

# NCHCFA Membership Benefits



NEWS & UPDATES

ADVOCACY

INDUSTRY EXPERTISE

CONTINUING EDUCATION

PROFESSIONAL NETWORKING

## Advocacy/Government Relations



### Advancing the Skilled Nursing Profession

A key component of our work is advocacy on behalf of our members. We use our strength and expertise to educate lawmakers and the general public about our profession and NCHCFA's goals. Our members, professional staff, and outside resources are your advocates at the legislative building in Raleigh and at the Department of Health and Human Services. We also work closely with the American Health Care Association, representing our members' interests in Washington, D.C., on Capitol Hill and at CMS.

NCHCFA's government relations program works to advance our policy goals in the N.C. state legislature, which controls Medicaid funding and makes decisions that can impact certificate of need laws, medical malpractice laws and other areas affecting operation of skilled nursing facilities. We work to establish and maintain relationships with key officials to ensure they know and understand the important issues in the post-acute and long-term care industry. We also maintain good working relationships with DHHS and other key agencies to help advance our policy goals in those settings. Our members and staff represent members' interests on statewide boards, committees, task forces, and work groups.

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**By joining, you can become a part of this work to help shape the future of post-acute and long-term care policy in North Carolina:**

- **Access regular briefings on the latest developments.**
- **Attend the members only Legislative Conference.**
- **Receive professional assistance in hosting elected officials.**
- **Participate on Committees and Task Forces to develop policy proposals, conduct research and help our advocates offer solutions for the challenges our members face while caring for North Carolina's elderly and disabled population.**

## News and Trends

NCHCFA membership means up-to-date access to news and information affecting the post-acute and long-term care industry. Newsletters, email updates and informative resources help members stay on top of recent developments.

- **NCHCFA's weekly newsletter, UPDATE** (current and relevant issues facing the skilled nursing industry and education opportunities/publications from NCHCFA and AHCA)
- **NCHCFA Connect** — A YouTube video message from President & CEO, Adam Sholar, regarding activity in our industry and Association
- **Access to the "MEMBERS ONLY" section of the NCHCFA Website ([www.NCHCFA.org](http://www.NCHCFA.org))** — Provides updates and resources, events calendar, community forums, membership information and more
- **Facility Finder**
- **Email Updates** — Email alerts as needed for pertinent information regarding the post-acute and long-term care industry
- **NCHCFA Regulatory Recap** — Periodic email newsletter review of current regulatory issues
- **NCHCFA FOCUS on Quality Bulletin** — Weekly email update launched by NCHCFA and Alliant Quality, the Quality Innovation Network-Quality Improvement Organization (QINQIO) for Georgia and North Carolina, that allows NCHCFA to share quality improvement tools and resources while delivering valuable email content that is actionable
- **Member only events and briefings**

### Networking Opportunities

In every industry, who you know matters, and NCHCFA members include potential contacts and partners who can help your facility increase its prominence in our industry. Members of NCHCFA — particularly those who take advantage of all membership benefits — can build mutually beneficial long-term relationships and partnerships.

NCHCFA provides a community for individuals to come together to share ideas, strengthen ties, and make connections.

### Access to NCHCFA's Professional Staff and Industry Experts

NCHCFA's professional staff are among the most knowledgeable experts in the state on post-acute and long-term care policy. We understand the critical need to provide timely and accurate responses to the complex issues impacting skilled nursing providers and offer guidance to members in the areas of Medicare, Medicaid, CMS Requirements of Participation, NC Licensure, Five-Star, workforce, and others.

## Opportunities for Professional Development — Leadership Programs

Strong, skilled member leaders make NCHCFA more powerful! NCHCFA offers leadership trainings to help member leaders be better advocates in their facility or corporate roles and beyond.

### NCHCFA Institute for LTC Leaders

The North Carolina Health Care Facilities Association's Institute for LTC Leaders is an intensive, interactive experience that offers emerging leaders within NCHCFA and the profession information and inspiration to bring their leadership skills to new levels of quality. The program includes an exclusive group of NCHCFA member professionals chosen for their demonstrated leadership skills, support of the Association, and interest in pursuing leadership pathways to improve their personal and professional skills.

