



Genesis HealthCareSM

Modernization
Marketing Program



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Introduction

Genesis HealthCare has a unique opportunity to market our modernization efforts over the next year to the communities we serve. This is a sometimes difficult task if you think you do not have support or tools to utilize for your efforts.

This handbook is designed to give you tools and time lines to work out the events and promotions leading up to the completion of your modernization project. Your corporate marketing staff will support you through all of your efforts to reintroduce your new and improved center to your community and promote our core values.

These efforts at both modernization and promotion revolve around our core values. “We improve the lives we touch through the delivery of high-quality health care and everyday compassion.”

Marketing Time Lines

Time Line	Event	Who?	Goal	Section Appendix Item
Day 120	<p>1st meeting for marketing and announcing of project</p> <p>Set-up mailing lists for key target groups</p> <p>Establish and price keepsakes for Open House events</p>	<ul style="list-style-type: none"> ▪ RVP ▪ Ctr. Staff ▪ RMD ▪ RMC ▪ Case Manager ▪ ECC ▪ Ctr. Staff ▪ ICM ▪ RMC (assist) ▪ Corporate Marketing ▪ Payers/ Case Managers/Contractors ▪ Ctr. Staff ▪ RMC ▪ Geiger 	<ul style="list-style-type: none"> ▪ Set-up dates and process for key market activities ▪ Review budget for the center ▪ Community Open House date ▪ Professional Open House date ▪ Establish hospital VIPS, referral sources, insurance contacts, politicians, key community contacts, physicians into mail list forms and send to corporate marketing to be used for mail drops leading VP to the Open House event. This is also your guest list. ▪ Professional Event Keepsake ▪ Community Event Keepsake 	<p>1. Mail List I, II, III, IV</p>
Day 90	<p>Next Planning Meeting occurs</p> <p>Mail Construction Announcement Postcard</p>	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RVP ▪ RMD ▪ RMC ▪ ICM ▪ ECC ▪ Ctr. Staff ▪ RMD ▪ RMC 	<ul style="list-style-type: none"> ▪ Confirm items for keepsake and place order ▪ Start to identify food service and level of both events ▪ Distribute the Open House checklist for group and begin to populate key fields and determine key items ▪ Establish messaging for card to be sent to entire mailing list i.e. <ul style="list-style-type: none"> 1. Homestead Unit 2. Full Building Modernization 3. Specialty Unit Include Open House date ▪ Proof completed by corporate marketing and approved mailed through fulfillment house 	<p>2. Open House Checklist</p> <p>3. Construction Card (sample)</p>

Time Line	Event	Who?	Goal	Section Appendix Item
Day 90 (cont.)	Letter series campaign starts	<ul style="list-style-type: none"> ▪ Ctr. Administrator ▪ Rich Binn ▪ Corporate Marketing 	<ul style="list-style-type: none"> ▪ Rich Binn letter to hospital CEO and local politician generated by corporate marketing ▪ Administrator letter generated and mailed by corporate marketing to: <ol style="list-style-type: none"> 1. referral sources 2. physicians 3. insurance mail list 	4. Series A Letters
Day 60	<p>Next Planning Meeting occurs</p> <p>Mail Save the Date Card</p> <p>Set-up media calendar to promote center and renovations</p>	<ul style="list-style-type: none"> ▪ RVP ▪ Ctr. Staff ▪ RMD ▪ RMC ▪ ICM ▪ ECC <ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RMD ▪ RMC ▪ Corporate Marketing <ul style="list-style-type: none"> ▪ RMC ▪ Ctr. Staff ▪ Corporate Marketing 	<ul style="list-style-type: none"> ▪ Complete all assignments on open house planning list ▪ Know your key items such as: <ol style="list-style-type: none"> 1. food 2. entertainment 3. parking 4. guest list are in process and confirmed ▪ Check your budget ▪ Save the Date with message to update progress of project. A photo can be sent if appropriate to corporate marketing to print onto card and mailing will be completed through fulfillment house. ▪ Decide by market what is the best mode to communicate message, print or radio and the outlet of whatever type/mode is determined so what print vehicle or what station will be used ▪ Utilize standard ads and star-burst messaging related to modernization project. Work with corporate marketing to get proofs and submit to outlets. ▪ Determine run schedule and budget taking the advertising up to the Open House event. 	<p>5. Save the Date Card (sample)</p> <p>6. Standard Ads</p>

