



October 14, 2008

Dear Participant:

On behalf of the over 600,000 long term care workers represented by Service Employees International Union (SEIU) and the projected 1.2 million long term care workers that will be needed in the coming years to provide direct care to America's aging and disabled population, I am writing to express our support for the Advancing Excellence in America's Nursing Homes Campaign. The campaign is an innovative attempt to bring together major stakeholders to make a dramatic improvement in both patient outcomes and the care environment at the facility level. It provides the unique opportunity for providers, labor, consumers, and the government to assess outcomes of the campaign and make well-informed recommendations based on that data.

Two of the most promising aspects of the campaign are efforts to improve staff retention and maintain consistent relationships between residents and nursing home workers. These two criteria – hallmarks of the culture change movement – are critical components for quality care and worker satisfaction. In the end, we believe the campaign will succeed because of its clearly defined, individual facility-specific goals and the efficient network of committees by state. The local networks are especially important to problem solving and the transmission and sharing of ideas and recommendations between participants.

SEIU is a proud member of the Advancing Excellence in America's Nursing Homes Campaign and looks forward to continuing to work with the campaign to improve and reform nursing home care.

Sincerely,

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International President

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International President

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