



## **ASSOCIATE BUSINESS MEMBER**

PARTNERS IN LONG TERM CARE

**AHCA**<sup>®</sup>  
AMERICAN HEALTH CARE ASSOCIATION

**NCAL**<sup>®</sup>  
NATIONAL CENTER FOR ASSISTED LIVING

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[www.ahcancal.org](http://www.ahcancal.org)



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# 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:

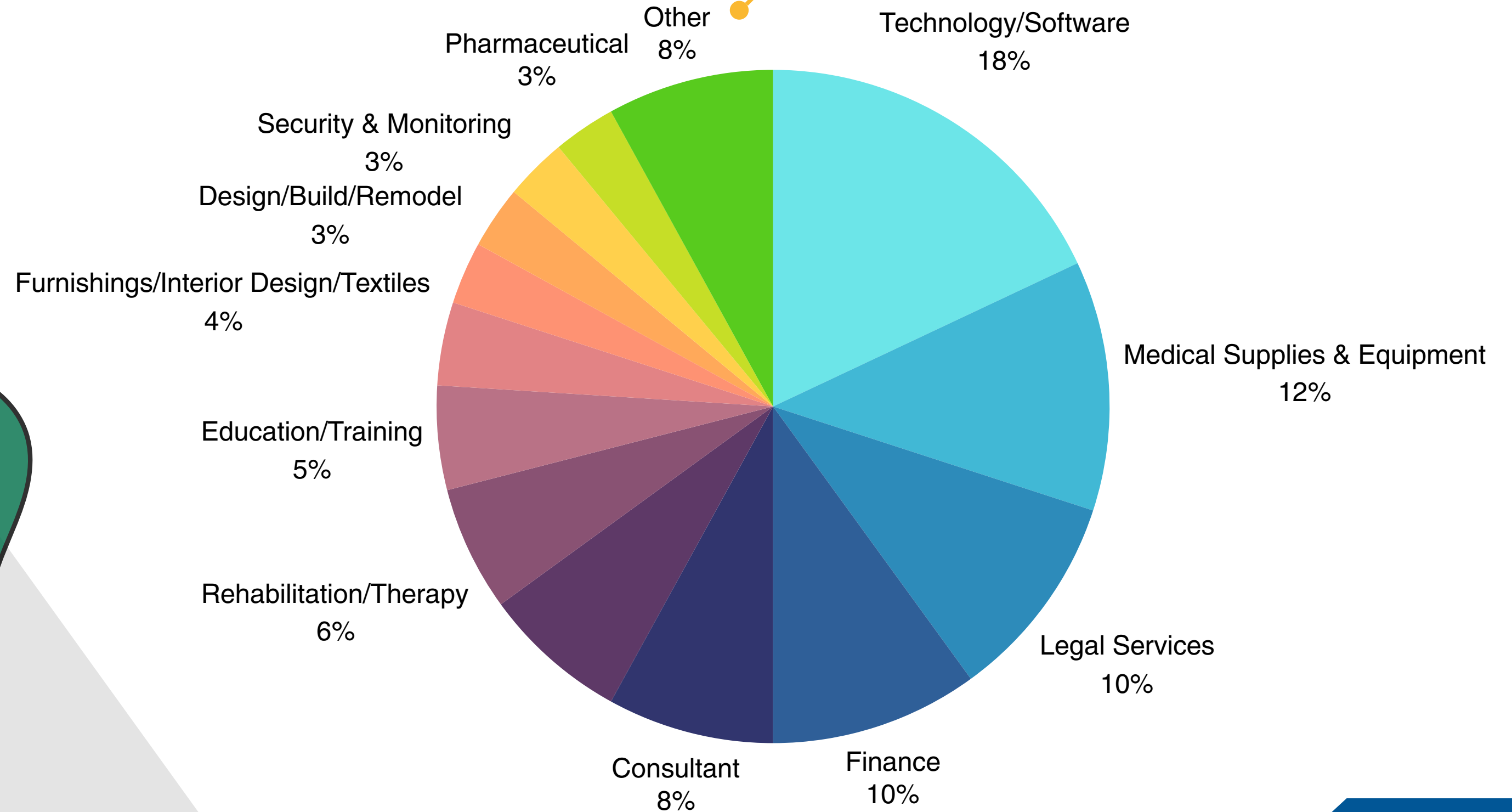
- ▶ Share a genuine interest in furthering the quality of long term care
- ▶ Provide dedication to the success of the profession.

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?

This includes Nutrition, Transportation, Group Purchasing, Employment/Recruitment, Diagnostic Services, and other miscellaneous industries that each make up less than 1% of ABMs.



According to LinkedIn, "The global Long Term Care market size was valued at USD 950000.0 million in 2021 and is expected to expand at a CGAR of 6.03% during the forecast period, reaching USD 1350000.0 million by 2027".

