



Leading Yesterday, Today, and Tomorrow.

# 2018 – 2019 ANNUAL REPORT

# Table of Contents

<b>President's Message Who We Are</b>	1
Mission, Vision, Values	2
Membership Infographics	3
<b>What We Do</b>	
Highlights	4
Financial Data	6
<b>Thank You</b>	
Board Members	7
Chapter Presidents	8
Committee Volunteers	9
Donors	11
Partners & Sponsors	12



“Leadership and learning are indispensable to each other.”

**John F. Kennedy**

# From Your President & CEO

The American College of Health Care Administrators is alive and well. I have had the pleasure of speaking with members by phone, engaging in email conversations, Skyping with students, and attending chapter meetings and events around the country. There is a lot of pride in our organization, and we have a lot of very passionate members.

I hope that you have taken the time to watch our new video about our Mentoring Program. You can find it on our website and on YouTube by searching “ACHCA mentor”. Our Mentoring Program has helped countless members, who are early in their career, with their professional development.

A very exciting development this year is that Signature HealthCARE enrolled all 120 of its administrators as members in ACHCA! This is a significant investment that the leadership of Signature has made in their administrators. We welcome them to “The College.”

Our Louisville Convocation set a 5-year record for attendance and revenue. Our exhibit hall was sold out! There is a renewed excitement about ACHCA with our members and partners. We remain the only organization that supports the individual administrator.

The job of the nursing home and post-acute administrator has never been more difficult. New and onerous regulations, chronic underfunding and the stress of 24/7/365 responsibility take a toll. ACHCA and our state chapters provide a collegiality that reminds us that we are not alone. We are there for each other and we are there for our younger members and students who are looking for help and inspiration.

Membership is growing and I will continue to focus on growing our membership. Studies have shown that individuals join an organization when they are asked by another member. Please help us by reaching out to those in your area to join ACHCA.

Among many other goals will be to expand some of our wonderful programs such as Mentoring, and to look for new ways to increase the value of membership.

I thank you all for your continued support of ACHCA and I look forward to the upcoming year with renewed optimism about the future of “The College.”

Join us for Convocation 2020 in New Orleans, May 3-6.

Collegially,



Bill McGinley, CNHA, CAS, CALA, HSE, FACHCA

President / CEO



# Who We Are

## Mission, Vision & Values

**Our Mission Statement:** The American College of Health Care Administrators (ACHCA) is the catalyst for excellence in post-acute and aging services leadership.

**Our Vision:** To be the premier membership organization providing professional leadership and professional development opportunities for post-acute and aging services health care leaders.

## Professional Values

### ACHCA:

- Identifies post-acute and aging services leaders
- Recognizes post-acute and aging services leaders
- Supports post-acute and aging services leaders
- Advocates for the role of post-acute and aging services leaders
- Promotes professional excellence among post-acute and aging services leaders

## About ACHCA

Founded in 1962, ACHCA is a non-profit professional membership association which provides superior educational programming, professional certification, and career development opportunities for its members.

Guided by the vision that dynamic leadership fosters long term health care services that are meaningful, successful, and efficient, ACHCA identifies, recognizes, and supports post-acute and aging services leaders, advocating for their mission and promoting excellence in their profession.

**Membership**  
 2,023 Individual Members  
 1,663 Professional Members

**Education**  
 35% Bachelors Degree  
 45% Masters Degree  
 5% Doctoral Degree

53% Female  
 47% Male

**Top 5 Professional Titles**  
 -Administrator  
 -Executive Director  
 -CEO, COO, President  
 -Vice President, Director  
 -Consultant

**Professional Development**  
 315 Fellows  
 31 Fellow Emeritus  
 141 CNHA  
 17 CALA  
 7 CAS

**Services/Programs Supported**  
 Adult Day Care  
 AIDS  
 Alzheimer's/Dementia  
 Assisted Living  
 CCRC  
 Complex Medical/Subacute  
 Consulting  
 Geriatric Center/Senior Center  
 Home Health  
 Hospice  
 ICF/MR/DD  
 Independent Living/Senior Housing  
 Long-Term Acute Care Hospital  
 Skilled Nursing Facility  
 Wound Care



