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**FOR IMMEDIATE RELEASE**

# NEWS

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## **BRACKENRIDGE NURSING CENTER ADMINISTRATOR CHOSEN BY NATIONAL ASSOCIATION AS “FUTURE LEADER IN LONG TERM CARE”**

*Jennifer Watson is administrator at Highland Center, a Genesis HealthCare facility*

**WASHINGTON, D.C.** – The Pennsylvania Health Care Association/Center for Assisted Living Management (PHCA/CALM) today announced that board member Jennifer Watson, of Cranberry Township, has been recognized by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL) as a national future leader in long term care. Watson serves as the administrator at Highland Center in Brackenridge, Allegheny County.

Watson is one of 27 health care executives – and the only one from Pennsylvania -- who will participate in the AHCA/NCAL’s “Future Leaders of Long Term Care in American” symposium June 22-24 in Washington, D.C.

“With Pennsylvania’s and America’s elderly population rapidly on the rise, we need strong leaders in long term care,” said PHCA/CALM President and CEO Stuart Shapiro, MD. “With Jennifer’s background in nursing, her commitment to quality care and her leadership in culture change at Highland Center, she understands the importance of patient-centered care.”

In addition to her nursing home administration certificate, Watson is also a registered nurse and earned a master’s of science in nursing administration. She has worked at Highland Center, a Genesis HealthCare facility, since 2002, starting as the director of nursing and advancing to administrator. She completed a Jonas Salk Medical Ethics Fellowship in 2010.

“The 2011-2012 Future Leaders class is the best of the best, and we are proud that they will be on the front lines of the future of our profession,” stated Governor Mark Parkinson, President & CEO of AHCA/NCAL. “Through their participation in this vital program, they will hone their knowledge and leadership skills that will further serve those who receive care in facilities nationwide every day.”

The symposium kicks off a year-long program that offers training and guidance for long term care professionals who have demonstrated leadership potential and an aptitude for representing the interests of long term care providers and their residents at the state and national levels.

AHCA and NCAL are committed to taking a proactive role in creating opportunities for long term care leaders to improve their understanding of quality management systems, and to promote a culture of quality within their facilities.

PHCA/CALM is a statewide advocacy organization for Pennsylvania's most vulnerable older residents and their providers of care. Members comprise for-profit, nonprofit and government providers. PHCA/CALM represents nearly 330 long term care and senior service providers. For more information about PHCA, call 717-221-1800 or visit [www.phca.org](http://www.phca.org).

The American Health Care Association (AHCA)/ National Center for Assisted Living (NCAL) represents nearly 11,000 non-profit and proprietary facilities dedicated to continuous improvement in the delivery of professional and compassionate care provided daily by millions of caring employees to 1.5 million of our nation's frail, elderly and disabled citizens who live in nursing facilities, assisted living residences, subacute centers and homes for persons with mental retardation and developmental disabilities. For more information, please visit [www.ahcancal.org](http://www.ahcancal.org).

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