

Issue 02

Premier Healthcare Resources	1
Nurse-Family Partnership	1
Morgan Keegan & Co., Inc.	2
Optimum Lightpath	3
Executive Director's Desk	4

NEW JERSEY ASSOCIATION of COUNTIES

County Government with a Unified Voice

Business Associates Monthly



Premier Healthcare Resources

By: Colleen Burns, Vice President of Business Development

Premier Healthcare Resources is a professional management and consulting company with significant experience in all aspects of the long-term care industry. Based in Pennsylvania, with our corporate office located at 2009 Renaissance Boulevard; Suite 300, King of Prussia, the staff of Premier Healthcare Resources has worked with over 150 nursing homes and hospitals in the planning, development, and implementation of long term care programs.

Our company was formed in the year 2000 by senior staff of a national long term care management firm and is one hundred percent employee owned and operated. Our company's employees consist of corporate staff, regional support staff, and managers/administrators at client's sites. Our team possesses well over 35 years of experience in nursing home management.

Our employees include administrators, registered nurses, and accountants with expertise in every aspect of long-term care in government, non-profit, and proprietary sectors of the field. We have planned, developed, and implemented operational, clinical, and financial programs resulting in regulatory compliance, expansion of clinical services, and positive financial outcomes. Our team has also provided consulting services in the areas of operational audits, education and training, and corporate compliance activities to nursing homes across the United States. We specialize in providing service to long term care providers which operate within a government structure. In addition to the issues and pressures that all healthcare providers are facing today, government facilities have the added pressure of operating under constant public scrutiny. *Continued on Page 2*

WELCOME NEW BUSINESS ASSOCIATES

Energy Systems Group, LLC - Energy Service Group.

Aspire Technology Partners, LLC - Professional technology services firm.

CITI - Financial Service Provider.



Nurse-Family Partnership

By: Lisa Reyes, Regional Manager for Program Development

Consider the likely outcome for a teenager living in an impoverished New Jersey community who becomes pregnant. Neither she nor the baby's father have finished high school and yet, will somehow need to find a way to support their new family. The soon-to-be-mother has some unhealthy habits that could complicate her pregnancy, including poor nutrition and smoking, and is not regularly seeing a prenatal provider. Neither she nor her family has private health insurance.

Across every New Jersey County, this is an all-too familiar scenario that has widespread consequences for every tax payer and county administrator. Any one of these risk factors can result in huge social and economic costs. For example, teen childbearing in New Jersey was estimated by the National Campaign to Prevent Teen

Pregnancy to cost state and local government approximately \$200 million in 2004, including the costs to teens and their children for poor public health outcomes. Smoking is associated with a host of medical complications to both mother and child. Just one potential complication, premature birth, could cost \$51,600 or more, based on the national average reported in a 2006 Institute of Medicine report.

Nurse-Family Partnership was developed over 30 years ago to see if it was possible, by intervening early in the lives of at-risk expectant women, to improve the health and well-being of mothers and children. This prevention program is delivered by highly-trained registered nurses who make home visits to an expectant mother *Continued on Page 3*

**SAVE THE
DATE!**

**NJAC
Foundation
Annual
Golf Outing
September
26, 2011 at
Mercer
Oaks Golf
Course**



Morgan Keegan & Company, Inc.

Morgan Keegan & Company, Inc.

By: Joseph Tait, Managing Director

Morgan Keegan, a full-service investment banking and brokerage firm has more than 4,100 employees in 300 offices across the country. The firm's Investment Banking division provides strategic and financial advisory and capital raising services to public, private and not-for-profit companies and entities across the country. Morgan Keegan's two New York offices employ more than 100 professionals including 46 investment bankers and 14 institutional salespeople.

In recent years, while many firms have downsized their public finance departments or eliminated them entirely, Morgan Keegan has consistently increased its commitment to municipal finance. Since August 2007, the firm has hired 18 new public finance bankers and underwriters, each with an average of over 20 years' experience. Morgan Keegan now employs 200 public finance bankers and support staff, including 35 public finance bankers based in New York City, who are supported by the firm's New York municipal syndicate, sales and trading desk.

