

The American Health Care Association  
&  
The National Center for Assisted Living  
Associate Business Member (ABM)  
Information Packet



**Associate Business Member**



Partners in Long Term Care



# What is AHCA/NCAL?

## American Health Care Association & National Center for Assisted Living

As the nation's largest association of long term and post-acute care providers, AHCA/NCAL advocates for quality care and services for frail, elderly and disabled Americans. **Our members provide essential care to approximately one million individuals in 11,000 not-for-profit and proprietary member facilities.**

AHCA/NCAL represents the long term care community to the nation at large – to government, business leaders, and the general public. We serve as a force for change, providing information, education, and administrative tools that enhance quality at every level.

As part of our extensive portfolio of member services, AHCA/NCAL maintains legislative, regulatory and public affairs. Our dedicated staff work both internally and externally to assist member providers, the government and general public.

The mission of AHCA/NCAL is:

- **To improve the standards of service and administration of member facilities.**
- **To secure and merit public and official recognition and approval of the work of facilities.**
- **To adopt and promote programs of education, legislation, better understanding and mutual cooperation.**

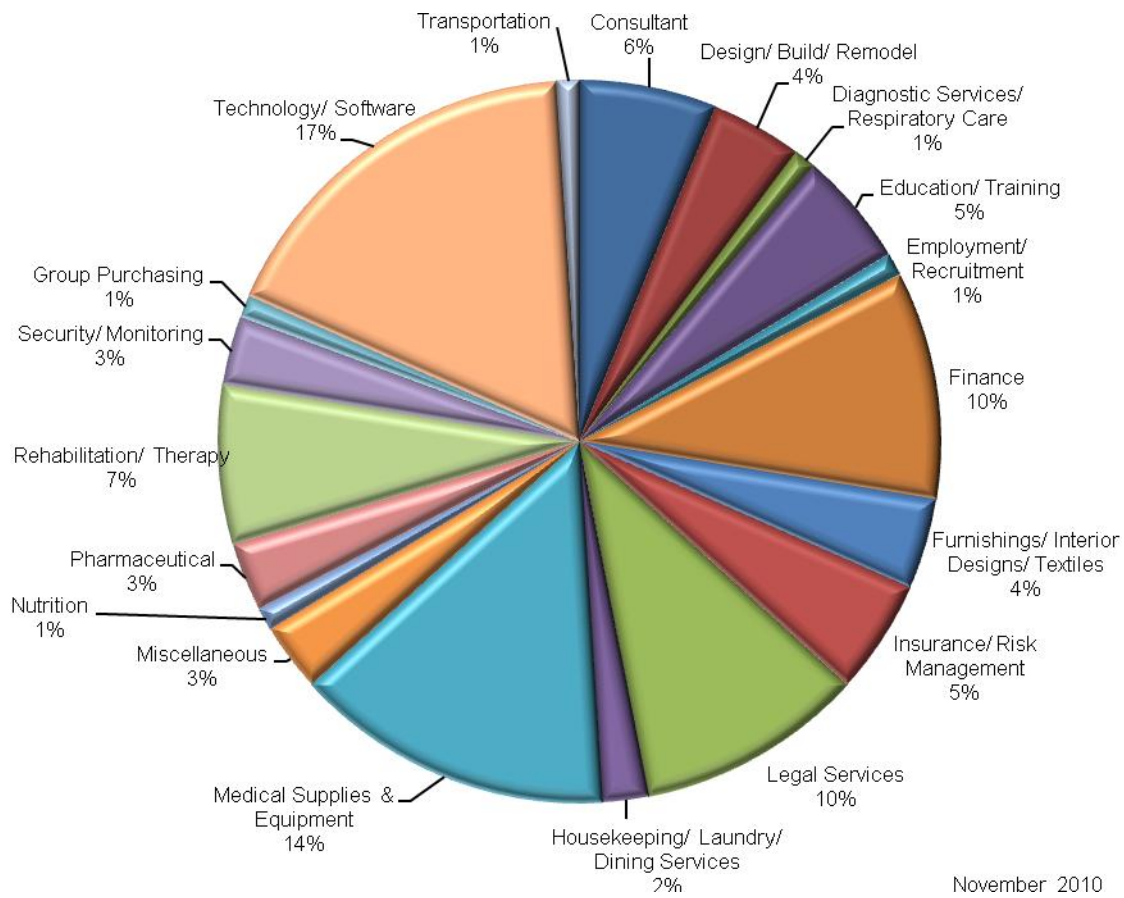
AHCA/NCAL, its affiliates and member providers advocate for individuals who – because of social needs, disability, trauma or illness – require services provided in a long term care setting. **We continue to advocate for the continuing vitality of long term care provider community.**

