POST-REFORM: IDENTIFYING EMERGING OPPORTUNITIES IN HEALTHCARE

DECEMBER 6-8, 2010
JW MARRIOTT
WASHINGTON, D.C.

REGISTER EARLY AND SAVE
WHY ATTEND HCAP?

- HCap’s goal is to create the single most valuable gathering in the U.S. for healthcare services providers and capital to meet, do business, and learn about emerging trends in healthcare services, policy and finance.

You will find HCap to be an unusually efficient and productive venue. Meeting space is ample, contact information is shared well in advance so you may set up plenty of meetings, and we are introducing a “speed dating” feature this year to enable you to meet with even more people.

Educationally, it is our best program yet. This year’s sessions are focused on understanding healthcare and policy trends from a big-picture perspective, identifying new entrepreneurial opportunities, and analyzing the latest finance and deal trends.

HCap has grown from 230 senior-level attendees in 2007 to an anticipated 475 in 2010. It is becoming the place for leading healthcare services providers to meet with active capital players, both equity and debt.

Register today to join this robust and valuable gathering.

Who Attends

- **C-Level Provider Executives:**
  From all segments of healthcare services

- **Private Equity Firms:**
  With current or prospective investments in healthcare services

- **Financial Services Companies:**
  Lenders, investment banks, and other financial services

Benefits of Attending

- **Strengthen Access to Capital & Financing:**
  Healthcare services providers meet with the most active private equity firms, lenders, and investment banks to obtain capital.

- **Get Far-Reaching Insight on Reform:**
  Top policy insiders and analysts will interpret developing legislation and how it is shaping emerging opportunities for healthcare providers.

- **Meet with C-Level Executives:**
  Leaders from all segments of healthcare services attend HCap.

“Lincoln Healthcare Events always conducts a top tier event that combines optimum networking with forums to address current industry issues.”

- David Eppers, CFO, Carespring Management
CONFERENCE AGENDA

MONDAY, DECEMBER 6

5:30 – 7:30 pm

Welcome Reception
Kick off HCap at this casual reception with hors d’oeuvres and cocktails.
Partner: GE Capital Healthcare Financial Services

TUESDAY, DECEMBER 7

7:15 – 8:00 am

Networking Breakfast

GENERAL SESSION

8:00 – 9:20 am

Roundtable: An Insider’s Look at CMS
CMS is about to orchestrate massive healthcare reform legislation. In this timely session, former CMS advisors will reveal the inner-workings of the organization: how decisions get made, how they are influenced by Congress and other government entities, how healthcare providers are perceived, and how providers can best work with CMS in the future.

Presenters (from l to r):
Bruce Fried (Moderator), Partner, Sonnenschein Nath & Rosenthal LLP
Thomas Barker, Former General Counsel, CMS; Partner, Foley Hoag
Vadim Lubarsky, VP Advisory, Marwood Group; Former Assistant to the Adm., CMS
John Reiling, Healthcare Senior Advisor, LarsonAllen LLP

9:20 – 10:00 am

Break
Partner: The Devine Group

NEW

9:20 – 10:00 am

HCap Speed Dating Sign Up
HCap makes it very convenient and accessible to hold one-on-one meetings throughout the conference. We have also added a new ‘speed dating’ module that allows you to meet other attendees rapidly in a structured format. Participants will be able to conduct up to 10 meetings in just one hour.
Tuesday Continued

10:00 – 11:20 am
Concurrent Sessions

Capital Markets & Deal Flow Update

Now that financing is becoming easier to find, pent-up demand for deals in healthcare services is expected to increase dramatically. The demand for acquisitions in healthcare is being driven by reform, the need for cost-cutting, a gradual break-down of healthcare silos, an aging population, and advances in medical technology. Experts will discuss the availability of debt capital, deal flow and pricing trends, creative financing techniques, and trends in private equity investing.

Panelists (from l to r):
Leslie Levinson (Moderator), Partner, Edwards, Angell, Palmer & Dodge
Dexter Braff, President, The Braff Group
Greg Browne, Managing Director, Healthcare Cash Flow, CapitalSource
Patrick Hurst, Managing Director, Houlihan Lokey
Robert McCarrick, Managing Director, GE Capital, Healthcare Financial Services
Jeff Gilbert, Senior Director, Healthcare Analytics, OCS HomeCare

Is the Hospital Dead?
A Debate on the Future of Acute Care

Teams will debate the ‘hospital is dead’ proposition and how central hospitals will be in the reformed world of healthcare. Do general acute care hospitals try to do too much? Can focused, integrated care exist within a paradigm of generalization? Is the physician ownership ban helpful or harmful to the system? How should hospital resources be re-commissioned in an era of declining census? How should community hospitals envision their role given the new expectations of accountability, coordination and patient focus?