Time Line	Event	Who?	Goal	Section Appendix Item
Day 45	<p>Next letter series occurs</p> <p>ECCs take promotional item to hospital to generate “buzz”</p>	<ul style="list-style-type: none"> ▪ RMC ▪ Ctr. Administrator ▪ Corporate Marketing ▪ RMD ▪ ECC 	<ul style="list-style-type: none"> ▪ Letter is generated to referral and insurance list. ▪ Initial giveaway goes to the hospital to start the “buzz” for Open House event and generate excitement about the project 	7. Series B Letter
Day 30	<p>Advertising in local media starts</p> <p>Mail formal invitations to your contact list</p> <p>Press Release completed and sent</p> <p>Open House Planning Meeting</p>	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RMC ▪ Corporate Marketing ▪ Ctr. Staff ▪ RMC ▪ Corporate Marketing ▪ Ctr. Staff ▪ Ctr. Staff ▪ RVP ▪ RMC ▪ RMD ▪ ICM ▪ ECC 	<ul style="list-style-type: none"> ▪ Promote in the predetermined venues messaging regarding modernization project ▪ Proof and finalize final invitation to your events ▪ Determine RSVP procedure (suggest e-mail in addition to phone #) ▪ Press release template utilized and edited by center staff and submitted to your local publications ▪ Follow-up phone calls to your publications to determine if any revisions are needed ▪ Invite your local newspaper to your event as you are pitching your story. Highlight the value to the community and attendees ▪ Finalize all components of the checklist and begin to set-up count down to the event, calendar. Determine facility tour routes, guides, food stations, etc. for both events. 	<p>8. Formal Invitation (Sample)</p> <p>9. Sample Press Release</p>

Time Line	Event	Who?	Goal	Section Appendix Item
Day 15	ECCs follow-up with key hospital invites Center staff follow-up with key community invites	<ul style="list-style-type: none"> ▪ RMD ▪ ECC ▪ Administrator ▪ Admission Director ▪ DON 	<ul style="list-style-type: none"> ▪ Flyer to remind people of the event and to RSVP if they have not. Promote the quality of both the event and the center. ▪ Phone calls to key community guests to promote the event and encourage attendance 	10. Sample Save the Date Reminder Flyer
Day 7	Open House Meeting	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RVP 	<ul style="list-style-type: none"> ▪ Include key center staff that will be working the meetings ▪ Finalize all items on checklist and confirm number of guests 	
Day 0	Be host of your grand event			
Post 5 Days	Distribute Thank You Mailer	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RVP ▪ RMC ▪ RMD ▪ ICM ▪ ECC 	<ul style="list-style-type: none"> ▪ Thank You card with message of appreciation. Mailing will be completed through Corporate Marketing and fulfillment house. 	11. Thank You Card (Sample)
Post 5 Days	Post Press Release completed and sent	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RVP ▪ RMC ▪ RMD ▪ ICM ▪ ECC 	<ul style="list-style-type: none"> ▪ Press release template utilized and edited by center staff and submitted to your local publications ▪ 	12. Post Press Release (Sample)

Appendix

Item 1

Mailing List Formats

- Physicians
- Referral Sources
- Community
- Local Political Dignitaries
- Payers/Case Managers/Contractors

Type Center Name Here


Date: 7/20/2005

Contact List Type: Physicians

Please double check data to ensure accuracy.



	Salutation	First Name	Last Name	Job Title	Organization	Address 1
Example	Mr.	Jeff	Moore	Manager, Marketing and Communication	Genesis HealthCare	515 Fairmount Ave.



Address 2	City	State	Zip Code	Phone Number	Fax Number	Email Address
<i>8th Floor</i>	<i>Towson,</i>	<i>MD</i>	<i>21286</i>	<i>410-494-7629</i>	<i>410-828-7244</i>	<u><i>jeffrey.moore@genesishcc.com</i></u>


Type Center Name Here

Date: 7/20/2005

Contact List Type: Referral Sources

Please double check data to ensure accuracy.

	Salutation	First Name	Last Name	Job Title	Organization	Address 1
Example	Mr.	Jeff	Moore	Manager, Marketing and Communication	Genesis HealthCare	515 Fairmount Ave.



Address 2	City	State	Zip Code	Phone Number	Fax Number	Email Address
<i>8th Floor</i>	<i>Towson,</i>	<i>MD</i>	<i>21286</i>	<i>410-494-7629</i>	<i>410-828-7244</i>	<i><u>jeffrey.moore@genesishcc.com</u></i>

Type Center Name Here


Date: 7/20/2005

Contact List Type: Community

Please double check data to ensure accuracy.



	Salutation	First Name	Last Name	Job Title	Organization	Address 1
<i>Example</i>	<i>Mr.</i>	<i>Jeff</i>	<i>Moore</i>	<i>Manager, Marketing and Communication</i>	<i>Genesis HealthCare</i>	<i>515 Fairmount Ave.</i>



Address 2	City	State	Zip Code	Phone Number	Fax Number	Email Address
<i>8th Floor</i>	<i>Towson,</i>	<i>MD</i>	<i>21286</i>	<i>410-494-7629</i>	<i>410-828-7244</i>	<i><u>jeffrey.moore@genesishcc.com</u></i>

Type Center Name Here


Date: 7/20/2005

Contact List Type: Local Political Dignitaries

Please double check data to ensure accuracy.



	Salutation	First Name	Last Name	Job Title	Organization	Address 1
<i>Example</i>	<i>Mr.</i>	<i>Jeff</i>	<i>Moore</i>	<i>Manager, Marketing and Communication</i>	<i>Genesis HealthCare</i>	<i>515 Fairmount Ave.</i>



Address 2	City	State	Zip Code	Phone Number	Fax Number	Email Address
<i>8th Floor</i>	<i>Towson,</i>	<i>MD</i>	<i>21286</i>	<i>410-494-7629</i>	<i>410-828-7244</i>	<i><u>jeffrey.moore@genesishcc.com</u></i>

Item 2
Open House Guide
Open House Checklist

GUIDE TO A SUCCESSFUL OPEN HOUSE EVENT

Think of the Open House as an opportunity to get as many people as possible into your center to see your new service (The Homestead Program). The majority of our referrals come to us from two very distinct routes that may be best served by different forums.

