



FOR IMMEDIATE RELEASE

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CIENA HEALTHCARE NAMES CHRISTINE WADE DIRECTOR OF CENSUS AND MARKETING

SOUTHFIELD, Mich. – Dec. 20, 2012 – Ciena Healthcare, a leading manager and operator of skilled nursing and rehabilitation facilities in Michigan and Connecticut, today announced the appointment of Christine Wade as Director of Census and Marketing. The announcement was made by Kristine Halsey, COO, Ciena Healthcare.

In this position, Wade provides support to the company’s Directors of Admissions and Marketing, conducts market feasibility studies, market analyses and develops strategies to grow business and improve services. In addition, she serves as the liaison and partner with hospitals and insurance companies for the home office and all 36 Ciena Healthcare facilities in Michigan and Connecticut.

“We are very pleased to announce Christine’s appointment at Ciena Healthcare,” said Halsey. “With 15 years experience in the health care industry, Christine’s knowledge and skill set is a great asset to our company. Her primary role is to provide an ongoing, proactive dialogue between residents, our facilities management teams, our partners and the home office.”

Prior to joining Ciena Healthcare, Wade served as Manager of Market Development for a national skilled nursing provider. She also held marketing and admission director positions and served as a social worker specializing in discharges and social services for Alzheimer’s patients.

Wade earned a degree in Bachelor of Social Work from Ferris State University.

About Ciena Healthcare

The Ciena Healthcare organization is comprised of 32 skilled nursing facilities located in Michigan and four facilities located in Connecticut, managed by Regency Healthcare Management, LLC. Ciena facilities are diverse and collectively serve all resident and patient nursing care needs from short-term rehabilitation stays to long-term residency. Founded in 1998, Ciena Healthcare facilities offer a holistic approach to patient care and are fully committed to residents’ needs and well being while also promoting their independence. Ciena’s vision is to change the way nursing facilities are operated and perceived by providing and developing facilities that feature private rooms, ambiance, attention to detail and quality food

preparations, all delivered by high quality, compassionate and dedicated professional, support staff. For more information, visit www.cienafacilities.com or call (248) 386-0300.