



OFFICIAL ENTRY FORM
(Max File Size 50mb)

Nominee Company Name

Company Address



B U S I N E S S N A M E

— s l o g a n —

Critical Details

| | |
|---|---|
| Date of Campaign Run: | [Must be between Oct 1, 2021 – December 31, 2022] |
| Title of Campaign: | [Insert Title of Campaign] |
| Industry: | [Insert Industry, i.e., Behavioral Health, Home Health Care, Skilled Nursing, etc.] |
| Campaign Category: | [Insert Campaign Category, i.e., New Brand Launch, Social Media Campaign, Rebranding, etc.] |
| Provider / Operator / Company: | [Insert Provider / Operator / Company] |
| Provider / Operator / Company Contact (Phone / Email): | [Name], [Title], [Number], [email] |
| Agency or Firm: | [Insert Agency or Firm] |
| Agency Contact (Phone / Email): | [Insert Agency Contact Info] |
| Image Credit(s): | [Insert Credits] |

Important Information

The following slides are for example purposes only. You can present your entry materials in a manner that fits your brand, such as changing colors, fonts, etc.

Please note:

Any videos must be as a VIMEO or youtube link

Please delete this slide prior to submitting your entry.

Campaign Title | Campaign Category/Description

Brief description of campaign asset including planning, creation, implementation, etc.
15-20 words Maximum



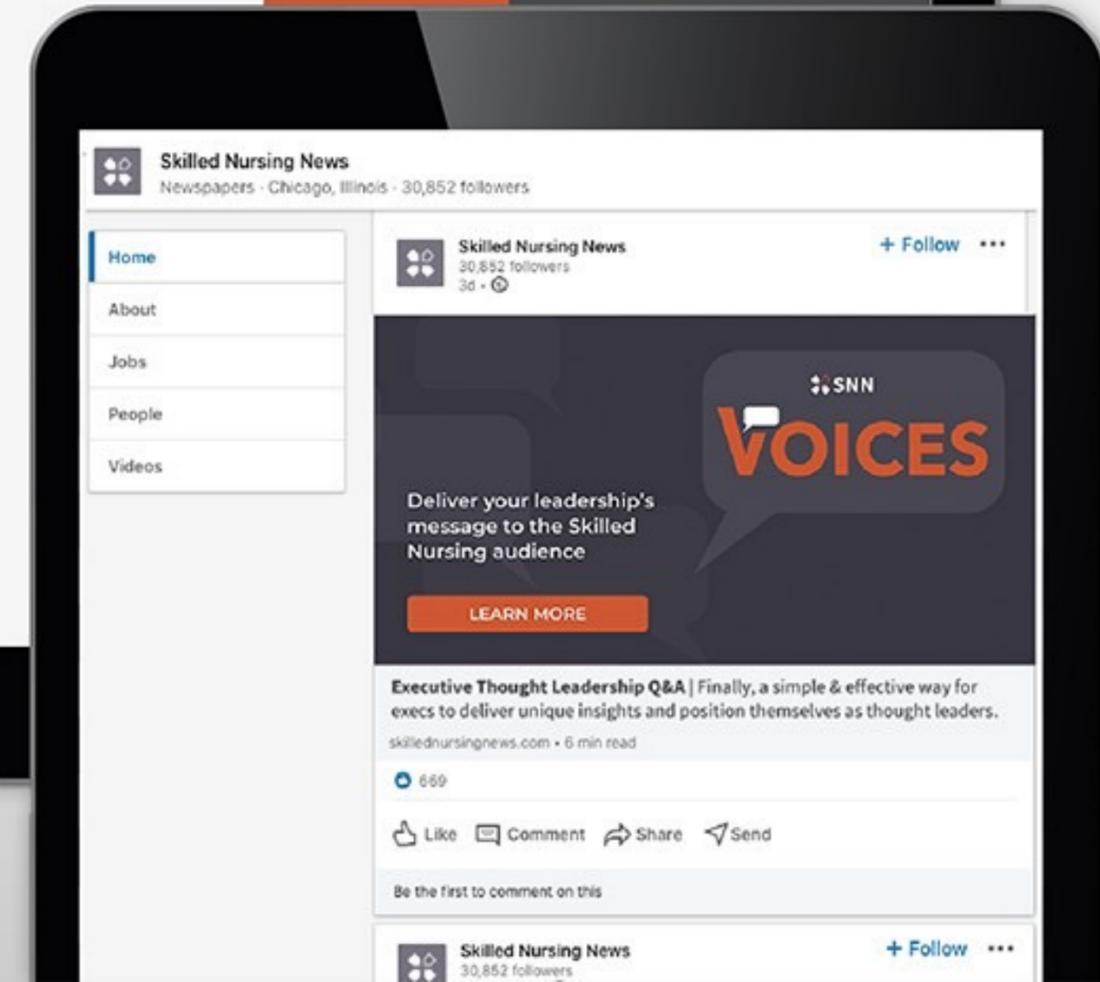
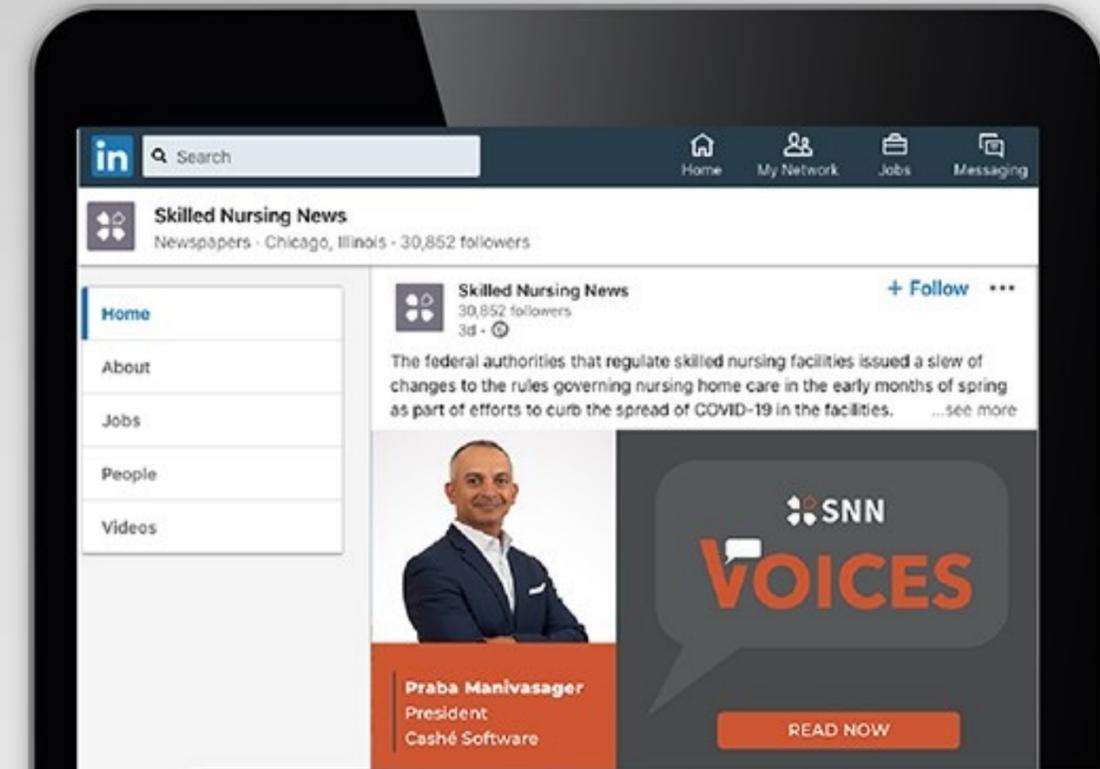
Campaign Title | Campaign Category/Description