# Highlights

## The Academy of Long-Term Care Leadership and Development

- The Academy provided registration funding for up to 15 poster session students at the 2019 Convocation.
- ACHCA co-sponsored the National Emerging Leadership Summit (NELS) which was held July 2019 in Washington, D.C.
- The Academy managed the Hollander Scholarship fund and granted scholarships to four young administrators to attend the 2019 Convocation in Louisville, Kentucky. They are Marivic M. Alvear-Jones, Renee Rose Balay, Shalanda Dowdell, and Tina Richardson.
- The Academy held a successful fundraiser during the 2019 Convocation in Louisville, Kentucky. Attendees enjoyed networking at The Sports and Social Club while supporting the Academy.
- ACHCA sponsored VISION 2025: University and Senior Housing and Care Symposium held in Chicago in June of 2019. The goal of the Symposium is to have 25 University programs focused on senior care administration geographically spread across the country by the year 2025.

## Awards Program

ACHCA's national recognition and awards program seeks to promote leadership excellence in post-acute and aging services administration, education, journalism, and public service. The 2019 Annual Awards dinner provided Chapter/District Achievement Awards to ACHCA New York for its chapter Revitalization Initiative, ACHCA Indiana for restructuring its leadership and governance resources and tools, Ohio ACHCA for its fundraising initiatives that enabled the chapter to support its robust student scholarships, and ACHCA Connecticut for its membership retention initiatives enabling the chapter to maintain an average retention rate of 80%. ACHCA presented nine (9) Individual and Partner awards. Three (3) W. Phillip McConnell scholarships were awarded. Debra Hollander presented four (4) George & Leah Hollander Memorial Scholarship. Additionally, 26 skilled nursing administrators received the Eli Pick Facility Leadership Award at the Convocation for their leadership in achieving top facility performance in their states on ACHCA's identified performance indicators. An additional 214 facility leaders received remote recognition for their achievement and were e-mailed digital certificates.

## Education & Conferences

- In fiscal year 2019, ACHCA held one national conference: 2019 Annual Convocation and Expo, March 17 - 20, 2019 at the Omni Hotel in Louisville, Kentucky. This event was our best attended event in over 5 years with a record number of exhibitors as well. ACHCA District 3 played a large role in the success.
- The Student Poster Exposition was composed of 12 students presenting 9 research posters.
- Monthly webinars are held that are complimentary to voting members, and low cost to non-voting members.

## Mentoring Program

The ACHCA Mentoring Program, chaired by Michael Hotz, is growing and has a bright future. During 2019, the program hit an all-time high of 46 pairs. The Mentoring Program is gaining public recognition. Led by ACHCA Board Chair, Bob Lane, ACHCA recently presented on the program at the AHCA national convention and the NJ ADONA conference. We continue to speak with state associations as well. A promotional video for the program featuring ACHCA President & CEO Bill McGinley, Incoming Board Chair, Theresa Sanderson; and "graduated" protégés and NY Chapter Board Members, Tzvi Barax and Mark Sanchez, was recently completed. Two educational videos are currently in the works and will be submitted for NAB approval. The education components are led by Dr. Douglas Olson and Dr. Scott Lester. The ACHCA Mentoring Program is a free benefit of ACHCA membership. We are here to help you have a successful career. To sign up or watch our video, visit our website

<https://www.achca.org/mentoring-program>.

# Highlights

## Membership & Chapter Relations

From October 2018 to September 2019, ACHCA saw an increase of 9% in new memberships. Recognizing key feedback from the Member Engagement Survey to focus on members on the local level, chapters introduced more member engagement with CEU-approved workshops such as the Day of Education hosted by the ACHCA-Maine Chapter. The ACHCA Mississippi Chapter hosted a two-day seminar, MDS 3.0 Update for Long Term Care Facility Administrators, Clinical Leadership and MDS Coordinators, and IDT Members, with Leah Klusch, RN, BSN, FACHCA. ACHCA District 2 (New York & New Jersey) presented a NAB-approved (six-CEU) education seminar, preparing for Phase 3 Rules of Participation and Reimbursement RoundUp (new regs) in September. The shift in membership perception relaunched its Career Center.

The ACHCA Member Experience Committee presented a panel discussion with ACHCA members at each stage of their career (student, young professional, mid-career, late-career and retired) arc. Panelists shared how they leveraged their membership to maximize their growth, development, and networking opportunities.