- First we have the professional resources in the healthcare community and this group may be the toughest audience to arrange as these individuals have many demands on their time. To access their time you will need to offer them something to make it worth their while
- The second route is the word of mouth referral that comes directly from satisfied family members. These folks have an investment in the program and may want to have a more personal approach provided.

Consider the following:

1. **CEU's** - Nurses and Social Worker must collect Continuing Education Units on a yearly basis. So offer them CEU's for coming to see the Open House and attending an educational seminar while there. This places a value on their time, which makes it personally worthwhile. Just be sure to allow yourself up to 6 weeks to get everything approved.
2. **Celebrity** – Is there a special celebrity with ties in your area or perhaps a local star willing to come as a special guest? This could be a beloved radio or local TV personality, a sports figure (University Football Coach or trophy winning athlete), a government official (Unusually very interested in attending during election year) or perhaps a well-respected community leader.
3. **Charity** – Host a fundraising event for the Alzheimer's Association as part of your ribbon cutting ceremony. It shows that you are giving back to the community. Be creative. Make a ribbon out of dollar bills and use it in the ceremony then present to the AA representative in attendance. Or fill a row of glass beakers with money since it is the new AA symbol. Take a photo of presenting the beakers to the AA representative. You will get free publicity in their newsletter.
4. **Caterer**- Find out which caterer is well respected in your community. Include in your invitation mention that this service will be planning the food.
5. **Invitations** – Mail the invitations with an RSVP date three week prior to the event. Make sure you list a name and phone number for the RSVP. For example, list the NHA or PD so that they can begin to become familiar with you.
6. **Entertainment** – Find out if there are popular local entertainers. This is especially good for the family group open house. Consider local choir, pianist, square dancers, local dancers, etc.
7. **Door Prizes** - An announcement that there will be door prizes may be included in the invitation (especially for family members). It should have something to do with an upscale theme and be community based. Consider dinner at a local restaurant, flowers from a local florist, etc.
8. **Theme** - Try to envision a theme for the day. That will allow you to coordinate decorations, color schemes and invitations.
9. **Chamber of Commerce** – Ask them to cut the ribbon. This may help to encourage better attendance from other chamber members.
10. **Time and Day** – Consider brunch for business and community leaders (11 a.m. – 1 p.m.). Know your community to determine the best times and days.

GUIDE TO A SUCCESSFUL OPEN HOUSE EVENT

The devil is in the detail. So pay attention to the detail.

Review the Grand Opening Tasking List

- Flowers on the nurses' station, centerpieces on tables, in entry way
 - Corsages and boutonnieres for members of the Community Advisory Committee
 - Photographer (will want to give photo to local newspaper, AA newsletter, Center newsletter)
 - Guest book with greeters at the door
 - Tour guides for small groups (pre-train the guides)
 - Give away with your name on it as a carry out. (Allow 8 weeks to order)
 - **Have a plan for the needs of residents who may be upset by all the commotion**
 - Consider the logistics (coat rack, umbrella stand, parking, movement through building/traffic control)
- Advertisement strategy
 - Which is best in your community? (Newspaper, radio, TV) Run ads 8-weeks prior to open house to generate enthusiasm. Choose one medium and use it enough to make an impact when finances are a challenge.
 - Collateral materials require planning
 - Brochures
 - Printed "Who's Who" about staff. (Medical Director, Program Director, Administrator, dedicated staff members, etc.) Include photos.
 - Flyer made up to be delivered ahead of time. "Opening Soon our New Homestead"
 - There will be just one chance to make a first impression so do your very best. It does not come without a cost. Budget for an open house can run between \$3,000 and \$6,000 or more depending upon your location and targeted market.

If you are offering two different open house events (one for community/professionals and one for family/friends) consider a Sunday afternoon tea for family members. This is a typical visiting time and will help to establish a better turnout.

Don't forget the residents and staff. One or two days before the big event offer an informal reception. Those residents who do not live on the unit will be interested in the happenings. Provide snacks and beverages. Offer party favors such as colorful purple paper flowers with ribbons to represent the Alzheimer's color.

After the event, send those photos off to the local newspaper, Alzheimer's Association for their newsletter and publish in your centers newsletter.

See templates for Press Release!

GUIDE TO A SUCCESSFUL OPEN HOUSE EVENT

Sample Open House Agenda

Professional Attention

Thursday Brunch

- 11:00 a.m. Welcome by the Homestead Program Director and Administrator
- 11:10 a.m. Introduction to the local Alzheimer's Association by representative in attendance
S/he speaks about..
- His/her involvement in the Community Advisory Committee during the development phase of the Homestead Program.
 - The purpose of the Alzheimer's Association
 - Overview of the disease and prominence in surrounding community
- 11:30 a.m. Guest Speaker (topic related to healthcare)
- 12:30 p.m. Buffet lunch (in social setting, linen table clothes, china and silver)
Small group tours provided during lunch
Management Team circulates to encourage socialization, answer questions, etc.
- 1:00 p.m. Door Prize and/or give-a-ways
Thank everyone for coming.
Have CEU's at exit for attendees to pick up on way out.

