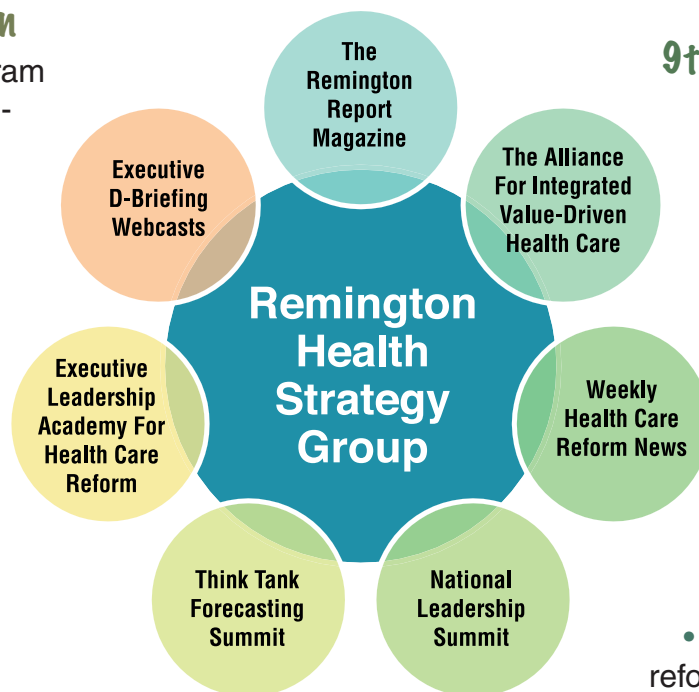
- Leading news source for health care reform initiatives
- Alerts the industry to future changes
- Filtered news applicable to the home care industry

The Remington Report Magazine

- Publishing 19 years
- Each issue read by over 126,000 readers
- Validated as the #1 magazine in the home care industry
- Highest level of readers purchasing products

Remington Report Website

- Monthly over 220,000 hits
- Leading provider of health care business news
- In-depth information to guide executives



The Alliance For Integrated Value-Driven Health Care

A CEO membership-only site

- In-depth health care reform industry reports
- Health care business intelligence data
- Transformational leadership resources to promote the industry's value, and keep informed about healthcare's future