

FOR IMMEDIATE RELEASE:

Revera Receives LTC LINK Spirit of Innovation Award

Best practice case study to be presented at LINK Conference in July

TORONTO, Canada, June 7, 2011 – Revera is proud to announce that it has earned the LTC LINK Spirit of Innovation Award for the 7th Annual LTC LINK Conference. This award recognizes companies for their innovation, dedication to continuous improvement, development of best practices, and commitment to the success of the long term care industry.

Revera's winning case study focused on the company's innovative Skin and Wound Care Program, which has been implemented at Revera's long term care homes across Canada, and is now being introduced at the company's nursing and rehab centres in the US, and in the retirement and home health areas. Revera will present its case study at the 2011 LTC LINK event this July 25-27 at the Swissotel Chicago.

"The goal of the Spirit of Innovation Award is to help advance business productivity and foster innovation in long term care. These winners have not only developed unusually successful business initiatives but have also demonstrated a willingness to share their great ideas with others in support of this mission," said Scott Brown, Vice President and Conference Director for LTC LINK. Winners were selected based on a number of factors, including level of innovation, feasibility and business impact.

"We are honoured to be recognized by the LTC LINK Spirit of Innovation Award," said Dan Kaniuk, Revera's Senior Vice-President, Long Term Care. "The Revera Skin and Wound Care Program is an excellent example of our efforts to continually achieve higher quality of care for our residents."

The Revera Skin and Wound Care Program was first established in 1999 under the leadership of Joanne Dykeman, Vice-President, Clinical Services & Quality and Sandra Dudziak, National Director of Clinical Services/Nurse Practitioner. The standardized program includes interdisciplinary policies and procedures, resources, advanced wound



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with over 250 locations.*



care products, therapeutic surfaces, ongoing educational programs; and both clinical and technical support for staff and Residents.

LINK is an efficient venue for senior care executives to learn best practices that drive quality and growth. [The LINK program](#) offers 19 educational sessions, including case studies from the 10 LINK Spirit of Innovation Award winners, roundtable discussions and innovation focus groups.

About LTC LINK

LINK is a marketplace of best practices for long term care providers. With a combination of peer-to-peer education, networking and consultative meetings, it is an incredibly efficient venue for senior care executives to learn best practices.

About Lincoln Healthcare Events

LTC LINK is produced by Lincoln Healthcare Events (LHE) - an independent organizer of executive leadership communities in healthcare. LHE strives to positively impact the quality and effectiveness of the U.S. healthcare system by delivering the single most valuable conference and community of healthcare executives in each of the sectors it serves. The conferences offer senior-level executives highly focused venues for understanding strategic trends, sharing best practices and building relationships.

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About Revera Inc.

Revera is a leading provider of seniors' accommodation, care and services; built on a 50-year history of helping seniors live life to the fullest. Our 30,000 dedicated employees continually strive to serve a diverse group of clients and to meet their individual preferences. With 265 sites across Canada and parts of the US, we work to enhance lives through our range of leading home health services or in one of our retirement communities, long term care homes, or nursing and rehab centres.

Canadian-owned and operated, Revera serves approximately 30,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at www.reveraliving.com.



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