***Give-a-way Idea* Peter Rabins, MD Author of the "36-hour Day" will sign autographed copies which can be purchased at a discounted price through the publisher for such events. Contact Cindy Wolf at Atrium Village for ordering information.**

Sample Open House Event

Family Attention

Sunday Afternoon

- 2:00 p.m. Welcome by the Homestead Program Director and Administrator
- 2:10 p.m. Introduction to the local Alzheimer's Association by representative in attendance
S/he speaks about..
- His/her involvement in the Community Advisory Committee during the development phase of the Homestead Program.
 - The purpose of the Alzheimer's Association
 - Overview of the disease
- 2:30 p.m. Entertainment (Popular local organist plays in background)
Teacakes, various flavored hot and cold teas, ladyfingers, etc.
Management staff circulates amongst guests to engage socially and answer questions.
Provide information handouts and offer small group tours of unit.
Have volunteer applications available with a training schedule for those interested along with Support Group information printed to advertise next meeting.
Have photo display prominently located with captions (e.g., cooking club, furry friends visit, children's art gallery, etc.)
- 3:30 p.m. Door Prize and/or give-a-ways
Thank everyone for coming.

GRAND OPENING TASKING LIST

Activity	Coordinator	Due Date	Budget	Actual	Variance	Comments
INVITATIONS						
Design						
Printing						
Mailing List						
Mailing Labels						
Stuffing/addressing						
Drop Date						
RSVP Procedure						
FOOD						
Menu/Costs						
Staff (Prep & wait staff)						
Set-up station plan						
Liquor						
Dish/linen/table rentals						
Uniforms/Tux's						
Dinner for residents						
PROGRAM						
Name tags						
Location plan – rain plan						
Speakers						
Sound system						
Program hand-out						
Recognition (internal & external)						
Ribbons and stanchions						
Special scissors						
Special Presentation						
PUBLICATIONS						
Press Release						
Photographer						
Press Kit						
Giveaways						
Press coverage						
FLOWERS						
Where						
# of arrangements						
Buffet tables – loose pieces						
Staff/Dignitaries corsages						
TOURS						
Staffing						
Models						
Direction Plan						
Orientation for volunteers						
MUSIC						
Booking						
Location set-up						
Cost-payment process						
POLICE/FIRE DETAILS						
Alarm shut-off						
Police traffic control						
Fire dept. representation						
SIGNAGE						
Interior						
Exterior						
PARKING						
Reserved						
Off-site						
Transportation – shuttle						
TOTAL						

Item 3
Under Construction Postcard

Our Vision, Our Initiative, Our Values...

Genesis HealthCare has initiated work towards our vision of modernization, renovation and innovation of our Centers. Kent Regency serving the greater Warwick community, physicians and hospitals is undergoing a 5.5 million dollar renovation and expansion of its 153 bed skilled nursing facility.

Our ShortStay unit will focus on continued clinical program development and providing enhanced rehabilitation services for those individuals who have recently been discharged from a hospital following joint replacement surgery. We will also continue to provide general medical and rehabilitation services for all populations of patients who have had an acute hospitalization including: those individual needing further cardiac care.

We look forward to updating you and inviting you to an Open House when renovations are complete, thank-you for your continued support of Genesis HealthCare and Kent Regency. Please call us should you have any questions.



Kent Regency

Genesis HealthCare™

660 Commonwealth Avenue
Warwick, RI 02886
401-739-4241

We understand care, we practice compassion!



**We are not afraid of change.
In fact we are embracing it.**

Genesis HealthCare continues to look for and implement new ways to improve the nurturing environment and clinical services we provide to our short-stay patients and longer-term residents. We are making every effort to make our Centers more lively, vibrant and homelike.

We could not be more excited about the changes taking place at our Centers and we look forward to updating you as renovations progress.

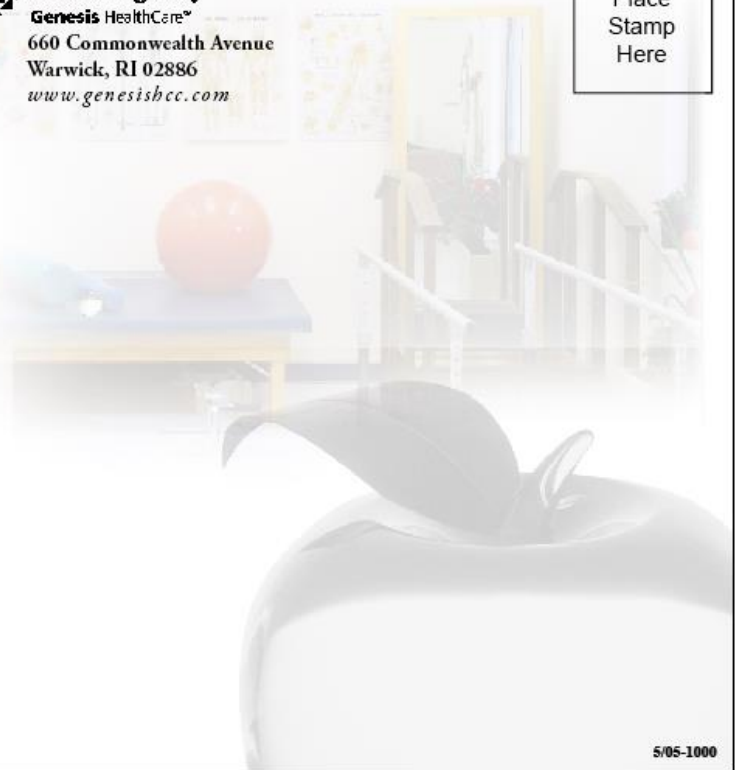
For additional information, or to learn more about the Modernization and Innovation plans for Kent Regency Center, please call 401-739-4241