Debaters (from l to r):
John Thomas (Moderator), EVP Medical Facilities, Health Care REIT
Jay Breinh, CFO, St. Francis Hospital and Health System
Kathleen M. Griffin, National Director, Post Acute & Senior Services, Health Dimensions Group
Luke Peterson, Partner, Kurt Salmon Associates
John Sackett, CEO, Avista Adventist Hospital

Private Equity Showcase

Eight private equity firms who specialize in healthcare services will give concise presentations on where they see investment opportunities in healthcare and how they operate – a terrific session for any company looking to raise equity capital. What segments are most attractive over the next three to five years? What trends drive their healthcare services investments, especially in light of reform? This session will give healthcare service providers interested in private equity the ability to compare and contrast potential investor partners on: deal sizes, hold periods, coverage ratios, taste for organic growth versus future acquisitions, and how private equity works with provider management.

Showcase Participants (from top l to r):
Jason Ficken (Facilitator), General Partner, Quadriga Partners
Arcapita: Andrea Malik Roe, Principal
Bunker Hill Capital: Mark Deblois, Co-Founder & Managing Partner
CCMP Capital Advisors: Ben Edmands, Managing Director
EOS Partners: Simon Bachleda, Principal
Formation Capital: Arnold Whitman, CEO & Co-Chairman
The Halifax Group: Ken Doyle, Managing Director
HealthEdge Investment Partners: Harold Blue, Managing Partner
TA Associates: Tad Yanagi, Vice President

The Future of Physician Medical Groups

As the future of physician medical groups evolves, experts will discuss changing physician practice preferences, the impact on their practice style and the resulting implications on what the future of physician practices will look like. The session will also delve into issues critical to delivering quality, affordable care to a broad range of patients: access to care, medical home, integrated delivery networks, and more.

Panelists (from l to r):
Susan Bratton (Moderator), President & CEO, Kataibiann Advisors Corp.
Craig Frances, MD, Managing Director, Summit Partners
Jason Gorevic, CEO, Teladoc
Warren Skea, PhD, Director, Health Industries Practice, PriceWaterhouse Coopers
W. Norman Wu, CEO, Qliance
11:20 am – 12:00 pm

Break

Partner:

12:00 – 2:00 pm

Lunch & Keynote Session

The Innovator’s Prescription: A Disruptive Solution For Healthcare

Live via satellite, Clayton Christensen will discuss his book, The Innovator’s Prescription, a hugely influential piece on what is wrong with the U.S. healthcare system. Former Senate Majority Leader and last year’s HCap keynote speaker, Tom Daschle, calls the book “an important and timely contribution to the national debate on healthcare system reform. We would do well to consider it carefully.” Christensen will share his conclusions regarding the cause of runaway healthcare costs, and offer innovative approaches to rectify healthcare and ‘business model malpractice,’ including:

- **Precision Medicine:** reduces costs and makes good on the promise of personalized care.
- **Disruptive Business Models:** improve quality, accessibility, and affordability by changing the way hospitals and doctors work.
- **Patient Networks:** enable better treatment of chronic diseases.
- **Insurance and Regulatory Reform:** stimulate disruption in healthcare.
- **Changing Roles of Employers:** to compete effectively in the era of globalization.

About Clayton Christensen

Christensen is a Harvard Business School Professor, NY Times best-selling author, and one of the world’s leading thinkers on innovation in healthcare. He has been applying his concept of disruptive innovation to understanding the future of healthcare and continues his research on the management issues related to technological and business innovation. Christensen is the founder of Innosight LLC, a consulting and training company; Rose Park Advisors, an alternative investment management firm; and Innosight Institute, a non-profit organization whose purpose is to use his research to address critical social issues.

2:00 – 2:15 pm

Break

Partner:

2:15 – 3:20 pm

Speed Dating

Based on selections made earlier in the day, providers, private equity and financial executives will meet each other in rapid succession in a ‘speed dating’ format.

3:30 – 4:30 pm

Concurrent Sessions

Successful Debt Financing

The one constant in a changing healthcare marketplace is the need for debt capital. A panel of some of the most active lenders in healthcare services today will weigh in on how to best position your firm to get financing approved, maximize your debt, obtain the best terms, create lender competition, and achieve a well-functioning relationship with your lender for years to come.