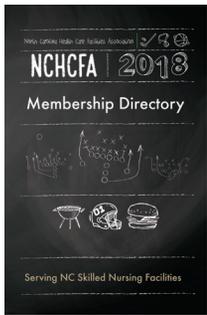
### Leadership Training/Education

NCHCFA holds leadership trainings throughout the state focusing on a particular leadership style each year. Developing leadership skills not only provides important business proficiencies and aids professional development, but also helps develop interpersonal skills.

**Leadership training can help\***

- Increase productivity
- Retain your staff
- Nurture future leaders
- Increase employee engagement
- Implement an effective leadership style
- Make better decisions

\*Based on a Gallup's State of the American Workplace report using data collected from more than 195,000 U.S. employees and insight from advising leading Fortune 1000 companies.



### Online Membership Directory and Buyers Guide

Available to all current members, the NCHCFA online Membership Directory connects members with colleagues and business partners in the post-acute and long-term care industry via searches of a variety of categories.

- Contact information for member providers
- Contact information for NCHCFA Trade Associate Members providing products and services to the post-acute and long-term care industry
- Contact information for the American Health Care Association (AHCA), North Carolina state agencies, and the NCHCFA staff

### Education and Training

Continuing education and professional development are crucial for success. NCHCFA hosts education events throughout the state to help members learn and grow professionally as well as keep CEOs, Corporate staff, SNF Administrators, DONs and others up to date on the latest information impacting SNFs. Topics include survey/certification issues, Medicaid and other reimbursement developments, and workforce strategies. NCHCFA also provides continuing education programs approved by the National Association of Long Term Care Administrator Boards (NAB) throughout the year.

**Annual education events include:**

- NCHCFA Convention and Expo
- Intersection of Quality and Workforce Summit
- Summer Symposium
- NCHCFA Financial Summit
- Spring and Fall District Meetings
- Several stand-alone education sessions
- NCHCFA monthly Lunch and Learn Webinar series — A free one-hour Webinar on a timely and relevant topic (included member benefit)

### Informal Dispute Resolution (IDR) Panel

A facility may challenge cited deficiencies through a process called Informal Dispute Resolution (IDR). By joining the Association and becoming a member of the NCHCFA Standards and Ethics Committee, members have the opportunity to request to be on the North Carolina Division of Health Service Regulation's IDR panel. IDR panel members consist of two surveyors and a member of the NC Health Care Facilities Association Standards and Ethics Committee. An individual's appointment to the NCHCFA Standards and Ethics Committee is conditioned on signing a confidentiality and conflict of interest statement related to future IDR panel participation.

### Eligibility to Serve on an NCHCFA Committee or Task Force

Our members not only have access to information about industry updates, but also play a large role in influencing these changes. NCHCFA has five committees and several focused task forces, concentrating on different areas of post-acute and long-term care.

**Committee members have the opportunity to**

- Set the direction of the Association
- Expand leadership skills
- Be a voice for the profession

## NCHCFA Annual Awards Program

The NCHCFA Annual Awards Program promotes the positive image of post-acute and long-term care by honoring frontline skilled nursing facility personnel who have demonstrated outstanding achievements. A panel of judges from the Education and Programs Committee selects one nominee from each district to receive the "Nurse Aide of the year" award during the Annual Convention and Expo. In addition, one recipient in a non-nursing discipline will receive the "Riley W. Clapp Outstanding Service" award.

## 2018 NCHCFA Annual Awards Winners



## AHCA Member Highlights

### National Affiliate Membership — American Health Care Association (AHCA)

Members of NCHCFA are also members of AHCA, representing the post-acute and long-term care community to the nation at large — to government, business leaders and the general public.

#### AHCA member benefits include

- Access to Trend Tracker
- Professional development opportunities
- Education programs and tools
- Networking events
- Access to finance, regulatory, and quality experts
- Opportunities to provide input on national initiatives
- Discounts on products and services
- AHCA/NCAL National Quality Award Program



The ahcanceled increases members' access to education with online programs, resources, materials, and tools created by experts from around the country to support the long-term and post-acute care community.



The AHCA/NCAL National Quality Award Program recognizes long-term and post-acute care organizations across the nation for quality. Based on the Baldrige Performance Excellence Framework, nationally recognized for improving business performance, the Program sets high standards for quality and excellence. Each of the Program's three levels of awards, Bronze — Commitment to Quality, Silver — Achievement in Quality, and Gold — Excellence in Quality, sets progressively higher standards for performance.



