



1201 L Street, NW, Washington, DC 20005-4046
Main Telephone: 202-842-4444
Main Fax: 202-842-3860 2nd Main Fax: 202-842-3924
Writer's Telephone:
Writer's E-Mail:
www.ahca.org

- Rick Miller**
CHAIR
Avamere Health Services Inc.
Wilsonville, OR
- Robert Van Dyk**
VICE CHAIR
Van Dyk Health Care
Ridgewood, NJ
- Angelo S. Rotella**
IMMEDIATE PAST CHAIR
Friendly Home
Woonsocket, RI
- Gail Clarkson**
SECRETARY/TREASURER
The Medilodge Group Inc.
Bloomfield, MI
- Neil Pruitt, Jr.**
EXECUTIVE COMMITTEE LIAISON
UHS-Pruitt Corporation
Norcross, GA
- Lane Bowen**
AT-LARGE MEMBER
Kindred Healthcare
Louisville, KY
- William Levering**
AT-LARGE MEMBER
Levering Management Inc.
Mt Vernon, OH
- Rick Mendlen**
AT-LARGE MEMBER
Kennon S. Shea & Associates
El Cajon, CA
- Richard Pell, Jr.**
AT-LARGE MEMBER
Genesis HealthCare Corporation
Kennett Square, PA
- Kelley Rice-Schild**
AT-LARGE MEMBER
Floridean Nursing & Rehab
Center
Miami, FL
- Leonard Russ**
AT-LARGE MEMBER
Bayberry Care Center
New Rochelle, NY
- Van Moore**
DD RESIDENTIAL SERVICES MEMBER
Westcare Management
Salem, OR
- Wade Peterson**
NOT FOR PROFIT MEMBER
MedCenter One Care Center
Mandan, ND
- Howie Groff**
NCAL MEMBER
Tealwood Care Centers
Bloomington, MN
- Toni Fatone**
ASHCAE MEMBER
Connecticut Assn. of Health
Care Facilities
East Hartford, CT
- Gail Rader**
ASSOCIATE BUSINESS MEMBER
Care Perspectives
Phillipsburg, NJ
- Bruce Yarwood**
PRESIDENT & CEO

July 22, 2008

Dear Nursing Home Leader:

As the Advancing Excellence in Nursing Homes campaign enters its third year, the American Health Care Association (AHCA) applauds the decision by the coalition's Steering Committee to continue this unique and voluntary approach to quality improvement. Our commitment to Advancing Excellence is steadfast and strong.

Advancing Excellence is demonstrating its effectiveness at improving nursing home quality. Evidence shows that participating facilities are moving toward campaign goals faster than non-participants. New data also suggest that Advancing Excellence participants that set targets in clinical areas are leading the way in attaining the campaign's goals over all other facilities.

While improving quality in nursing homes is the objective of the campaign, added value has been realized by bringing together, for the first time, a cross-section of the long term care community – providers, professionals, consumers, labor and government -- to foster and guide better care in nursing homes. Also, the creation of deep and care-specific resources, available free to participants and non-participants alike, is a boon to nursing homes struggling with low Medicaid payments and high inflation rates.

We look with pride to the strides the LTC profession is making by embracing this effort to improve the quality of life for residents, their families and the staff of America's nursing homes.

Respectfully,

Bruce Yarwood
President and CEO