Panelists (from l to r):

| L. Robert Guenther (Moderator), Partner, Vice Chair Healthcare, Sonnenschein Nath & Rosenthal LLP |
| Paul DeLuca, President & CEO, Meritus Capital |
| Mike Gervais, CEO, Gemini Healthcare Finance |
| Claudia Gourdon, SVP Northeast & National Marketing Manager, Healthcare Finance Group |
| Lorie Hanson, Director, Sterling REIT |
| Tracy Maziek, Director, Oxford Finance Corporation |

The Role of Home Care in the Healthcare Future

With government aiming to alter the curve of spending increases, it is natural to think of home care - the lowest cost post-acute setting - as a critical piece of the cost control solution. However, home care will face competition from increasingly aggressive long term care providers, hospitals, disease management organizations, and other new entrants in the race for the post-acute prize. Key players across the continuum will debate the post-acute ‘winner’ and examine the critical factors in determining the outcome, including: payment reform, reducing hospital readmissions and the result of pilots currently underway.

Panelists (from l to r):

| Jeannee Parker Martin (Moderator), President & Co-Owner, The Corridor Group |
| Mark Heaney, President & CEO, Addus HealthCare |
| Lew Little, CEO, Trisun/Harden |
| John Ransom, Managing Director, Healthcare Equity Research, Raymond James & Associates |
| Marcia Reissig, CEO, Sutter Home Health |
Tuesday Sessions Continued

Converting Non-Profit Hospitals into For-Profit Ventures: The Next Wave?

As national healthcare reform potentially rectifies much of the charity-care problem, non-profit hospitals are increasingly in play as takeover targets. Many for-profit hospital companies have maintained consistent access to capital during the recent period of market stress, facilitating this opportunity for takeover. Detroit Medical and Caritas are among the hospitals that represent this trend. Panelists will assess the trend, and examine the greater economic challenges not-for-profit hospitals face.

Panelists (from l to r):
Tim Bateman (Moderator), EVP, Lincoln Healthcare Events
Edward Downs, CEO, South Hampton Community Hospital
Ben Edmands, Managing Director, CCMP Capital Advisors
David Szabo, Partner, Edwards, Angell, Palmer & Dodge LLP

The Rise of Accountable Care Organizations

There is substantial interest in Accountable Care Organizations (ACOs) as a mechanism for improving the value and efficiency of healthcare delivery. As of January 2012, the reform bill allows organizations with appropriate legal structures to become ACOs. This panel of experts, including nationally prominent healthcare delivery systems actively putting the pieces in place for an ACO, will discuss their perspectives on the following issues related to successful development:

- Regulatory guidance
- Priority steps and organizational readiness assessment
- Identifying and managing population-based actuarial risk
- Status of non-ACO delivery systems in a new payment environment
- Role of provider types in an ACO world: DMOs, post-acute providers, primary care physicians, specialists, and non-metropolitan hospitals.

Panelists (from l to r):
Kathleen M. Griffin (Moderator), National Director, Post Acute & Senior Services, Health Dimensions Group
Phillip Douglas, President, LifeCare Hospitals of Dallas
Brent Hardaway, VP, Premier Consulting Solutions
David Introcaso, VP Healthcare Research, Marwood Group
Dan Mohan, Partner, Kilpatrick Stockton
Peter Smith, CEO, Lifemasters/Staywell (Photo Unavailable)

4:30 – 4:45 pm

Break

Partner:

KILPATRICK STOCKTON LLP
Attorneys at Law

4:45 – 5:30 pm

Concurrent Sessions

Trends in Specialty Pharmacy and Home Infusion

Specialty pharmacies are tasked with ensuring that patients and payers receive the maximum benefit from today’s high-tech, high-cost, high-touch therapies. With continuous introduction of new biotech medicines and an aging population increasingly relying on biotech treatments for varying conditions, the challenge of managing the specialty pharmacy benefit can be daunting. Even with effective management, expenditures on specialty pharmaceuticals are projected to increase exponentially over the next five to ten years. Panelists will examine this consistently growing trend, and assess the acquisition opportunities and strategies available to potential providers and other investors.

Panelists:
Cheairs Porter (Moderator), Director, Harris Williams & Co.
Additional Panelists To be Announced

Transitional Care: Long Term Care’s New Business Model

Long term care’s long-promised potential to move up the medical acuity ladder, save the healthcare system money and provide quality outcomes may now be upon us. Over the past decade long term care operators have been steadily increasing their short-term stay populations, and more and more entrepreneurial providers are starting to roll out 100% short-term or transitional care buildings. This session will look at the business plan of Transitional Care Management, a Chicago-based start-up, who will offer valuable insight and a captivating preview of long term care’s future potential. They will share the business case for transitional care, expected operating pro formas, the upside potential, and the anticipated development and operational challenges.

