



1001 PENNSYLVANIA AVENUE NW
SUITE 600 SOUTH
WASHINGTON, DC 20004
(202) 742-6740 • (202) 742-6501 FAX
www.aqnhc.org

January 5, 2007

Dear Nursing Home Leader:

As you know, a coalition of nursing home stakeholders, including representatives of consumers, providers, suppliers, and government, have joined together to launch an unprecedented campaign to enhance quality in America's nursing homes. Called *Advancing Excellence in America's Nursing Homes*, the campaign is designed to assure the provision of excellent quality of care and quality of life for the nation's 1.5 million nursing home patients.

The Alliance for Quality Nursing Home Care, which is made up of 17 of the largest nursing home companies in America, strongly endorses this campaign and is fully committed to the campaign's goals. All members of the Alliance have agreed to participate in the campaign and to work together to identify and share practices that will lead to improved provider performance and, ultimately, better care for patients.

Members of the Alliance encourage all nursing home providers to join them in supporting the campaign by enrolling today. We believe that with broad provider participation, this campaign will play a central role in improving the quality of care nursing home patients receive.

Sincerely,

A handwritten signature in black ink that reads 'Alan D. Rosenbloom'.

Alan Rosenbloom
President