In June 2019, the first issue of the *New England Administrator* was produced. The brainchild of W. Bruce Glass, CNHA, CALA, FACHCA, the e-newsletter (full-color) is intended to be a resource for senior care professionals in the District 1 Region. The e-newsletter includes columns by experts in healthcare, as well as informative articles such as the series, “Pioneers and Rogues,” which looks at the “colorful history” of pioneer leaders in New England. Published and distributed quarterly, the *New England Administrator* is a well-written, chocked full of advertisements, e-newsletter e-mailed to over 2,000 professionals. The e-newsletter provides ACHCA District 1 chapters the opportunity to include information about chapter activities and achievements, and to highlight service providers and businesses that support the mission of ACHCA.

In July 2019, ACHCA revitalized the Student Experience Subcommittee. Chair, DeShawn Smith assisted National in its communication efforts to create a group that supports students in ACHCA to become Administrators. The Subcommittee created a robust Future Administrators Forum on Facebook where members, and non-members, provide dialogue, discussion, and resources. The Forum features students, AIT candidates, and LTC Administrators all focused on supporting the student experience and providing a pathway to opportunities within the profession.

ACHCA partnered with Gallagher Affinity to host a series of members-only Constant Contact webinars. The webinars were NOT for continuing education credit but to assist members with exploring the advantages of creating and delivering digital marketing content. The webinars were attended particularly by chapter leaders as they explored the basics of creating and delivering email campaigns that produce measurable results.

Members received a multi-brand printed marketing mailer in their mailbox featuring travel perks (savings up to 25%) from The Hertz Family of Brands. Additionally, ACHCA members were granted discounts to the Hertz Gold Plus Rewards® program and the Hertz Business Rewards®. The Hertz Business Rewards is the ideal car rental program for small to mid-size businesses. ACHCA members receive savings, discounts, and benefits for their facility and their employees. Benefits include savings of up to 30% off when reserving with the ACHCA CDP# for either business or leisure travel. The multi-brand campaign is an excellent members-only benefit and component of the upgraded Travel Savings Center.

Finally, ACHCA updated its logo and color palette to reflect a cleaner, brighter, more engaging appearance. The visual creative direction of the refreshed logo is founded on ACHCA’s current forward-thinking and strategic direction to BE MORE with the resources to grow, connect, and lead.

# Financials

## Consolidated financial position as of September 30, 2019 compared to prior year

	<u>Sep 30, 2019</u>	<u>Sep 30, 2018</u>
ASSETS		
Current Assets		
Checking/Savings	401,568	306,372
Accounts Receivable	0	0
Other Current Assets	<u>240,660</u>	<u>214,698</u>
Total Current Assets	642,227	521,071
TOTAL ASSETS	<b><u>642,227</u></b>	<b><u>521,071</u></b>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	31,380	2,894
Credit Cards	6,050	9,106
Other Current Liabilities	<u>32,881</u>	<u>45,926</u>
Total Current Liabilities	70,312	57,927
Total Liabilities	70,312	57,927
Equity		
Unrestricted Net Assets	122,597	114,221
Board Designated Funds	48,375	48,126
Temp. Restricted Net Assets	202,258	204,136
Perm. Restricted Net Assets	89,945	89,945
Net Income	<u>107,740</u>	<u>6,717</u>
Total Equity	571,915	463,144
TOTAL LIABILITIES & EQUITY	<b><u>642,227</u></b>	<b><u>521,071</u></b>



A copy of ACHCA's full financials may be obtained by emailing a request to [financialservices@achca.org](mailto:financialservices@achca.org).



# Leadership

## 2018 - 2019 Board of Directors



Robert (Bob) Lane,  
CNHA, FACHCA  
**CHAIR**  
Oklahoma



Theresa Sanderson,  
CNHA, FACHCA  
**VICE CHAIR**  
Connecticut



B. Daniel (Dan) Carr,  
CNHA, FACHCA  
**SECRETARY/TREASURER**  
Indiana



Stefan (Steve) Fromm,  
CNHA, FACHCA  
**PAST CHAIR**  
Georgia

ACADEMIC DIRECTOR  
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FACHCA  
Florida