Presenters (from l to r):
Brian Cloch, CEO, Transitional Care Management
Jason Schreiber, President & CFO, Transitional Care Management
The Telehealth Solution – A Success Story!
This case study of Home Healthcare Partners (HHP), who has emerged as one of the leading home care based telehealth services in the nation, will demonstrate how their telehealth model was developed. Launched more than four and a half years ago, Wayne Bazzle, Co-Founder and CEO of HHP, will share the challenges and triumphs they’ve encountered along the way. This session will be of interest both to home health providers for operational best practices, as well as other providers and investors who want to gain insight into how telehealth works in practice.

Presenter:
Wayne Bazzle, President & CEO, Home Healthcare Partners

WEDNESDAY, DECEMBER 8

7:15 – 8:00 am
Networking Breakfast
Partner:
OXFORD FINANCE

8:00 – 9:20 am
Providers’ New World: The Long Term Impacts of Healthcare Reform & Policy
Some of the country’s top healthcare experts will debate the long term impacts of healthcare reform and policy post 2012. This thought provoking panel will focus on significant new concepts embedded in the reform bill, including hospital readmissions, accountable care organizations, post-acute bundling, pay for performance, comparative effectiveness, the medical home, and the future of MEDPAC and independent rate-setting commissions. They will also offer their opinions on the impact of the November 2010 elections and the 2012 Presidential election.

Panelists (from l to r):
Dan Mendelson (Moderator), President & Founder, Avalere Health
Ken Cohn MD, MBA, FACS, Founder, HealthcareCollaboration.com
Brian Fortune, Chief Political Strategist, Marwood Group
Steve Messinger, Principal, ECG Management Consultants
William Walters, CEO, ALTHA

9:20 – 10:00 am
Break
Partner:
QUADRIGA PARTNERS

10:00 – 11:00 am
Concurrent Sessions

9:20 – 10:00 am
What Hospitals Don’t Know About Physician Alignment
This focus group of physician and practice executives will uncover new twists and turns in the hotly-discussed physician-hospital dynamic, and share their candid thoughts on what works and what doesn’t. Hear first-party insights into one of the most important strategic discussions in healthcare.

Focus Group Participants (from top l to r):
Joe White (Moderator), Principal, LarsonAllen LLP
Carol Alexander, CEO, PAPP Clinic
Ken Cohn, MD, MBA, FACS, Founder, HealthcareCollaboration.com
Louis Cornacchia, MD, President & CEO, Doctations, Inc.
Thomas Nero, MD, Solo Interventional Cardiologist
Simon Samaha, MD, CEO, Summit Medical Group
Brent Wilde, COO, Emergency Physicians

9:20 – 10:00 am
Private Equity’s Image in Healthcare
In an industry like healthcare, the usual approaches to discovering value may backfire, create a communications crisis, and may well spur policymakers to action – thus disrupting the attractiveness of a proposed deal. This panel will expand private equity executives’ understanding of the unique public image of healthcare and the steps that can be taken to successfully navigate private ownership of healthcare investments.

Panelists (from l to r):
Noam Neusner (Moderator), Principal, 30 Point Strategies
Rami Armon, Senior Vice President, Avalere Health
Drew Armstrong, Journalist, Bloomberg News
Ken Doyle, Managing Director, The Halifax Group
Optimizing the Value of Real Estate in Healthcare

Sun Healthcare, the publicly traded SNF operator, has announced plans to separate its real estate assets from its operating company in an effort to maximize its enterprise value. This transaction echoes the Vencor (now Kindred)-Ventas split done almost 20 years ago, and could be the first transaction of a new trend. The Sun transaction will be examined, as well as the overall trend of providers’ separating healthcare real estate from operations. If the Sun deal is consummated, will valuations of private regional operators owning real estate go up? Does splitting out the real estate make the remaining operating company riskier? Is this trend philosophically more acceptable as providers depend less on physical assets for ancillary revenue growth?

