

May 12, 2008

Dear Good Samaritan Nursing Home Administrators:

Now that we are a little more than half way through the two-year quality initiative called *Advancing Excellence in America's Nursing Homes*, I want to write to thank you for your active participation and update you on the Campaign. I'm particularly proud that **100 percent** of Good Samaritan facilities are enrolled.

As you know, the *Advancing Excellence* campaign provides an exceptional opportunity for a variety of organizations, providers and consumers that have a stake in the quality of care and living environment for many thousands of seniors across our nation. By participating in the Campaign, our profession has a unique opportunity to prove – with evidenced-based data – that it is committed to quality improvement. As I mentioned in a letter to you at the beginning of the Campaign in October 2006, this is a critical moment in our history in which we can demonstrate to the public that we do, in fact, provide a 'resident-first' environment for those living in our nursing homes.

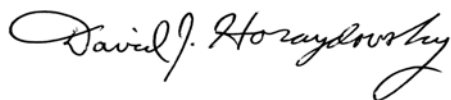
Our mission calls and compels us to put the needs and comfort of our residents first. To do that, we must strive to create for them a comfortable and loving community filled with inspired caregivers. In that regard, *Advancing Excellence's* goals and objectives align wonderfully with our own Christian Communities of Care initiative. Content and fulfilled caregivers, as well as those that support the care giving and hospitality in our facilities are critically important in contributing to content and fulfilled families and residents.

The goals that many of you have chosen have assisted us in supporting our objectives to enhance consistent assignment, reduce turnover and improve retention of staff. *Advancing Excellence* has assisted our organization in identifying and attaining those objectives, and, when we fall short, to make improvement – all for the sake of our residents.

I want to congratulate you and your staff members on your active participation in the *Advancing Excellence* Campaign, and encourage each of you to continue using the support that we offer, as well as the valuable resources found on the Campaign's national Web site at www.nhqualitycampaign.org.

Participation in this unprecedented national quality initiative allows us to carry out our mission "in word and deed", consistent with our Good Samaritan mission. Thank you, again, for your tremendous efforts to make a positive difference in the lives of thousands of our residents across the country.

Sincerely,



David J. Horazdovsky
President & CEO