Key items addressed in launch:

- Brief Description **15-20 words Maximum**

Results:

- Brief Description **15-20 words Maximum**



Skilled Nursing News

VOICES

Executive Q&A with Industry Leaders



Dhaval Thakkar
Senior Analyst, SRX

APRIL 9, 2020
Dhaval Thakkar, Senior Analyst, SRX
 In this Voices interview, Skilled Nursing News sits down with SRX Senior Analyst Dhaval Thakkar to get his take on how SRX is changing the long-term care pharmacy environment, where technology can revolutionize providers' drug utilization cost review, and how they recoup significant costs for operators through this process. [READ MORE >>](#)



Terri Weckle
SVP Strategic Market Programs, PointClickCare

MARCH 3, 2020
Terri Weckle, SVP Strategic Market Programs, PointClickCare
 In this Voices interview, Skilled Nursing News sits down with PointClickCare Senior Vice President of Strategic Market Programs Terri Weckle to learn the biggest changes in the skilled world other than the Patient-Driven Payment Model (PDPM), the best ways skilled providers can grow financially healthy, and the work providers are doing to not just survive, but thrive. [READ MORE >>](#)



Glenda Mack
SVP of Operations and Chief Operating Officer of RehabCare

MARCH 11, 2020
Glenda Mack, SVP of Operations and Chief Operating Officer of RehabCare
 In this Voices interview, SNN sits down with Glenda Mack, Senior Vice President of Operations and Chief Operating Officer of RehabCare, to learn how RehabCare prepped clients for Patient-Driven Payment Model (PDPM) a year in advance, and how the company views its responsibilities as not just a therapy provider, but a skilled nursing facility (SNF) partner. [READ MORE >>](#)



Freda Mowad
CEO & Founder, QRM

FEBRUARY 18, 2020
Freda Mowad, CEO & Founder, QRM
 In this Voices interview, SNN sits down with Freda Mowad, founder and CEO of Quality Rehab Management (QRM) to learn how in one year, she anticipated the challenges and opportunities of the Patient-Driven Payment Model (PDPM) and built a therapy consulting and management company — operating in 10 states and partnering with more than 160 facilities — to help them transition their therapy from third party vendors to an in-house model. [READ MORE >>](#)



Brian Buys
Sr. Director, Clinical Product Management, PointClickCare

MARCH 25, 2020
Brian Buys, Sr. Director, Clinical Product Management, PointClickCare
 In this Voices interview, Skilled Nursing News sits down with PointClickCare Senior Director of Clinical Product Management Brian Buys to learn how PointClickCare is reinventing the paradigm of the electronic health record, helping skilled nursing facilities (SNF) see data as a starting point — not an end point — and shows how data is helping nurses do their jobs. [READ MORE >>](#)

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Campaign Title | Campaign Category/Description

Key items addressed in campaign:

- Brief Description 15-20 words Maximum

Results:

- Brief Description 15-20 words Maximum