### DIRECTORS AT-LARGE

Sharon Colling, CNHA, CALA,  
FACHCA  
Nebraska

Philip Jean, CNHA, FACHCA  
Massachusetts

Rudolph (Rudy) L. Michalek, FACHCA  
Florida

Mark Prifogle, FACHCA  
Indiana

Mitch Teller, FACHCA  
New York

Blair Quasnitschka, FACHCA  
Connecticut

### DISTRICT DIRECTORS

District 1 Director  
Matt Lessard, CNHA, FACHCA  
Connecticut, Massachusetts, Maine,  
New Hampshire, Rhode Island, Vermont

District 2 Director  
Kathryn Richardson, FACHCA  
New Jersey, New York

District 3 Director  
Israel Ray, CNHA, FACHCA  
Indiana, Kentucky, Michigan, Ohio,  
West Virginia

District 4 Director  
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DC, Delaware, North Carolina, Pennsylvania,  
South Carolina, Virginia

District 5 Director  
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Hawaii, Idaho, Kansas, Montana, Nebraska,  
Nevada, New Mexico, North Dakota,  
Oklahoma, Oregon, South Dakota, Utah,  
Washington, Wyoming

District 6 Director  
Doyle Love, CNHA, FACHCA  
Arkansas, Illinois, Iowa, Louisiana,  
Minnesota, Mississippi, Missouri, Tennessee,  
Texas, Wisconsin

\*Board of Directors reflect the beginning of Fiscal Year 2018 - October 1, 2018

# Chapter Presidents

## Active Chapters

### Arizona Chapter President (D-5)

Ed Smith

### Connecticut Chapter President (D-1)

Elizabeth Schmeizl, FACHCA

### Florida Chapter President (D-4)

Karen Northover

### Georgia Chapter President (D-4)

Prachi Elmore

### Indiana Chapter President (D-3)

Alexis Arnold

### Kentucky Chapter President (D-3)

Jerry Hoganson

### Maine Chapter President (D-1)

John Rice

### Massachusetts Chapter President (D-1)

David L. Bell

### Michigan Chapter President (D-3)

Renee L. Beniak

### Mississippi Chapter President (D-6)

Stacy Seay, FACHCA

### Missouri Chapter President (D-6)

Kendall Brune, PhD, FACHCA

### New Hampshire President (D-1)

Ted Purdy

### New Jersey Chapter President (D-2)

Robert Reyes, CNHA, FACHCA

### New York Chapter President (D-2)

Keith Chambery, FACHCA

### North Dakota Chapter President (D-5)

Anthony (Tony) Elspeger

### Ohio Chapter President (D-3)

Matthew J. Wine

### Oklahoma Chapter President (D-5)

Heather Mitchell, FACHCA

### Oregon Chapter President (D-5)

Maggie Hilty

### Pennsylvania Chapter President (D-4)

Mary K. Kender

### Rhode Island Chapter President (D-1)

Jennifer Romagnolo

### Texas Chapter President (D-6)

Dr. Michael Mileski, FACHCA

### West Virginia Chapter President (D-3)

Phillip Donnelly, FACHCA

\*Chapter Presidents reflect the beginning of Fiscal Year 2019 - October 1, 2019

# Committee Volunteers

## The Academy of Long-Term Care Leadership and Development

### Chair: Debra Hollander

Theresa Sanderson, CNHA, FACHCA  
Tim Dressman, CNHA, CALA, FACHCA  
Melanie Eaton, CNHA, FACHCA  
Douglas Olson, PhD, FACHCA  
Bruce Zarett  
Mitchell Teller, FACHCA  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
Katie Lynes-Staff

## Advocacy and Policy Committee

### Chair: William Watson, FACHCA

Diana Chavis  
Kevin Hansen, PhD, FACHCA  
Adriene Rosell  
Mitchell Teller, FACHCA  
David Barmak  
Edgar Marthiens  
Joanne Shaw  
Heather Mitchell  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
Elizabeth Lollis-Staff



## Awards Subcommittee

### Chair: Jeff Lacroix

Mark Prifogle, FACHCA  
Lori Pomelow  
Lynn Swisher  
Charles Seal-Villafranca  
Dennis White  
Bill Spencer  
Katie Lasewicz  
Michael Mileski, FACHCA  
Melissa Jackson, FACHCA  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
Jana Pauldin-Staff