AHCA/NCAL is committed to developing necessary and reasonable public policies which balance economic and regulatory principles to support quality care and quality of life.

# What is the Associate Business Member Program?

AHCA and NCAL's Associate Business Member program (ABM) is designed for those companies that share a genuine interest with AHCA/NCAL in furthering the quality of long term care and are dedicated to the success of the profession. ABMs are proud to support programs and services that bring about improvement in long term care and help to create strategies to deal with a variety of profession-related issues including revised policies and regulations, staffing shortages, Medicare and Medicaid, tort reform and quality.

## Who Are Associate Business Members? ("ABM")



## ABM Benefits

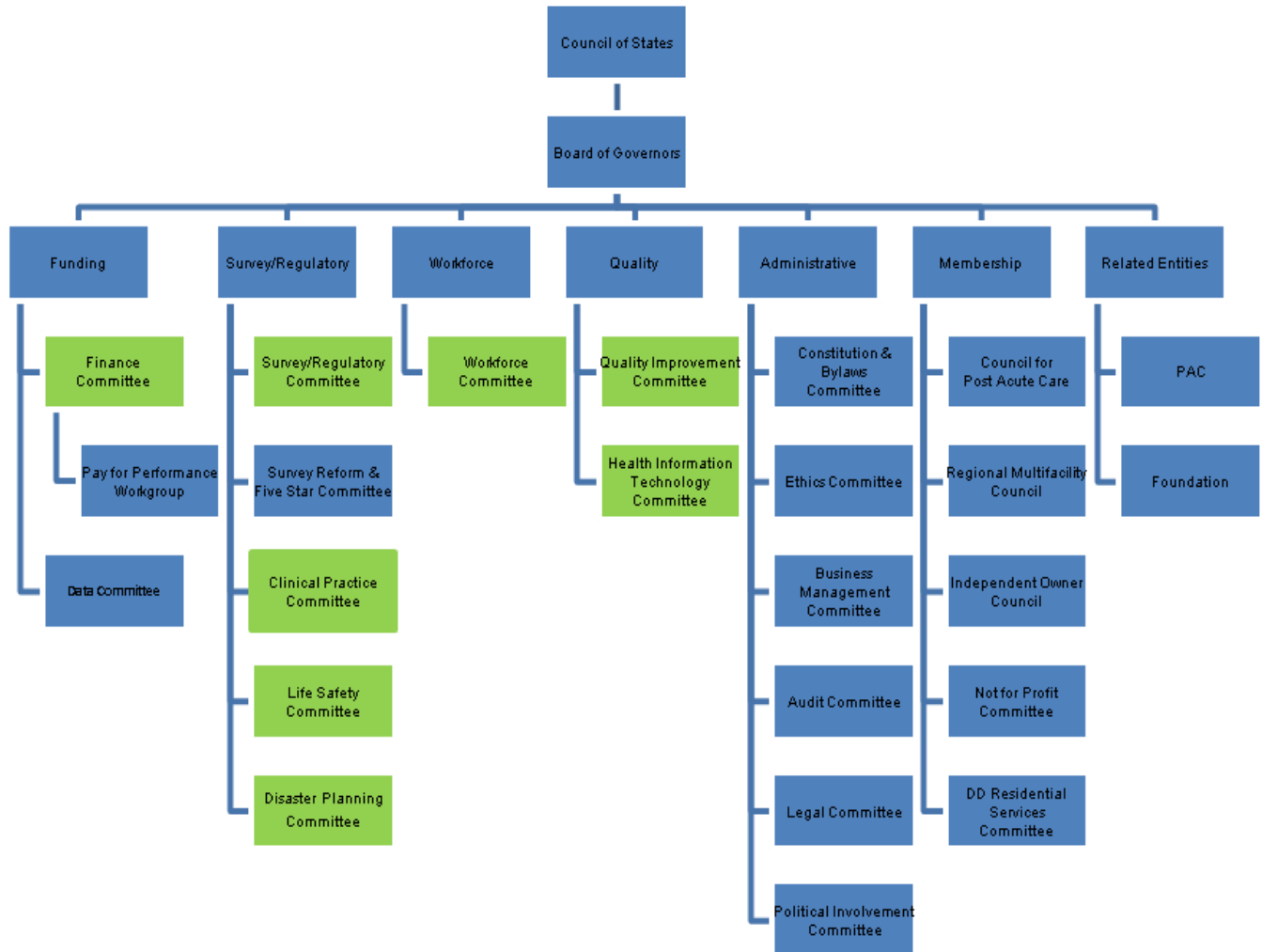
| Savings   | Bronze | Silver | Gold |
|---|--------|--------|------|
| Provider Magazine Subscription – \$48 /subscription | √      | √      | √    |
| Provider Magazine Advertising – 15% off             | √      | √      | √    |
| Professional Development Products – 25-30% off      | √      | √      | √    |
| Meeting Registration - \$200                        | √      | √      | √    |
| Exhibit Booth - \$700                               | √      | √      | √    |
| Discounted Shipping (exhibit booth)                 | √      | √      | √    |

