



Genesis HealthCareSM



2008 QUALITY *Update*

Our Mission:

*We improve the lives we touch,
through the delivery of
high-quality health care
and everyday compassion.*

At Genesis, we are very proud of our quality care record. Genesis ranks among top providers for overall customer satisfaction and quality medical care according to national independent research.

Genesis has some of the best staff retention rates in the long-term care industry. Our staff is dedicated to providing very good care to our patients. We provide opportunities for professional development and advanced clinical training in order to ensure that our clinical practice aligns with the changing needs of our patient population.

We are dedicated to fulfilling our mission and meeting the needs of those entrusted to our care. We are committed to listen, advise and meet the needs of both our residents and their family members.

Our Approach to QUALITY

Our compassionate staff members strive to do the right thing for every life we touch and we set high standards for our centers, annually develop quality targets and use in-depth quality measures to track progress.

We track and measure 19 Quality Measures as well as our own internal clinical benchmarks as part of our commitment to “Advancing Excellence,” a voluntary initiative focused on continuous quality improvement practices and consistent measurement in order to support better quality care. Some results include:

- **Since 2004, we have reduced the daily use of physical restraints by 52%.**
- **Since 2004, we have improved the management of Long-Stay Resident pain by 27%.**
- **Since 2003, our In-House Acquired Pressure Ulcer rate has decreased by 46%.**
- **And, since 2003, we have reduced the Incidence of High Risk Pressure Ulcers and Short-Stay Pain by 3% and 2%, respectively.**

The Changing Face of SKILLED NURSING CARE

Over 90% of patients are admitted after an acute medical hospitalization.

The average length of stay is 36 days for short-stay patients.

20% of patients are younger than 65 years old.

Quality Award RECOGNITION

Since 2001, Sixty-Four Genesis Centers have received the industry's most prestigious quality award.



American Health Care Association (AHCA) / National Center for Assisted Living (NCAL) Quality Award Recipients demonstrate their commitment to deliver ever-improving value to patients, residents and other customers, to improve overall organizational effectiveness, and to champion organizational and personal learning.

In 2008, 17 Genesis Centers earned the AHCA/NCAL Quality Award and 10 received the honor in 2007.

Genesis maintains a dynamic customer satisfaction focus, putting the patient at the center of the CARE PROCESS

Understanding patient, resident and family needs and providing compassionate, respectful care are paramount to improving the lives we touch. In order to continuously understand the changing needs of our customers, we routinely measure patient/resident/family satisfaction. Genesis participates in a survey process provided by My InnerView, an independent research organization that benchmarks satisfaction data in the long-term care industry.

GENESIS HEALTHCARE - DISCHARGED CUSTOMER SATISFACTION SCORES OVERALL SATISFACTION



Source: My InnerView; Peer group = My InnerView nationwide database.

Over 50% of patients will return home or to the community

Patients require complex medical care previously provided only in a hospital

We care for more than 26,000 patients and residents every year

Employee SATISFACTION

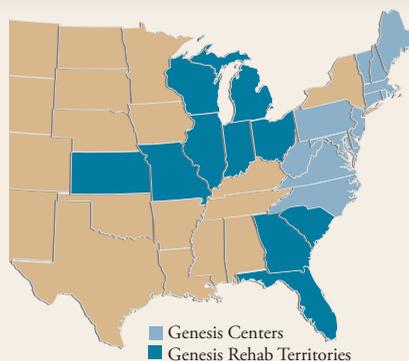
Since 2006, The Genesis Employee Foundation has awarded over \$700,000 in assistance grants to employees facing a crisis situation.

Employee and customer satisfaction are strongly correlated: as employee satisfaction rises, so does customer satisfaction. We believe that creation of a positive working environment transforms our nursing centers into a workplace of choice for our caregivers – and a care setting that produces high-quality care and satisfaction. We have created a number of employee-focused programs to enhance this relationship:

- *The 20 Year Club—special recognition and bonus for employees who have served 20 years or longer.*
- *Genesis Employee Foundation—a separate non-profit entity that provides financial assistance to employees facing a crisis situation.*
- *Employee Recognition programs for service anniversaries, “above and beyond” performance, Core Value awards and retirement honors.*



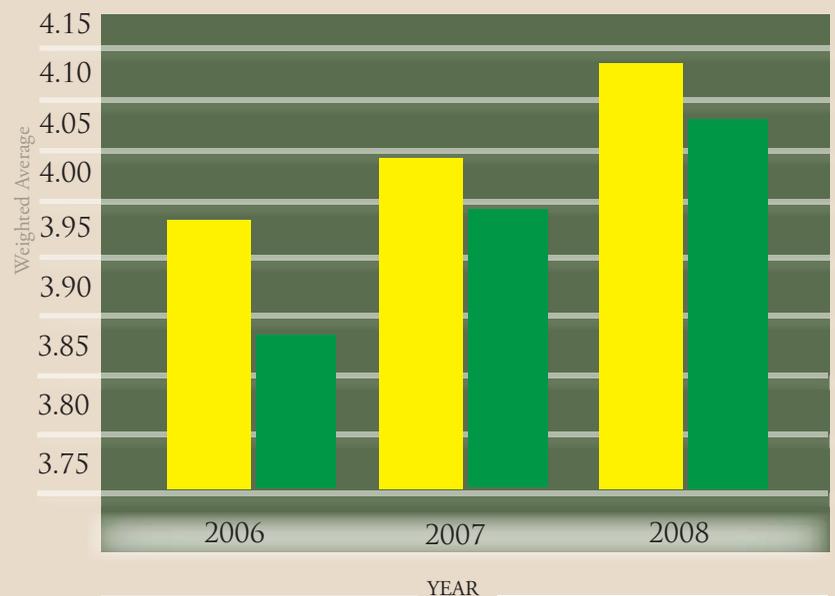
Genesis is well-regarded in the long-term care industry. As one of the nation’s largest long-term care providers, we offer a wide range of services from LongTerm, ShortStay and Short-Term Orthopedic Rehabilitation to other specialty services including Dialysis, Ventilator and Alzheimer’s dementia care. Our dedicated team of health care professionals works tirelessly to provide high-quality care regardless of the setting.



What Our REFERRAL SOURCES Are Saying...

Because more than 90% of our patients are admitted to our centers directly from the hospital, we work closely with our hospitals, physicians and other referral sources to ensure that each patient is admitted to the center that best meets his/her medical and/or geographic needs. Our referral sources speak very highly of Genesis and we work hard to make sure their patients get the care and support they need.

GENESIS HEALTHCARE:
REFERRAL SOURCE SATISFACTION SURVEY*



- Genesis provides good clinical care
- Genesis staff resolve problems if they rise

* Based on a scale of 1 to 5, with 5 being the highest score possible

To learn more about Genesis and the services we offer, please contact our CareLine 24 hours a day, 7 days a week at: 866-745-CARE.

DE, MD, VA, NC: 800-205-9342.
WV, W-PA: 800-584-0507.

www.geneshcc.com