Kent Regency

Genesis HealthCare™
660 Commonwealth Avenue
Warwick, RI 02886
www.geneshcc.com

Place
Stamp
Here



Item 4

Series A Letters

- CEO
- Political Dignitaries
- Physicians
- Administrator to Referral Community
- Payers/Case Managers/Contractors

TITLE: DRAFT Renovation Letter

TO: Hospital CEOs

FROM: Richard Blinn

Dear HOPSTIAL CEO NAME,

You may have heard that Genesis HealthCare has started an extensive renovation and modernization initiative spanning more than 200 Genesis Centers located throughout 12 eastern states, including ## centers serving HOSPITAL NAME.

In preparation for the renovations, we took a critical look at the needs of the communities and hospitals our centers serve. Resulting renovations, many of which are underway, encompass a broad range of improvements-- from basic interior/exterior refurbishment, to updating medical equipment and/or creating specialized units to serve clinical needs of the community, such as dementia care, dialysis treatment, respiratory rehab, cardiac or short-term joint replacement rehab. These clinical units are being created by either expanding the Center through new construction or reconfiguring and reallocating current space.

In your community, \$\$\$ have been allocated to the renovation and modernization of CENTER NAME located at STREET ADDRESS, CENTER NAME located at STREET ADDRESS and CENTER NAME located at STREET ADDRESS

Genesis continues to look for and implement new ways to improve the nurturing environment and clinical services we provide to our short-stay patients and longer-term residents. We are making every effort to make our Centers more lively, vibrant and homelike.

If you have additional ideas for specialized clinical care or units that would assist your hospital in discharging patients easier, please let us know your thoughts.

We could not be more excited about the changes taking place at our Centers and we look forward to updating your discharge planning staff as the renovations progress.

Sincerely,

Richard Blinn

President, New England Region — CT, MA, NH RI and VT

TITLE: DRAFT Renovation Letter
TO: State Political types (State Senators/Congressmen)
FROM: Richard Blinn

Dear POLITICAL LEADER,

You may have heard that Genesis HealthCare has started an extensive renovation and modernization campaign spanning more than 200 Genesis Centers located throughout 12 eastern states, including ## centers serving STATE.

In preparation for the renovations, we took a critical look at the needs of the communities and hospitals our centers serve. Resulting renovations, many of which are underway, encompass a broad range of improvements-- from basic interior refurbishment, to updating medical equipment and/or creating specialized units to serve clinical needs of the community, such as dementia care, dialysis treatment, and cardiac or short-term joint replacement rehab. These clinical units are being created by either expanding the Center through new construction or reconfiguring and reallocating current space.

In STATE, \$\$\$ has been allocated to the renovation and modernization of CENTER NAMES AND LOCALES.

Overall, Genesis is looking for ways to improve the nurturing environment and clinical services we provide to short-stay patients and longer-term residents. We are making every effort to make our Centers more lively and vibrant, as well as more homelike.

We could not be more excited about the changes taking place at our Centers and we look forward to hosting you or even creating a venue for you to meet the special disabled and elderly patients we serve daily.

Sincerely,

Richard Blinn

President, New England Region — CT, MA, NH RI and VT

TITLE: DRAFT Renovations Letter
TO: Local Elected Officials
FROM: Administrator

Dear Local Elected Official,

You may already be aware that Genesis HealthCare has begun renovation and modernization projects at many of our skilled nursing centers in (STATE) that serve disabled and elderly citizens.

In preparation for the renovations, we took a critical look at the needs of the communities and hospitals our centers serve. Resulting renovations, many of which are underway, encompass a broad range of improvements-- from basic interior/exterior refurbishment, to updating medical equipment and/or creating specialized units to serve clinical needs of the community, such as dementia care, dialysis treatment, respiratory rehab, cardiac or short-term joint replacement rehab.

Genesis has awarded CENTER NAME \$\$ dollars for renovation and modernization. Updates will encompass. . .INSERT LANGUAGE AS RELEVANT:

- . . .refurbishing Center interiors, to include updating carpets, draperies, furniture, lighting and other fixtures as well as repainting residence rooms and common areas as needed
- . . .creating additional, more intimate resident lounges
- . . .updating medical equipment and technology
- . . .creating designated units to meet the specific clinical needs of the community, such as dementia care, dialysis treatment, cardiac or short-term rehab. These

clinical units will be created either by expanding the Center through new construction or reconfiguring and reallocating current space.

