



Dedicated To Long Term Care

**American  
Medical  
Directors  
Association**

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May 22, 2008

Dear Nursing Home Leader:

As you know, a coalition of nursing stakeholders, including representatives of consumers, providers, suppliers and government, joined together in 2006 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 American Medical Directors Association (AMDA), the national, professional association of medical directors and physicians practicing in the long term care continuum, supports the continuation of this campaign and is committed to the campaign's goals. AMDA believes physician involvement is key to quality improvement. We will work to encourage our members to support the campaign goals and most important, to help facilities achieve strong physician leadership and consistent, evidenced-based clinical practice.

We refer you to *Caring for the Ages*—a monthly newspaper for Long Term Care Practitioners, to see our many efforts to update and engage our members in the campaign.

Sincerely,

Charles A. Crecelius, MD, PhD, CMD  
President