Whether your County is competitively bidding its bonds or selling bonds through a pre-selected underwriter, you can rely on Morgan Keegan. The firm's Public Finance Investment Banking group, with more than 155 veteran public finance bankers throughout the country, consistently ranks among the top ten municipal bond underwriters in the nation.* The firm has also ranked as a top-three firm for number of municipal issues sold, for bank qualified debt underwriting, and for number of competitive bond issues purchased, according to Thomson

Reuters.

Morgan Keegan offers the following services to help Counties save money:

- Aggressive bidding on competitive debt offerings
- Competitive responses to requests for proposals
- Analysis of County debt and financial statements for potential savings' ideas
- Veteran bankers' depth of experience – with expertise in Higher Education, K-12, Housing, Industrial Development, Project Finance, Water and Sewer, Transportation and Tax Increment Financings – who will work as an extension of your County's finance staff

Morgan Keegan's public finance team builds deep relationships by providing innovative solutions that meet the financing needs of client issuers. Through mutual confidence and trust, combined with deep knowledge and extensive experience, we give our clients access to success.

Please contact the following Morgan Keegan professionals:

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Premier Healthcare Resources - *Continued from Page 1*

We provide consulting and management services to nearly 30 clients, primarily on the east coast. At present approximately fifteen of those clients are on an ongoing basis for management or support services.

Premier Healthcare Resources' objectives are to provide the leadership and expertise to meet the needs of each individual client. Our approach allows flexibility in structuring the scope of services for each client in order to achieve their strategic and operational goals. Our philosophy is to

become part of your team and work to create solutions that will provide our clients with achieving their ultimate goal of successfully providing the highest level of quality care in the most cost-effective manner.

Further information regarding services provided by Premier Healthcare Resources may be obtained by contacting Colleen Burns, Vice President of Business Development at 570-814-6550 or at cburns@phcr.org. Premier Healthcare Resources may also be found at www.phcr.org.



Smart Business Communications

By: Hillary Roth Enterprise Account Executive

Wall Township Public Schools was operating an advanced network that consisted of privately owned fiber between buildings and 40 application servers powering a thin client environment that served several thousand clients throughout the district. Despite a fast and robust core network, the District's low-speed 3 megabit Internet connection limited learning opportunities in the classroom. Further, phone service costs were expensive and varied greatly from month to month. To meet strong demand from teachers and students to access an enormous amount of online content in the classroom and better deliver a premium "connect from home" experience, the District initially set out to upgrade to a 45 megabit connection. It was surprised to learn that it could actually boost bandwidth speeds to 100 megabits, pay a flat rate for phone service and consolidate everything onto one bill while still saving \$80,000 per year.

A World Of Difference

"We fully expected to stick with our incumbent service provider but were simply blown away by the

amount of speed Optimum Lightpath was able to deliver while still saving us money," said Jeffrey Janover, Director of Technology, Wall Township Public Schools. "What solidified the decision for us was the premiere customer service that has accompanied the switch. The Optimum Lightpath team that supports us is extremely responsive, always follows through and is there when we need them. After just a few months of service, we're already recommending Optimum Lightpath to other municipal services in the area."

"While our robust, cutting edge network is built to meet the complex needs of even the most demanding New York metro area businesses, we also recognize that for many of our customers, cost, speed and customer service is driving their purchasing decisions," said Dave Pistacchio, President of Optimum Lightpath.

