



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.



Membership Overview

- **What is the Associate Business Member Program?**

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

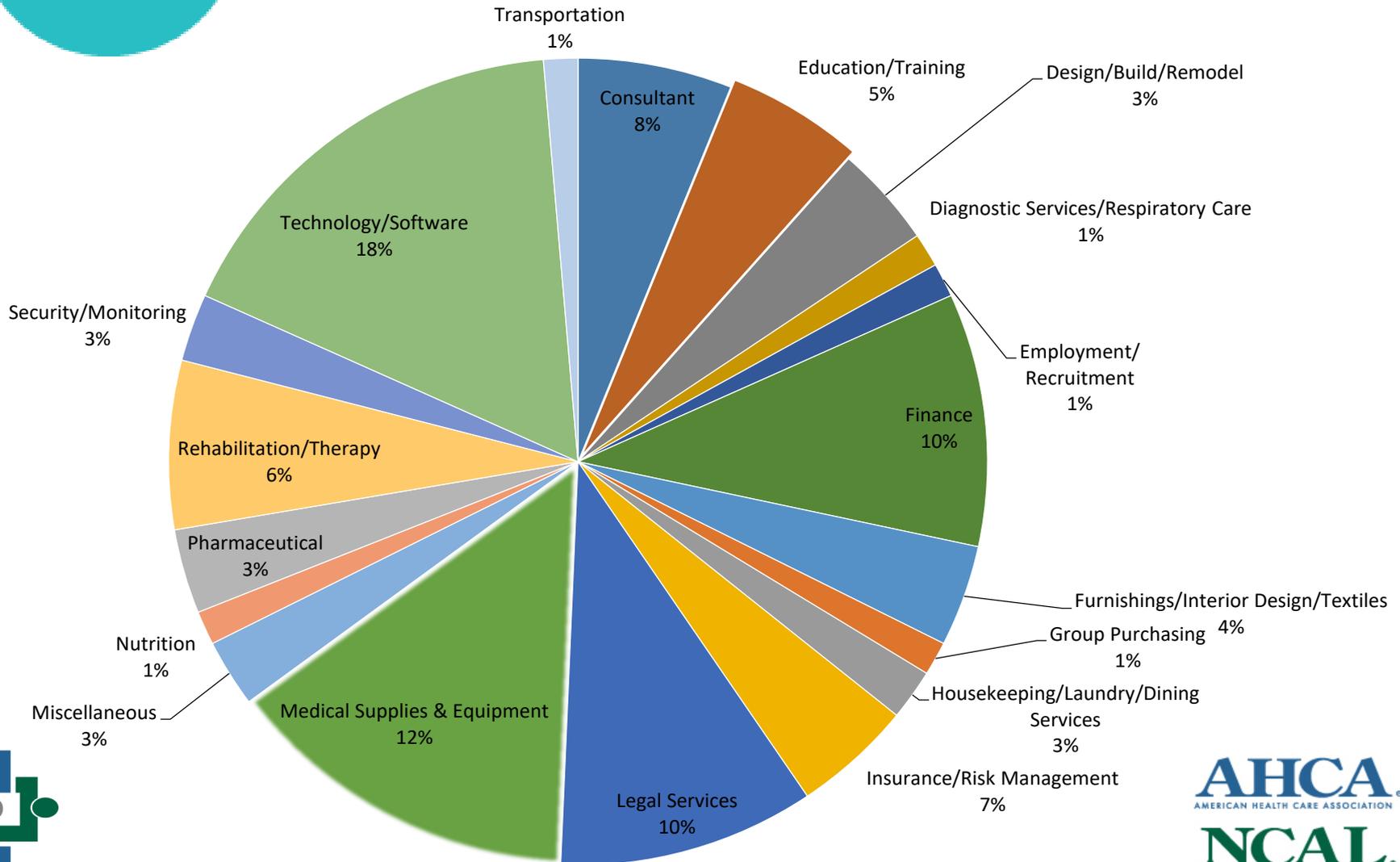
- Share a genuine interest in furthering the quality of long term care
- Provide dedication to the success of the profession.

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?





ABM Benefits: Members Only Savings

Members Only Savings	Bronze	Silver	Gold
Complimentary Provider Magazine Subscription – Savings of \$48 /subscription	√	√	√
Provider Magazine Advertising – Members Rate 15% Off	√	√	√
Professional Development Products www.ahcapublications.org	√	√	√
Exhibit Booth – Members Rate \$900 Savings	√	√	√





ABM Benefits: Brand Awareness

Brand Awareness	Bronze	Silver	Gold
Use of ABM Logo for web & print	√	√	√
Company listing on AHCA website	√	√	√
Priority placement in the Expo Hall	√	√	√
Featured in Convention Program	√	√	√
Complimentary Company Listing in Annual Purchasing Directory	√	√	√
Convention Attendee List		√	√
Priority Sponsorship Opportunities			√





ABM Benefits: Brand Awareness

LTC Industry Resources	Bronze	Silver	Gold
Access to AHCA/NCAL Members Only Website Content (excludes LTC Trend Tracker and other provider-only content)	√	√	√
E-Communications: Capitol Connection, NCAL Connections & Press Releases	√	√	√
AHCA Key Leaders & Staff Speakers at your corporate events			√
One Company Representative on AHCA or NCAL Committee			√





2020 Board of Governance

- **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**





ABM Annual Membership Dues

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

Get involved and be recognized



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IMPROVING LIVES *by*
DELIVERING SOLUTIONS *for*
QUALITY CARE