Presenters (from l to r):
Jerry Doctrow (Moderator), Managing Director, Stifel, Nicolaus & Co.
Arnold Whitman, CEO & Co-Chairman, Formation Capital
Ben Lorello, Global Head of Investment Banking & Capital Markets, Jefferies & Company (Invited)
Additional Panelist To Be Announced

11:00 – 11:20 am

Break

Partner:

Think Tank: Three Healthcare Megatrends and Emerging Entrepreneurial Opportunities

HCap has convened a think tank of experts to analyze three major healthcare trends and identify emerging entrepreneurial opportunities for providers to capitalize on – either through new initiatives by existing operators or by de-novo startups. The three trends are: universal access and health insurance reform; the shift from a fee-for-service system to a new payment system; and healthcare cost control.

These three trends explain nearly all of the changes in the recent healthcare reform legislation and will drive much of the inevitable ongoing reform.

The think tank will present their findings on how the trends will play out over the next five years, what alternative scenarios may emerge, what these scenarios mean for healthcare service providers, and what entrepreneurial opportunities will emerge for providers or private equity firms to capitalize on.

Think Tank Participants Include (from l to r):
David Ellis (Moderator), President, Lincoln Healthcare Events
Ian Adler, Senior Managing Director of Healthcare, Marwood Group
Craig Anderson, President, Charis Healthcare Consultants
Tim Bateman, Executive Vice President, Lincoln Healthcare Events
Wayne Bazzle, President & CEO, Home Healthcare Partners
Dexter Braff, President, The Braff Group
Susan Bratton, President & CEO, Katabiann Advisors Corporation
Edward Downs, CEO, South Hampton Community Hospital
Alain Enthoven, Professor Emeritus, Stanford University Graduate School of Business
Jason Ficken, General Partner, Quadriga Partners
Kathleen M. Griffin, National Director, Post Acute & Senior Services, Health Dimensions Group
Claudia Gourdon, SVP Northeast & National Marketing Manager, Healthcare Finance Group
Ellen Guarnieri, President & CEO, Comprehensive Healthcare Strategies
Doug Korey, Managing Dir. & Partner, Contemporary Healthcare Capital
Steven Littlehale, EVP Healthcare & CCO, PointRight
Jeannee Parker Martin, President & Co-Owner, The Corridor Group
Mike Mutka, President & COO, Silverchair Learning Systems
John Richter, Executive Principal, LarsonAllen LLP
Daniel Schwartz, CEO & Principal, New Paradigm Senior Living
Sean Sigmon, Director, Healthcare Analytics, OCS HomeCare

HCap is independently produced by Lincoln Healthcare Events. Lincoln’s specialty is healthcare leadership conferences, and our goal is to develop the highest quality leadership, networking, and educational programs in the country for each of the health care segments we serve.
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<tr>
<th>Time</th>
<th>Event Description</th>
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<td>7:15</td>
<td>Welcome Reception</td>
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<td>7:30</td>
<td>Opening General Session: CMS Roundtable</td>
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<td>7:45</td>
<td>Break &amp; Speed Dating Sign Up</td>
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<td>8:30</td>
<td>Lunch &amp; Keynote Session with Clayton Christensen</td>
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<td>‘Meet the Capital Providers’ Reception</td>
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<td>Networking Breakfast</td>
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<td>General Session: Long Term Impacts of Reform</td>
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Conference Partner Packages

Financial and other services companies are invited to participate in HCap as either attendees or sponsor partners. Partnership packages significantly enhance your company’s presence at HCap through a variety of business development and branding benefits. For more information please contact Meredith Anastasio at (203) 644-1718 or manastasio@lincolnhc.com.

Reserve Your Hotel Room

Please call the JW Marriott reservation line at (800) 266-9432 and reference HCap by November 15th to ensure availability. The discounted room rate is $269.

Area Transportation:
- Bus: Union Station, 2 miles
- Subway: Metro Center (Red, Blue and Orange lines)
- Train: Union Station, 2 miles
- Car Rental: Hertz, (703) 417-3522

Conference Fees

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<th>ATTENDEE TYPE</th>
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<td>Private Equity</td>
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HCap is exclusively for top executives from healthcare services and finance. Spouses, relatives or friends are not permitted to participate in any HCap sessions or functions.

Getting There:

Airports:
- Ronald Reagan: 11 minute drive, 4 miles
- Dulles International: 40 minute drive, 27 miles
- Baltimore/Washington: 46 minute drive, 31 miles

Cancellation Policy

Anyone canceling before November 17, 2010 can either carryover their registration for free to 2011 or receive a full refund. Cancellations after November 17, 2010 will be carried over to 2011 minus a 20% cancellation fee. A refund cannot be given after November 17th.

Questions

Contact Priscilla Haslob at (203) 644-1709 or phaslob@lincolnhc.com.

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