NCAL is dedicated to serving the needs of the assisted living profession and the individuals it serves through national advocacy, quality initiatives, and professional development. In partnership with its sister organization, the American Health Care Association (AHCA), NCAL is improving lives by delivering solutions for quality care. In 2015, NCAL strengthened its role as the profession’s leader on quality improvement efforts and as the voice of the sector in Washington, D.C.

**ADVOCATING FOR THE PROFESSION**

**PROTECTING ACCESS FOR RESIDENTS ON MEDICAID**
NCAL continued to work with CMS to ensure assisted living communities are considered a home- and community-based setting under the Medicaid waiver program, to prevent vulnerable seniors from having to move to more institutional settings.

**BUILDING RELATIONSHIPS ON THE HILL**
Throughout the year, NCAL offered members an opportunity to meet directly with their members of Congress and speak about the important issues. Many NCAL members also provided tours of their communities to elected officials, so these leaders could learn about assisted living services, meet with residents, and hear about specific challenges first-hand.

**A POLITICAL POWERHOUSE**
The AHCA/NCAL Political Action Committee (PAC) enjoyed its most successful year to-date. In 2015, members contributed $5.7 million to the PAC, candidates, and national party committees. In Washington, D.C. and in local congressional districts, AHCA/NCAL helped host more than 162 political events.
HIGH STANDARDS, QUALITY COMMUNITIES
In May, NCAL announced the next phase of the Quality Initiative for Assisted Living. We renewed the national effort for three more years, continuing the initiative through 2018. NCAL encourages providers to meet new target goals for our four focus areas.

AWARD-WINNING COMMUNITIES
A record number of assisted living member communities—145—were nationally recognized through AHCA/NCAL’s Quality Awards Program in 2015. To date, 333 NCAL communities have been recognized. Of those, a total of 26 have gone on from earning Bronze to earning Silver.

THE TREND TRACKER
LTC Trend Tracker now offers assisted living members—at no additional cost—national, comparative data. The online tool allows NCAL members to upload and track their organization’s staff turnover and retention, as well as their customer satisfaction results. Members can compare their rates to those of their peers (local, regional or national) for benchmarking purposes.

STRENGTH IN NUMBERS, LEADERSHIP
In June, NCAL welcomed new Executive Director Scott Tittle, former president of the Indiana Health Care Association—a state affiliate of AHCA/NCAL. NCAL also elected a new Board of Directors for 2015-2016. Each board member brings unique expertise and a strong commitment to the long term care profession.

We more than doubled our annual growth goal of 4%, adding nearly 17,000 member beds in 2015. At the end of the year, NCAL represented nearly 200,000 beds and 3,700 communities among for-profit and not for profit assisted living providers.

NCAL BED GROWTH IN 2015