Associate Business Member

PARTNERS IN LONG TERM CARE

AHCA
AMERICAN HEALTH CARE ASSOCIATION

NCAL
NATIONAL CENTER FOR ASSISTED LIVING
Membership Overview

- **American Health Care Association (AHCA)**
  Improving Lives by Delivering Solutions for Quality Care

  - As the nation’s largest association of long term and post-acute care providers, AHCA advocates for quality care and services for frail, elderly and disabled Americans. **Our members provide essential care to approximately one million individuals in 14,000+ not-for-profit and proprietary member facilities**

- **The National Center for Assisted Living (NCAL)**
  Lead the assisted living profession through public policy advocacy, knowledge, education, and professional development.

  - NCAL is dedicated in serving the needs of the assisted living community through national advocacy, education, networking, professional development, and quality initiatives.
• **What is the Associate Business Member Program?**

AHCA and NCAL’s Associate Business Member (ABM) program is designed for those companies that:

• Share a genuine interest in furthering the quality of long term care
• Provide dedication 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.
Who Are ABMs?

- Consultant: 8%
- Education/Training: 5%
- Design/Build/Remodel: 3%
- Diagnostic Services/Respiratory Care: 1%
- Employment/Recruitment: 1%
- Finance: 10%
- Furnishings/Interior Design/Textiles: 4%
- Group Purchasing: 1%
- Housekeeping/Laundry/Dining Services: 3%
- Insurance/Risk Management: 7%
- Legal Services: 10%
- Medical Supplies & Equipment: 12%
- Rehabilitation/Therapy: 6%
- Pharmaceutical: 3%
- Nutrition: 1%
- Miscellaneous: 3%
- Security/Monitoring: 3%
- Technology/Software: 18%
- Transportation: 1%
## ABM Benefits: Members Only Savings

<table>
<thead>
<tr>
<th>Members Only Savings</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Provider Magazine Subscription – Savings of $48 /subscription</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Provider Magazine Advertising – Members Rate 15% Off</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Booth – Member Pricing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
# ABM Benefits: Brand Awareness

<table>
<thead>
<tr>
<th>Brand Awareness</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of ABM Logo for web &amp; print</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company listing on <a href="https://www.aehca.org">AHCA website</a></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Priority placement in the Expo Hall</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Featured in Convention Program</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary Company Listing in Annual Purchasing Directory</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Convention Attendee List</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Priority Sponsorship Opportunities</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>
**ABM Benefits: LTC Industry Resources**

<table>
<thead>
<tr>
<th>LTC Industry Resources</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to AHCA/NCAL Members Only Website Content (excludes LTC Trend Tracker and other provider-only content)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>E-Communications: Capitol Connection, NCAL Connections &amp; Press Releases</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>AHCA Key Leaders &amp; Staff Speakers at your corporate events</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>One Company Representative on AHCA or NCAL Committee</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
A Gold Level ABM Benefit:  
One Company Representative to Serve on a Committee

• Clinical Practice Committee
• Customer Experience Committee (CEC)
• Emergency Preparedness and Life Safety Committee
• Political Action and Involvement Committee (PAIC)
• Quality Improvement Committee (QIC)
• Survey/Regulatory Committee
• Workforce Committee

CLICK HERE to view committee descriptions for ABM participation
ABM Annual Membership Dues

• Gold Level Partner: $10,500

• Silver Level Partner: $5,500

• Bronze Level Partner: $2,200

Get involved and be recognized