## Bylaws Committee

### Chair: Michael Gore, CNHA, FACHCA

Susan Farris, FACHCA  
Terri Golec, FACHCA  
Rudy, Michalek, FACHCA  
Tony Restaino, FACHCA  
Matt Lessard, CNHA, FACHCA  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

## Education Committee

### Chair: Theresa Parker, FACHCA

Maureen McCarthy  
Matt Lessard, CNHA, FACHCA  
Kevin Hansen, PhD, FACHCA  
Kirstin Pedretti, FACHCA  
Michael Barry, CNHA, FACHCA  
Lisa Thomson  
Susan Gilster, FACHCA  
Phil Jean, CNHA, FACHCA  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
Elizabeth Lollis-Staff

## Exhibitor and Sponsor Subcommittee

### Chair: Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Bob Lane, CNHA, FACHCA  
Israel Ray, CNHA, FACHCA  
Renee Shelton  
Allan Swartz, FACHCA  
Marc Altholz  
Steve Esdale, FACHCA  
Tim Dressman, CNHA, CALA, FACHCA  
Michael Hotz, CNHA, FACHCA  
Jeff Mukamal, FACHCA  
Marcie Maffeo  
Jerry Hoganson  
Elizabeth Lollis-Staff

## Finance Committee

### Chair: Dan Carr, CNHA, FACHCA

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Mark Prifogle, FACHCA  
Robert Lane, CNHA, FACHCA  
Rudy Michalek, FACHCA  
Theresa Sanderson, CNHA, FACHCA  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
Katie Lynes-Staff

## Mentoring Subcommittee

### Chair: Michael Hotz, CNHA, FACHCA

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Tim Dressman, CNHA, CALA, FACHCA  
James Farley, CNHA, FACHCA  
Doug Olson, PhD, FACHCA  
David Wolf, PhD, CNHA, CALA, CAS, FACHCA  
Mark Sanchez  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
Elizabeth Lollis-Staff

# Committee Volunteers

## National Conference Planning Committee

**Chair: Larry Slatky, CNHA, FACHCA**

Theresa Parker, FACHCA  
Renee Shelton  
Israel Ray, CNHA, FACHCA  
Bob Lane, CNHA, FACHCA  
Jerry Hoganson  
Jeff Lacroix  
Mark Prifogle, FACHCA  
Tony Restaino, FACHCA  
Theresa Sanderson, CNHA, FACHCA  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
Elizabeth Lollis-Staff

## Nominating Committee

**Chair: Steve Fromm, CNHA, FACHCA**

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Toni Lynn Davis, CNHA, FACHCA  
Tony Restaino, CNHA, FACHCA  
Molly Savard, CNHA, FACHCA  
Terri Golec, FACHCA  
Tim Dressman, CNHA, CALA, FACHCA  
Jana Pauldin-Staff

## Professional Advancement Committee

**Chair: Robert Reyes, CNHA, FACHCA**

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Phil Jean, CNHA, FACHCA  
Helaine Ledany, CNHA, FACHCA  
Matthew Murray, CNHA, CALA  
Debra Mims, CNHA, FACHCA  
Steven Smyth, CNHA, FACHCA  
Diana Wilks, CNHA, FACHCA  
Molly Savard, CNHA, FACHCA  
Margaret Mary Wagner, CNHA, CAS, FACHCA  
Ron Present, CNHA, CALA, FACHCA  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
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## Student Poster Exposition Workgroup

**Chair: Kevin Hansen, FACHCA**

Michael Barry, CNHA, FACHCA  
Mary Helen McSweeney-Feld, FACHCA  
Theresa Parker, FACHCA  
David Wolf, PhD, CNHA, CALA, CAS, FACHCA  
Blair Quasnitschka, FACHCA  
Keith Knapp, CNHA, FACHCA  
Mary Ann Keogh Hoss  
Melanie Eaton, CNHA, FACHCA  
Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA  
Elizabeth Lollis-Staff

## Member Experience Committee

**Chair: Mark Prifogle, FACHCA**

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Keona Saifizadeh  
Dorian Fanning  
Tzvi Barax  
Renee Beniak  
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Christin Delahay  
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## Fellow Advancement Committee

**Chair: Steve Fromm, CNHA, FACHCA**

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Bonnie Wood, CNHA, FACHCA  
Mitch Teller, FACHCA  
Carolyn Jo Lucke, CNHA, FACHCA  
Doyle Love, CNHA, FACHCA  
Keith Knapp, PhD, CNHA, FACHCA  
Jana Pauldin-Staff



# Donors

We thank our generous supporters for their contributions. All gifts, memorials, and tributes received by ACHCA are gratefully acknowledged.