Specifics of Renovations for the centers they refer to:

Renovations at CENTER NAME(S) are ALREADY UNDERWAY/WILL COMMENCE ON DATE and are expected to be completed by DATE.

Residents will not only enjoy a beautified, modernized and reenergized environment, <IF RELEVANT: THEY WILL BENEFIT FROM IMPROVED MEDICAL TECHNOLOGY AND OUR ENHANCED CLINCIAL SERVICES IN <THERAPEUTIC AREA>. OUR NEW <TYPE> UNIT, MEANS. . . THAT RESIDENTS WILL NO LONGER HAVE TO GO OFF-SITE FOR XYZ TREATMENT. . . .THAT WE CAN TAKE A HIGHER ACUITY PATIENT. . .THAT WE ARE THE ONLY RESIDENTIAL FACILITY IN THE COMMUNITY THAT WILL OFFER TREATMENT OF THIS TYPE. . . ETC.

We are excited about showcasing the new and improved facility once efforts are complete. Look for your Open House invitation in the near future when renovations are complete. Thank you for keeping our **XXX number of** patients and residents in mind when you vote on health care issues.

Sincerely,

CENTER ADMINISTRATOR

TITLE: DRAFT Renovations Letter
TO: Physicians
FROM: Administrator

Dear PHYSICIAN,

You may already be aware that Genesis HealthCare has begun renovation and modernization projects at many of our skilled nursing centers in (STATE).

In preparation for the renovations, we took a critical look at the needs of the communities, physicians and hospitals our centers serve. Resulting renovations, many of which are underway, encompass a broad range of improvements-- from basic interior/exterior refurbishment, to updating medical equipment and/or creating specialized units to serve clinical needs of the community, such as dementia care, dialysis treatment, respiratory rehab, cardiac or short-term joint replacement rehab.

In your area, Genesis has awarded CENTER NAME \$\$ dollars for renovation and modernization. Those updates will encompass. . .INSERT LANGUAGE AS RELEVANT:

- . . .refurbishing Center interiors, to include updating carpets, draperies, furniture, lighting and other fixtures as well as repainting residence rooms and common areas as needed
- . . .creating additional, more intimate resident lounges
- . . .updating medical equipment and technology
- . . .creating designated units to meet the specific clinical needs of the community, such as dementia care, dialysis treatment, cardiac or short-term rehab. These

clinical units will be created either by expanding the Center through new construction or reconfiguring and reallocating current space.

Specifics of Renovations for the center(s) they refer to:

Renovations at CENTER NAME(S) are ALREADY UNDERWAY/WILL COMMENCE ON DATE and are expected to be completed by DATE.

Residents will not only enjoy a beautified, modernized and reenergized environment, <IF RELEVANT: THEY WILL BENEFIT FROM IMPROVED MEDICAL TECHNOLOGY AND OUR ENHANCED CLINCIAL SERVICES IN <THERAPEUTIC AREA>. OUR NEW <TYPE> UNIT, MEANS. . . THAT RESIDENTS WILL NO LONGER HAVE TO GO OFF-SITE FOR XYZ TREATMENT. . . .THAT WE CAN TAKE A HIGHER ACUITY PATIENT. . . THAT WE ARE THE ONLY RESIDENTIAL FACILITY IN THE COMMUNITY THAT WILL OFFER TREATMENT OF THIS TYPE. . . ETC.

We are excited about showcasing the new and improved facility once efforts are complete. Look for your Open House invitation in the near future when renovations are complete. Thank you for any suggestions you gave us in developing renovation plans. We look forward to serving the short-stay patients and longer- term residents you refer to Genesis centers.

Sincerely,

CENTER ADMINISTRATOR

TITLE: DRAFT Renovations Letter
TO: Referral Sources
FROM: Administrator

Dear REFERRAL SOURCE,

You may already be aware that Genesis HealthCare has begun renovation and modernization projects at many of our centers in (STATE) that serve HOSPITAL NAME.

In preparation for the renovations, we took a critical look at the needs of the communities and hospitals our centers serve. Resulting renovations, many of which are underway, encompass a broad range of improvements-- from basic interior refurbishment, to updating medical equipment and/or creating specialized units to serve clinical needs of the community, such as dementia care, dialysis treatment, and cardiac or short-term joint replacement rehab.

Genesis has awarded CENTER NAME \$\$ dollars for renovation and modernization. Those updates will encompass. . .INSERT LANGUAGE AS RELEVANT:

- . . .refurbishing Center interiors, to include updating carpets, draperies, furniture, lighting and other fixtures as well as repainting residence rooms and common areas as needed
- . . .creating additional, more intimate resident lounges
- . . .updating medical equipment and technology
- . . .creating designated units to meet the specific clinical needs of the community, such as dementia care, dialysis treatment, cardiac or short-term rehab. These

clinical units will be created either by expanding the Center through new construction or reconfiguring and reallocating current space.

Specifics of Renovations for the centers they refer to:

Renovations at CENTER NAME(S) are ALREADY UNDERWAY/WILL COMMENCE ON DATE and are expected to be completed by DATE.

