

Message

From: Jerry Novickas [/O=REHABCARE GROUP, INC./OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=GCNOVICKAS]
Sent: 2/3/2012 2:23:59 PM
To: Jeff Pickering [Rehabcare] [/O=PROD ISHEALTH MESSAGING/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JeffreyPickering]
Subject: RE: 2011 Self Eval
Attachments: 2011-SelfEval_JerryNovickas.doc

Hi Jeff

Here is what I put together

Let me know if you need any changes

.. jerry

From: Jeff Pickering
Sent: Tuesday, January 24, 2012 11:34 AM
To: Jerry Novickas
Subject: 2011 Self Eval

Hi Jerry –

Can you pls send me some comments and bullet points on your 2011 contribution/performance? Since you have a unique position, I don't have a format that is really relevant so it seems to me that your putting together a summary would be our best route. Happy to discuss with you as needed and would appreciate your response by Friday, February 3.

Thx – J

Jerry Novickas Self Evaluation_2011

I thought it helpful to compare elements of the original job posting, recognizing that we all understood and agreed that my position evolves over time. As the liaison to CPS I quickly understood the importance to strategically place RehabCare as the "top of mind" rehab therapy provider for the CPS GPO contracted clients. To that end I positioned myself as a shared asset linking the partners RehabCare and CPS. I pride myself on my ability to operate with a high level of integrity, confidentiality and professionalism when handling sensitive and confidential situations.

While actively participating in the marketing and target review calls with the CPS BDs assigned to community chains, I partnered with Andi Putnam of CPS and Jennifer Kline from McKesson. Whenever speaking to the CPS BDs I reminded them to talk about RehabCare while on their facility calls. I requested they try to open the door for an initial appointment for our sales team especially with in-house programs. I met Jeff Mager and Linda Morse when I attended the Fort Lauderdale Polaris Road Show in September. Armed with that detailed information I was able to speak at a strategic level to the CPS BDs about the October regulations and the effects, technology, COT, assessment dates and group would have in the coming year on therapy providers.

Gathering details from Salesforce.com, pipeline conference calls, telephone calls and emails I populated the opportunity tracker spreadsheet, and follow CPS-LCS leads moving forward to successful conclusion. I monitor the CPS and LCS internal and external websites to keep our RehabCare pages relevant and current. With the 2012 logo changes I will be revising all our pages again this year. Using accounting data from Joe Causino, I reformatted the billings, payments and GPO fees into forms and report layouts to Kevin's preference.

The primary marketing campaign has been the newsletter. I just completed the third edition of the Skilled and Wellness Newsletter Clinical Solutions Quarterly. I researched and wrote some of the articles and drew on the knowledge and expertise of Lauren Kriz, Carol Knudson and Beth Reigart for others. I regularly set calls and meetings with the other contributors to move the publication forward and on deadline. As the layout expert and editor I always steered the focus to both Wellness and Skilled, persevering to keep the RehabCare and SmartMoves brands front and center in every edition.

While learning more about our therapy business I have also gathered insight on the CPS GPO business. I offered my desktop application expertise and training skills with all of the CPS and LCS staff in the building. I worked closely with Kevin's Administrative Assistant, remote BDs and those with offices in Delray, and as needed helped many of the CPS-LCS staffers with Excel spreadsheets, PowerPoint and Word projects and answered their questions. These help and training sessions built a high level of trust that has opened many doors to information and expect will engage even more in the future. These communications resulted in a number of opportunities for initial meetings for our sales team and early knowledge of future builds and groundbreakings.

In my role as gatekeeper I have tried to pass as much intel to you and Colleen as quickly and completely as possible, while only releasing information and results you both approved. To that end I always lock my laptop when I walk away from it and when taking or making phone calls I assure my comments and responses are not overheard when discussing sensitive RehabCare topics.

While the original job posting duties listed tracking vacancy and denials, with Colleen's expectation and guidance I tried to delay providing those on any regular schedule to CPS. So far we have only reported vacancies one time and denials not at all. As I collected the vacancy results by emailing the Program Directors, I learned that it is better to call or leave a voice mail for the PD, and then set an appointment time to collect the required results verbally. While this is more time consuming the recent opinion questionnaire Colleen tasked me to conduct went smoothly, at scheduled times that did not interfere with productivity or treatments by PDs.

Overall I feel I responded quickly and accurately to the projects you and Colleen assigned to me and worked diligently to build relationships with CPS. I believe that with CPS hiring a dedicated Therapy Manager in Q1-2012, there will be an even stronger focus and efforts by CPS to grow the number of RehabCare contracts by capturing more initial meeting opportunities for the sales team and ultimately signing more contracts.