| Brand Awareness   | Bronze | Silver | Gold |
|---|--------|--------|------|
| Use of ABM Logo for web & print                                   | √      | √      | √    |
| Company listing on AHCA website with hyperlink to company website | √      | √      | √    |
| Priority placement in the Exhibit Hall                            | √      | √      | √    |
| Featured in Convention Program                                    | √      | √      | √    |
| ABM company contacts distributed at AHCA events                   | √      | √      | √    |
| Access to the Convention Attendee List                            |        | √      | √    |
| Use of direct mail labels   |        | √      | √    |
| Priority Sponsorship Opportunities                                |        |        | √    |
| Featured ABM on AHCA Website                                      |        |        | √    |

## Member Benefits (continued)

| LTC Industry Resources   | Bronze | Silver | Gold |
|--|--------|--------|------|
| Subscriptions to Provider Magazine, AHCA Notes & NCAL Focus Newsletters          | √      | √      | √    |
| Access to AHCA/NCAL Members Only Site  | √      | √      | √    |
| E-Communications: Capitol Connection, NCAL Connections, Gazette & Press Releases | √      | √      | √    |
| AHCA Committee Representation  |        |        | √    |
| Access to Legislative/Regulatory Counsel   |        |        | √    |
| Invitation to AHCA Special Events  |        |        | √    |
| AHCA Key Leaders & Staff Speakers at YOUR corporate events/meetings              |        |        | √    |

# 2011 Governance Structure



Committees open to ABMs are shaded green.

Council of States: Elects Board, amends Bylaws, sets dues, provides input to Board

Board of Governors: Budget and fiscal responsibility, determines overall policy direction

Committees: Report to the Board, formed annually

Workgroups: Formed as needed for specific projects on a time-limited basis, report either to committee or directly to the Board

Note: Business Management includes development of the budget

## Annual Membership Investment

- Gold Level Partner: \$10,500
- Silver Level Partner: \$5,500
- Bronze Level Partner: \$2,200

Get [involved](#) and be [recognized](#).