Residents will not only enjoy a beautified, modernized and reenergized environment, <IF RELEVANT: THEY WILL BENEFIT FROM IMPROVED MEDICAL TECHNOLOGY AND OUR ENHANCED CLINCIAL SERVICES IN <THERAPEUTIC AREA>. OUR NEW <TYPE> UNIT, MEANS. . . THAT RESIDENTS WILL NO LONGER HAVE TO GO OFF-SITE FOR XYZ TREATMENT. . . .THAT WE CAN TAKE A HIGHER ACUITY PATIENT. . .THAT WE ARE THE ONLY RESIDENTIAL FACILITY IN THE COMMUNITY THAT WILL OFFER TREATMENT OF THIS TYPE. . . ETC.

We look forward to updating you and inviting you to an open house when renovations are complete . Thank you for the suggestions you gave us in developing these renovation plans and as always for the short-stay patients and longer- term residents you refer to our centers.

Sincerely,

CENTER ADMINISTRATOR

Item 5
Save the Date Card



Save the Date



Genesis HealthCare

*The road to recovery now
has a fast lane...*

Genesis HealthCare invites you to an Open House
at Millville Center located in Millville, NJ.

Attend this event to see for yourself how we have enhanced and
expanded our Rehab Program with the addition of 20 new deluxe
patient care suites.

.....
October 26, 2005
3 p.m. - 7 p.m.

For more information, please call Ivy Brown at 856-327-2700.
.....



Millville Center

Genesis HealthCare[®]

54 Sharp Street
Millville, NJ 08332
856-327-2700

We look forward to seeing you!



Item 6
Standard Ads
Branded

- Photos coming soon

Item 7
Series B Letter

- Administrator to Referral Community

TITLE: DRAFT Renovations Update Letter
TO: Referral Sources
FROM: Administrators

Dear REFERRAL SOURCE,

You may remember that we contacted you regarding planned renovations for CENTER NAME as part of an overall renovation and modernization initiative of Genesis HealthCare's skilled nursing facilities.

Some of our Center updates encompass . . .INSERT LANGUAGE AS RELEVANT:

- . . .refurbishing Center interiors, to include updating carpets, draperies, furniture, lighting and other fixtures as well as repainting residence rooms and common areas as needed
- . . .creating additional, more intimate resident lounges
- . . .updating medical equipment and technology
- . . .creating designated units to meet the specific clinical needs of the community, such as dementia care, dialysis treatment, cardiac or short-term rehab. These clinical units will be created either by expanding the Center through new construction or reconfiguring and reallocating current space.

Residents are already enjoying < . . .NEWLY BEAUTIFIED AND MODERNIZED COMMON AREAS – OR OTHER SPECIFIC AREA THAT HAS BEEN COMPLETED OR ADDED.> I have enclosed a picture which EXPLAIN AREA SHOWN.

<IF RELEVANT: WE ARE ANTICIPATING THAT OUR NEW <TYPE> UNIT WILL BE UP AND RUNNING BY DATE – OR – BY OUR COMPLETION DATE. THIS SERVICE MEANS. . . THAT RESIDENTS WILL NO LONGER HAVE TO GO OFF-SITE FOR XYZ TREATMENT. . . .THAT WE CAN TAKE A HIGHER ACUITY PATIENT. . . .THAT WE ARE THE ONLY RESIDENTIAL FACILITY IN THE COMMUNITY THAT WILL OFFER TREATMENT OF THIS TYPE. . . . ETC.

We are excited about showcasing the new and improved facility once efforts are complete. Look for your Open House invitation in the near future. In the meantime, thank you for your ongoing interest and partnership.

Sincerely,

ADMINISTRATOR

Item 8
Formal Invitation

 **Genesis HealthCare**
515 Fairmount Avenue
Towson, MD 21286
Attn: Jeff Moore

WE UNDERSTAND CARE. WE PRACTICE COMPASSION!

YOU'RE INVITED!



COMMITMENT



CARE



COMPASSION



Genesis HealthCare[™]

OPEN HOUSE

3227 Bel Pre Road - Silver Spring, MD 20906

COMMITMENT

CARE

COMPASSION

WE UNDERSTAND CARE, WE PRACTICE COMPASSION!



Layhill Center Genesis HealthCareSM

*Genesis HealthCare cordially invites
you to an Open House*
at our Layhill Center located in Silver Spring, MD.

November 17, 2005
3:30 p.m. - 7 p.m.

Please RSVP by November 14th by calling 301-871-2000.

HORS D'OEUVRES & REFRESHMENTS

You've heard the buzz - Layhill Center has been fully renovated. Now is your chance to see it for yourself. Attend this event to see and learn more about the Genesis Rehabilitation and Homestead Units at Layhill Center! Get a first hand look at the completion of our extensive renovation project and take the opportunity to meet our dedicated staff. We are focused on our patients comfort and peace of mind and are ready to put our rehabilitation patients in the fast lane to complete recovery. Stop by and see for yourself.

We look forward to seeing you!

