

## WELCOME!

*As a member of NCAL, you are a member of the premier association for assisted living and senior care professionals. The world of senior living is ever changing and NCAL strives to stay ahead of those changes and provide you with what you need to not only succeed, but thrive.*

*NCAL members also benefit from NCAL's relationship with the American Health Care Association (AHCA). As the strongest association in the long term and post-acute care space, AHCA has nearly 70 years of experience advocating for seniors on Capitol Hill. The AHCA/NCAL staff is a who's who of experts in the field and can navigate your organization through the maze of ACOs, Managed Care, bundled payments and more.*

## Quality Counts

### Apply for an AHCA/NCAL National Quality Award

Set your organization apart with the AHCA/NCAL National Quality Award Program. Since 1996, AHCA/NCAL has provided a pathway for providers to take a journey towards performance excellence. [The National Quality Award Program](#) - based on the core values and criteria of the [Baldrige Performance Excellence Program](#) - allows assisted living communities to apply for three progressive levels of awards: Bronze, Silver and Gold. AHCA/NCAL provides support along the way; including in-person trainings, webinars, staff support and more.

### Take the Quality Initiative

Quality is the cornerstone to creating a successful environment for residents, staff and family members. [The Quality Initiative for Assisted Living](#) is a national effort that sets specific, measurable targets to further improve quality of care in America's assisted living communities. NCAL members are encouraged to reach defined, concrete goals by 2018, in four core areas - staff stability, hospital readmissions, customer satisfaction and the off-label use of antipsychotics.

## Track Your Data

### LTC Trend Tracker<sup>SM</sup>

[LTC Trend Tracker](#) enables providers to access key information that can help their organization succeed. Another free exclusive benefit for AHCA/NCAL members, this data tracking system allows assisted living organizations to upload staffing data on numerous positions to see how they compare to others on turnover and retention rates.

### Take Advantage of NCAL's Website

The NCAL website ([www.NCAL.org](http://www.NCAL.org)) features a wealth of information and resources. Key areas include:

- **Resources & Publications**
- **Advocacy**
- **Community Operations**
- **Quality Improvement**

### View an NCAL Webinar

Webinars are one of the easiest, yet most effective, ways to learn. NCAL has many webinars on a variety of topics where you can learn the latest on issues or best practices. You can view upcoming webinars or listen to past recordings.

**All webinars are FREE with your NCAL membership.**

## Resources & Publications

### Purchase Helpful Materials

Visit [www.NCALPublications.org](http://www.NCALPublications.org) to browse over 250 books, DVDs, e-books and other materials you may need. All items have members-only special pricing!

### Read NCAL's Publications

NCAL's publications are jam-packed with useful and breaking news. From [NCAL Connections](#), a weekly e-newsletter, to monthly newsletter [FOCUS](#), to [Provider Magazine](#), you have nothing to lose and everything to gain by reading these member-benefit communications.

## Attend an NCAL Conference

AHCA/NCAL prides itself on providing the very best educational and networking opportunities. You will learn from the best and brightest while earning CEUs.

- **NCAL Day**
- **AHCA/NCAL Annual Convention & Expo**
- **AHCA/NCAL Quality Summit**
- **Multifacility Conferences for CEOs and Senior Executive Leaders**
- **Independent Owner Leadership Conference**
- **AHCA/NCAL Congressional Briefing**

## Advocate for the Profession

Have your voice heard in Washington! NCAL advocates tell the senior care story to elected officials and policymakers in our nation's capital. AHCA/NCAL's legislative team is packed with the best-of-the best, but having you directly form a relationship with your elected official, invite them on a tour of your community, or visit them in their office is the strongest message we have!