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FOR IMMEDIATE RELEASE

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**NEWS**

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**PHCA Lauds Beverly Enterprises' \$1 Million Grant  
To U. Penn School of Nursing for New Scholarship Fund**

Harrisburg, PA – The Pennsylvania Health Care Association (PHCA) today applauded a new \$1 million grant from Beverly Enterprises, Inc. to the University of Pennsylvania School of Nursing to establish the Penn-Beverly Partnership Fund.

The Fund will primarily be used to create a scholarship program for U. Penn nursing students, and will offer scholarship loans that may be forgiven if the recipients complete a specific work requirement after graduation.

“Beverly’s generous grant to the U. Penn School of Nursing will help make the nation’s best gerontology curriculum even better, and represents an investment in the Commonwealth’s ability to provide quality care to future retirees,” said Alan G. Rosenbloom, President and CEO of PHCA.

“Those of us who advocate on behalf of the long term care profession recognize the benefit of a well-educated, dedicated workforce -- and we hope this grant serves as a signal to state government that much more can and needs to be done to boost nursing as a career.”

Rosenbloom urged the General Assembly to pass legislation backed by Rep. Pat Vance (R-87) to establish a Pennsylvania Center for Nursing. The primary objective would be to assist nursing schools, nursing service organizations, health care organizations and other workforce development groups initiate efforts to promote the recruitment and retention of nurses.

The PHCA President and CEO said a focus on geriatric nursing is warranted due to a recent Pennsylvania Department of Health report that found less than 10 percent of nurses in nursing homes are between the age of 20 and 34, and that almost 30 percent of registered nurses (RNs) under the age of 35 plan to leave the field of nursing in the next 10 years.

“If we don’t act decisively to promote and develop a sufficiently sized and trained nursing work force, we will undoubtedly undermine our ability to meet the growing care needs of older Pennsylvanians,” Rosenbloom stated.

Beverly is a leading national provider of quality healthcare services for the elderly, with 45 facilities in Pennsylvania and 20 within a 100 mile radius of U Penn.

*PHCA is a statewide membership services organization representing more than 325 long-term care and senior service providers throughout the Commonwealth. Additional information about PHCA is available by calling 717-221-1800 or visiting [www.phca.org](http://www.phca.org).*

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