



Advancing quality. Improving lives.

# GET THE MOST FROM YOUR MEMBERSHIP!

PHCA advances the strategic priorities of nearly 230 nursing facility and 190 assisted living residence and personal care home members, empowers member financial and operational success, prepares members to navigate ongoing industry changes, enhances member quality efforts and assists members in making informed, proactive decisions.

## ADVOCACY & REGULATORY EXPERTISE



**Influence the development, interpretation and enforcement of legislation, regulations and policy** consistent with member concerns and priorities. Ensure that interpretation and enforcement of regulations is focused on the needs of members and their residents.



**Maintain strong relationships** with departmental, legislative and executive office leadership and staff.



**Provide timely analysis and dissemination of critical regulatory and industry information and trends** through daily member communications.

## QUALITY INITIATIVES



**Provide resources and tools** that enhance the care provided to residents through a dynamic partnership with member providers.



Maintain an **association-wide quality initiative plan with** specific quality measures.



**Exclusive member access to Long-Term Care Trend Tracker**, a quality measure tracking tool designed to enhance quality of care and facilitate relationships with care partners.

## WORKFORCE RECRUITMENT & RETENTION



**Enhance member workforce recruitment and retention strategies** through industry partnerships and education providers to promote awareness and support of career opportunities.



Support provider participation in **national salary and benefit report**.



**PHCA Career Center** - online job posting board

## CONTINUING EDUCATION



Offer robust education with CEUs and networking opportunities throughout the year.

- Convention and Tradeshow
- AL/PC Summit
- Quality Symposium
- AL/PC Regional Forums
- Monthly Webinars

## MEMBER RECOGNITION



### PHCA Award Programs

- **PHCA Hero Awards** - honor individual excellence in long-term care
- **PHCA Grassroots Advocacy Award** - recognize individual excellence in grassroots advocacy
- **PHCA Excellence in Quality Awards** - acknowledge providers for outstanding quality initiatives



**AHCA/NCAL National Quality Award Program** - recognize member providers across the country that strive for improved quality care and performance.

## CONNECTED COMMUNITY



**www.findpacare.org** - search engine developed by PHCA to drive families, consumers and professionals looking for long-term care to member facilities.



**PHCA MarketPlace** - connects members with PHCA Business Partners to enhance access to vendors providing premier long-term care services and products.



Affinity partnerships offering member **cost saving opportunities**.

## NATIONAL AFFILIATION



**www.ahcancal.org** - Membership with the American Health Care Association and National Center for Assisted Living (AHCA/NCAL), the nation's largest association of long-term and post-acute care providers. AHCA/NCAL offers member resources on workforce initiatives, research and data, advocacy, quality improvement, and facility resources, as well as a number of education events.

## NOT A MEMBER YET?

Please contact Beth Weachter, PHCA Director of Member Services, or Carmy Jerome, PHCA Director of AL/PC, at 717-221-1800.