



August 1, 2008

Dear Nursing Home Leader:

I am writing to encourage you to sign up for the Advancing Excellence Campaign. You will be joining a powerful coalition which includes key representatives of this field including nurses, physicians, administrators, certified nursing assistants, consumer groups, provider groups, suppliers, and government agencies to enhance quality in America's nursing homes. This campaign is designed to improve the quality of care and life of the nation's 1.5 million nursing home residents through a process of setting targets and benchmarking progress as our care in facilities improves.

Long-Term Care NurseNet (LTCNN), which includes the American Association of Nurse Assessment Coordinators (AANAC) represents 8,000 Nurse Assessment Coordinators and the American Association of Nurse Executives (AANEX) represents 1,000 Nurse Executives, strongly endorses this campaign and is fully committed to the campaign's goals. Members of LTCNN are informed of the campaign, and are being asked to encourage their facilities to join the campaign to work together to identify and share best practices that will lead to improved care for residents.

Members of LTCNN encourage all people involved in the long term care field to join them in supporting the campaign by enrolling today. We believe that with broad support, this campaign will play a central role in improving the quality of care and life for nursing home residents.

Sincerely,

A handwritten signature in dark ink that reads "Diane Carter". The signature is written in a cursive style with a large, sweeping flourish at the end.

Diane Carter, RN, MSN, CS
President and CEO