Item 9
Sample Press Release

DRAFT Renovation Press Release Template

TEMPLATE

FOR IMMEDIATE RELEASE

CONTACT: NAME OF CENTER MARKETING CONTACT
 PHONE
 E-MAIL

NOTE: THE FOLLOWING RELEASE MAY BE REVISED TO ANNOUNCE THE START OR COMPLETION OF A RENOVATION

(CENTER NAME) ANNOUNCES PLANNED/COMPLETED RENOVATIONS

TOWN, STATE (Date) – CENTER NAME, a Genesis HealthCare skilled nursing facility at STREET ADDRESS, ANNOUNCED TODAY THAT THEY WILL UNDERGO A \$\$\$ RENOVATION OF THE XXX-BED FACILITY/THAT THEY HAVE COMPLETED RENOVATIONS TO THEIR FACILITY. The renovations of CENTER NAME are part of a multi-million dollar renovations and modernization of Genesis HealthCare’s more than XX centers in the state.

CONTRACTOR NAME HAS BEEN HIRED FOR/HANDLED the \$\$\$ project.

The renovations WILL involve(d) <CHOSE WHAT APPLY>. . .

. . .refurbishing center interiors, to include updating carpets, draperies, furniture, walls, lighting and fixtures.

. . .creating additional, more intimate resident lounges

. . .updating medical equipment and technology

. . .creating a designated unit for DEMENTIA CARE, DIALYSIS TREATMENT, CARDIAC OR SHORT-TERM REHAB. This unit will be created BY

EXPANDING THE CENTER THROUGH NEW CONSTRUCTION/BY
RECONFIGURING AND REALLOCATING CURRENT SPACE.

SUGGESTED SAMPLE QUOTES:

“This renovation is about a lot more than new drapes and carpets: we are creating a nurturing environment for our short-stay patients and longer-term resident--one that is more vibrant and youthful, less institutional and more homelike.” said

ADMINISTRATOR NAME.

IF RENOVATION ALSO INVOLVED NEW EQUIPMENT AND/OR
IMPROVEMENTS IN SERVICES, use additional quote:

“We are proud that the renovation will enable our center staff to offer the XXXX clinical care that is important to the XXXXX COMMUNITY. ”

CENTER NAME’S PLANNED/NEW <TYPE> UNIT MEANS THAT
RESIDENTS WILL NO LONGER HAVE TO GO OFF-SITE FOR XYZ
TREATMENT. . . .WILL ENABLE THE CENTER TO TAKE A HIGHER ACUITY
PATIENT. . . .MAKES CENTER NAME THE ONLY RESIDENTIAL FACILITY IN
THE COMMUNITY THAT WILL OFFER TREATMENT OF THIS TYPE. . . .ETC.

A public open house of the RENOVATED/ENLARGED part of the Center is being planned for DATE.

CENTER BOILERPLATE.

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Item 10
Sample Reminder Flyer



IT'S NOT TOO LATE!

LET US KNOW TODAY THAT YOU'RE
COMING TO OUR OPEN HOUSE!

CENTER'S NAME

DATE

TIME

CONTACT INFO

WE COULD NOT BE MORE EXCITED ABOUT THE CHANGES
TAKING PLACE AT OUR CENTERS, AND NOW IS YOUR CHANCE
TO SEE IT FIRST HAND.

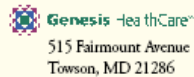
WITH THE RECENT COMPLETION OF RENOVATIONS AT
CENTERS NAME, THIS IS THE IDEAL OPPORTUNITY TO SEE

Item 11
Sample Post Event
Thank You Card



 Genesis HealthCare®

In appreciation of your support...



We would like to take the time to thank you for your recent and ongoing support of Layhill Center.

We hope you had the chance to stop by our Layhill Centers, November 17th, Open House. The event was a success, giving us the opportunity to show-off recent changes to the Center as a result of recent modernization efforts.

If you were not able to attend our Open House, please call us at **301-871-2000** and we will be have to schedule a personal tour for you.

Item 12
Sample Post Press Release

FOR IMMEDIATE RELEASE

CONTACT: <CONTACT>

Phone: < # >

E-Mail: < E – ADDRESS >

**<CENTER NAME> OPENS SPECIALIZED <SPECIALTY> REHABILITATION
UNIT**

CITY, STATE, DATE.....CENTER NAME, a < # > bed Genesis Healthcare skilled nursing facility located in CITY, STATE has added a newly renovated Genesis Rehabilitation Unit. A < # > bed unit with a dedicated program manager coordinating the <SPECIALTY> recovery process for those individuals who have recently been discharged from a hospital following a surgery. <DETAILS PERTAINING TO THE UNIT>.

On <DATE, CENTER> hosted an Open House for Professionals and the <CITY> Community. < OPEN HOUSE DETAILS and ELITE ATTENDEES>.

With more than 20 years of industry experience, Genesis Healthcare provides care in over 200 skilled nursing centers and assisted living communities in 12 Eastern states and the District of Columbia. Genesis Rehabilitation Services touches the lives of more than 80,000 patients each year through physical, occupational and speech therapy.

For more information about <CENTER NAME> or the Genesis Rehabilitation Unit, please contact <CONTACT NAME> at <PHONE NUMBER>.

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