"Optimum Lightpath understands the distinct needs of school districts throughout our footprint and works with them to deliver the right technology at the right
Continued on Page 4

Nurse-Family Partnership - *Continued from Page 1*

beginning early in pregnancy and continuing until the child's second birthday. Results from three randomized, controlled trials justify national and international replication and federal, state and local public investment. Outcomes from the trials include:

- Reduced smoking during pregnancy & fewer complications of pregnancy and premature births that require specialized maternal and infant care
- Fewer injuries that require emergency care and hospitalizations
- Reduced child abuse and neglect
- Improved language development and school readiness
- Reductions in use of welfare
- Increased employment for mothers
- Reductions in crime
- Increase in father presence and partner stability
- Fewer closely-spaced subsequent pregnancies

The Pacific Institute for Research and Evaluation

estimates that these outcomes translate into a \$4,223 cost savings to New Jersey per family served by the child's fifth birthday. This estimate excludes the additional savings that later accrue due to school readiness and crime reduction outcomes.

Most importantly, these outcomes translate into transformation for participating families. Raquel* was a seventeen-year-old high school dropout who was not enthusiastic about becoming a mother when she enrolled in the program in Newark. Today, Raquel is not only a successful and caring mother, but has moved her family into more suitable housing, finished high school, completed a vocation program and is working as a cardiac health technician in a hospital. That's the kind of personal transformation that more than pays for itself in New Jersey.

For more information about Nurse-Family Partnership, please contact Lisa Reyes, Regional Manager for Program Development, lisa.reyes@nursefamilypartnership.org, 303-813-4312.

*Name has been changed to protect identity.

Mission Statement

NJAC is committed to advocating for legislation, regulations, and policy directives that empower county governments to operate more effectively and efficiently. As a non-partisan organization that represents the only true regional form of government in the State with a unified and proactive voice, NJAC is dedicated to advancing innovative programs and initiatives for the sole purpose of saving valuable taxpayer dollars.

June 27 - July 29				
Monday	Tuesday	Wednesday	Thursday	Friday
27 Legislative Committees	28 Legislative Committees	29 Leg. Voting Session	30 Leg. Voting Session	1
4	5	6	7 Hunterdon Cnty. Free Concert in the Park	8
11	12 Union County Free Movie in the Park	13	14	15
18	19	20	21 Cape May County Fair	22 Cape May County Fair
25	26	27 Monmouth County Fair	28 Monmouth County Fair	29 Monmouth County Fair

Optimum Lightpath - *Continued from Page 3*

price with service that can't be beat. As a result, we can transform the way faculty, staff and students use technology to access a world of learning opportunities, often while delivering cost savings along the way."

"Operating with a tight budget can make it challenging to deploy a technology-infused education program," continued Janover. "With Optimum Lightpath, we are able to truly leverage the strength of our existing network to deliver the robust curriculum that our students deserve. And since the switch, we now have a platform that can scale as our needs grow. When the time comes to upgrade, we know that the Optimum Lightpath service and team are ready when we are."

From the Executive Director's Desk

I would like to thank you for your support and commitment to making NJAC's 61st annual conference a terrific experience and one which lays the foundation for an outstanding event next year. Please make sure to contact us with any suggestions on how to improve our annual celebration of county government, but in the meantime, take a moment to review some of our initial thoughts.

Some highlights include: listening to Governor Chris Christie speak about leadership to a standing room only audience in the exhibit area; offering informative and timely seminars that were approved for continuing education credits; providing business associates with more value by streamlining the conference over two days and including two conference registrations instead of one for exhibitors; and, enjoying the sounds of DJ Omar Matthews at the Exhibitors' Reception and the Chatterband at the President's Awards Dinner.

Some initial recommendations include: changing the venue and dates; staggering the workshop starting times to drive more traffic into the exhibit area; serving coffee and refreshments all day to give attendees another reason to visit the exhibit area; eliminating the dinner and holding the receptions earlier on, so attendees may network and eat at a restaurant of their choice afterwards; encouraging county affiliate groups to hold their annual meetings at our conference; hosting a county vocational school cook off; and, offering a seminar in the exhibit area on how to conduct business with county governments. Thank you again for your time and consideration, and we look forward to hearing back from you soon with additional feedback.