### Quality Initiative

NCHCFA remains dedicated to assisting skilled nursing facilities in their continued drive to improve quality of care. Providing facilities with valuable resources and developing innovative solutions, NCHCFA strives to position North

Carolina post-acute and long-term care providers as leaders in our nation's health care delivery system. NCHCFA collaborates with providers to offer support regarding Quality Assurance and Performance Improvement (QAPI) programs, AHCA's Quality Initiative, the National Nursing Home Quality Care Collaborative, and the AHCA National Quality Award Program.



A benefit to all AHCA members, LTC Trend Tracker is a web-based tool that enables long-term and post-acute care providers, including assisted living, to access key information that can help their organization succeed. LTC Trend Tracker helps identify key areas to address, set performance targets, assist in the Quality Award journey, and monitor progress.

#### Measures Include

- MDS-Based Post-Acute Care measures
- Staff Turnover and Retention Data
- Core-Q Survey Tracking
- RUG Comparison Data
- AHCA/NCAL Quality Initiative Tracking
- Five-Star Quality Measure Rating Predictor Tool

## About the Association

The North Carolina Health Care Facilities Association (NCHCFA) is the state's leading nonprofit trade association representing post-acute and long-term care facilities. Established in 1955 and representing nearly 90% of the skilled nursing beds in the state, NCHCFA is dedicated to supporting its members as they provide quality care to North Carolina's elderly and disabled residents.

## Why Join?

By joining NCHCFA, your company can become an active and informed member of the skilled nursing profession. NCHCFA briefs its members on important industry trends, new legislative developments, and regulatory updates, as well as provides timely education (at a member discount) throughout the year. Your membership dues help to ensure NCHCFA is able to provide these special benefits to you, a provider of post-acute and long-term care services.

## Ownership Groups that are Active in the Association

25 Hospital Affiliated Facilities

72 Independent Owner Facilities

87 Multi-Facilities

197 National Multi-Facilities

## Did you know?

NCHCFA's professional staff and consultants have over 165 years of collective experience at the Association, in state government, and in healthcare.

## What Members are Saying

*I personally want to thank the Association staff for all that you do for us. NCHCFA has always been a tremendous resource for the facilities in this state, and it is because of you guys that our facilities are as well prepared as they are for any given situation.*

**Cathy Almon, LNHA**  
Vice President, Howard Healthcare Management

*Well done! I now understand, thanks to you, and I didn't even have to read all of the literature. This alone is worth the annual membership dues.*

**Todd Roper, LNHA**  
Conover Nursing and Rehab

*As an independent owner, we rely on the Association not only for continued training and education, but also in times of crisis. You have come through for us again. I wanted to send a note of my appreciation for all the help that you provide.*

**John Cilone, LNHA**  
Fair Haven Home, Inc.

*I would not and could not operate a licensed nursing facility in North Carolina without being a member of the Association! The Association is member-owned, so we together are addressing every related issue such as new and interpreting regulations, reimbursement, recruitment and retention, strategies for the future, education, etc.*

**Ted Goins, President and CEO**  
Lutheran Services Carolinas

## Association Facts



**100+** CEUs  
Offered Each Year



**Nealy 90%** of Nursing  
Facilities in NC are  
Association Members



**65** Years of Service



**98%** Member Satisfaction

# Board of Directors

**Jim Martin, Chair**

Tullock Management Company

**Phillip Hill, Immediate Past Chair**

Principle Long Term Care, Inc.

**Jeff Wilson, First Vice Chair**

Liberty Healthcare Management

**Ted Goins, Secretary/Treasurer**

Lutheran Services Carolinas

**Denise Clapp-Campbell, Independent Owner Vice Chair**

Clapp's Convalescent Nursing Home

**Neil Pruitt, Multi-Facility Vice Chair**

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Principle Long Term Care, Inc.

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**Vickie Beaver, Member at Large**

Choice Health Management Services

**Todd Nunn, Member at Large**

Compass Healthcare and Rehab

**Adam Sholar, President & CEO**

NCHCFA



If you would like more information regarding NCHCFA membership, please contact our office at (919) 782-3827.

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