*October 1, 2018 - September 30, 2019.*

Richard Brown, CNHA, FACHCA  
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Michael Hotz, CNHA, FACHCA  
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Mary Helen McSweeney-Feld, PhD, FACHCA  
Douglas Olson, PhD, FACHCA  
Russell Schwartz, FACHCA  
David Wolf, PhD, CNHA, CALA, CAS, FACHCA



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# Vendor Partners

## Partnership program participants:

### **Emerald Level:**

Aegis Therapies  
Arete Rehabilitation, Inc.  
BKD CPAs & Advisors  
Celtic Consulting  
Senior Rehab Solutions/Rehab Services

### **Ruby Level:**

Procure LTC Pharmacy  
Stotler Hayes Group LLC

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360CARE  
ABILITY Network  
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American College of Education  
American Health Associates (AHA Labs)  
Arete Rehab  
Arizona Chapter of ACHCA  
Bellarmine University  
Blue Sky Therapy  
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Carriage Healthcare  
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CommuniCare, Family of Companies  
Concept Rehab, Inc.  
Connecticut Chapter of ACHCA  
Cork Medical  
Dr. David Wolf

## **Exhibitors and Sponsors Continued**

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GeneSight Assurex Health  
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Healthcare Services Group  
Health PRO Heritage  
HealthcareSource  
HPS  
Innovative Cost Solutions  
Interstate Restoration  
Kronos  
Lifeshare Technologies  
Lincoln Computer Services  
Link-Age  
Management & Network Services  
Massachusetts Chapter of ACHCA  
MatrixCare  
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NAB  
New Jersey Chapter of ACHCA  
New York Chapter of ACHCA  
Ohio Chapter of ACHCA  
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Partners Pharmacy  
Pathway Health Services, Inc.  
PCA Pharmacy

## **Exhibitors and Sponsors Cont.**

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Pioneer Solution, Inc.  
Preferred Podiatry Group, P.C.  
Prelude Services  
Proactive Medical Review Consulting  
Procure LTC Pharmacy  
Psych360  
RCare, Inc.  
Reliant Rehabilitation  
Rhode Island Chapter of ACHCA  
Select Rehabilitation, LLC  
SeniorTV  
SeniorWell  
Signature HealthCARE, LLC  
Skilled Care Pharmacy  
Smart Linx Solutions  
STANLEY Healthcare  
Synergy RX (SRX)  
TENA, a brand by Essity  
The New England Alliance  
The Pennsylvania State University  
Therapy in Motion  
TridentUSA/MobilexUSA  
Trilogy Health Services  
Trinity Rehabilitation Services  
VANCARE  
VITAS Healthcare  
Williams Bros. Long-Term Care  
Pharmacy

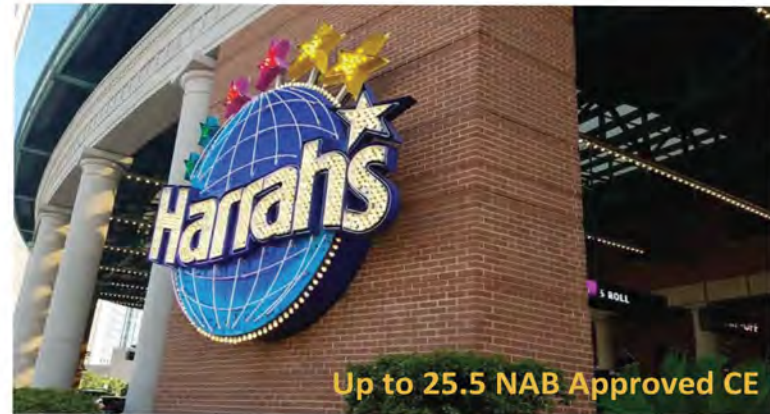


# 2020 CONVOCATION & EXPO

MAY 3-6, 2020

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