# ABM Benefits

## Members Only Savings

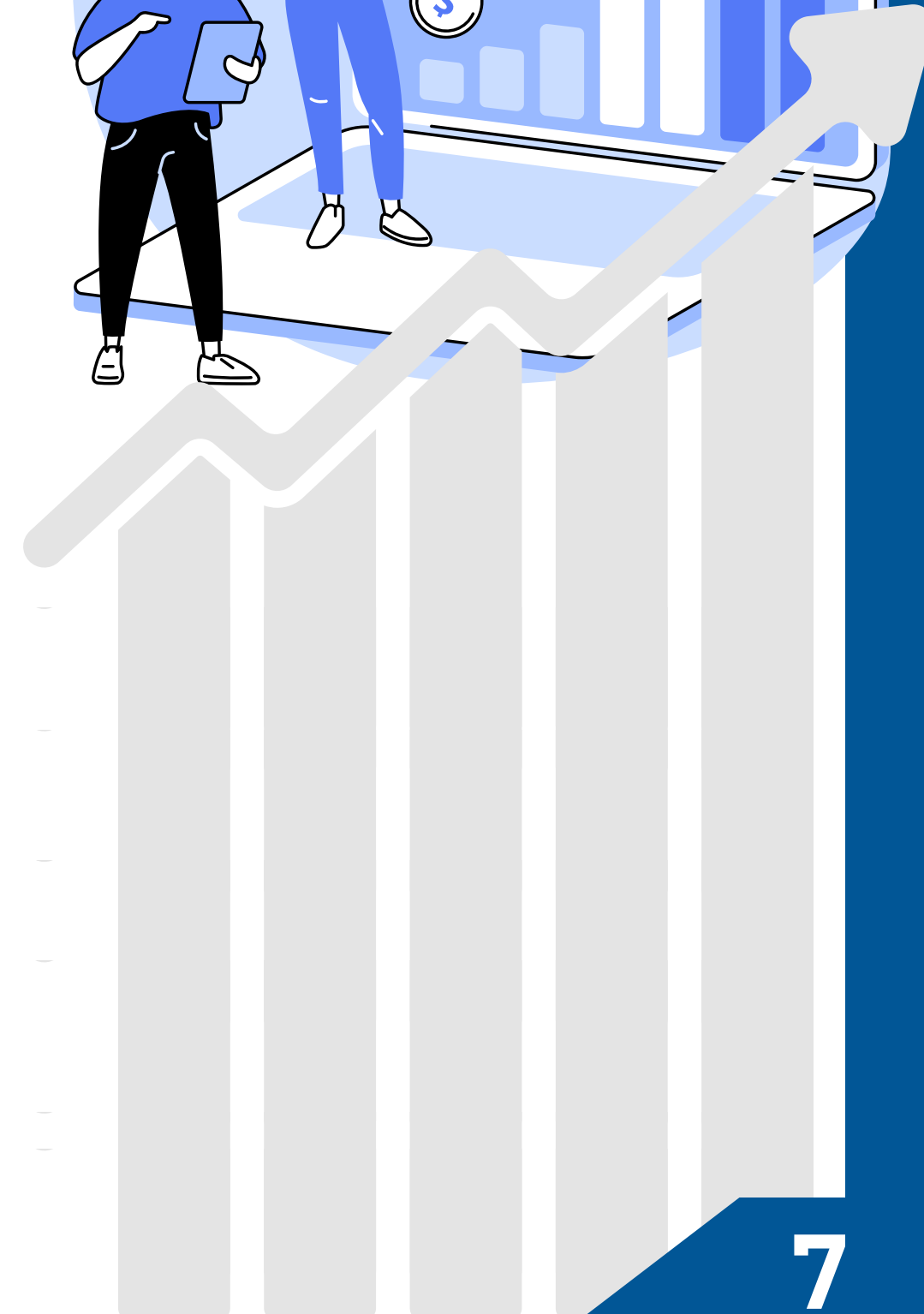


| Members Only Savings   | Bronze | Silver | Gold |
|--|--------|--------|------|
| Complimentary <i>Provider Magazine</i> Subscription - Savings of \$48/Subscription | ✓      | ✓      | ✓    |
| <i>Provider Magazine</i> Print Advertising - Members Rate 15% Off                  | ✓      | ✓      | ✓    |
| Exhibit Booth - Member Pricing   | ✓      | ✓      | ✓    |

# 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      | ✓      | ✓      | ✓    |
| Convention Attendee List            |        | ✓      | ✓    |
| Priority Sponsorship Opportunities  |        |        | ✓    |



# ABM Benefits

## LTC Industry Resources

| 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  |        |        | ✓    |



## A Gold Level ABM Benefit - One Company Representative to Serve on an AHCA or NCAL 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 the committee descriptions for ABM participation.**





# ABM Annual Membership Dues

- ▶ Gold Level Partner: \$10,815
- ▶ Silver Level Partner: \$5,665
- ▶ Bronze Level Partner: \$2,266

**Get Involved &  
Be Recognized!**

A close-up photograph of a hand pressing a blue button labeled 'membership' on a laptop keyboard. The keyboard is silver and the background is a wooden surface. The image is partially obscured by a white diagonal shape that overlaps the top-left corner of the slide.

membership



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