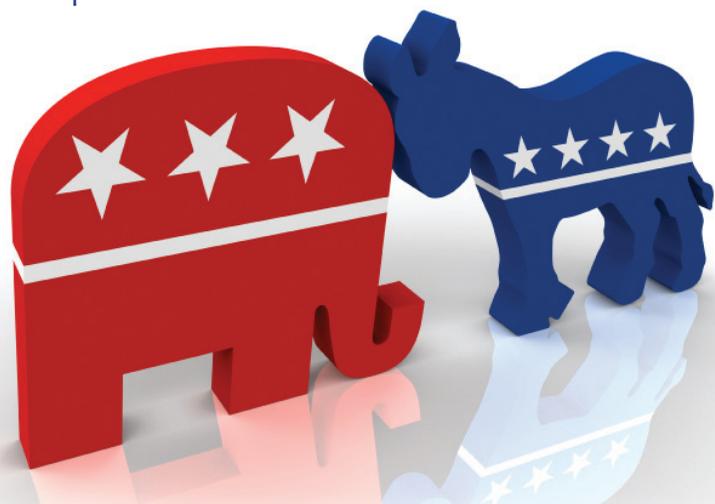


Impact for Quality Care

A NEW JOINT AHCA-ALLIANCE POLITICAL GIVING CAMPAIGN

The American Health Care Association and the Alliance for Quality Nursing Home Care represent a sizable, powerful and increasingly significant voice in both the national healthcare debate and the political process. Together, in coordination with our nearly 12,000 nursing homes, rehabilitation centers and assisted living facilities nationwide, we now have an opportunity to even further elevate our political influence.



WE MUST DO MORE!

In comparison to healthcare unions, trial lawyers and other healthcare providers, the long term care profession is considerably outspent despite the AHCA/NCAL PAC and the Alliance spending a combined \$3 million a cycle.

Given their spending, these other organizations have more opportunities to influence policy outcomes. Collectively, we have the power to dramatically step up the level and sophistication of our campaign giving efforts by ensuring that our political contributions are used in the most effective, strategic way.

What is the goal of *Impact for Quality Care*?

AHCA and the Alliance are launching a new effort to elect incumbents and challengers of both parties whom we can count on to champion seniors' long term and post-acute care needs during this time of economic uncertainty. Through this joint campaign, we aim to support current lawmakers as well as future legislators that can, one day, serve as our champions on Capitol Hill.

Why launch this program now?

The long term care profession faced significant challenges during the debate and subsequent passage of health care reform. The deficit and government spending will continue to be red flag issues in Congress, which puts a squeeze on our ability to compete with other providers for increased funding. Through this new campaign, we want to re-position our profession politically and build more champions for our issues in Congress. The 2010 mid-term elections provide us with an opportunity to maximize, enhance and expand our sector's collective capacity to support key lawmakers of both parties. This approaching campaign season is already taking shape with highly competitive contents, allowing us to optimize our political giving power to secure the support of candidates.

Particularly with the real-world challenges we face outside the Beltway – slim operating margins and the ongoing necessity of capital investment, quality improvement, technology acquisition and staffing stability among them – we must seize the opportunity to optimize the relevance, sophistication and power of our political giving inside the Beltway to preserve, protect and defend both patients' care and our facilities' bottom lines. Specifically, we can help existing and future lawmakers understand our relevance to the nation's economy and demonstrate how stable, adequate and consistent government funding protects elderly and disabled constituents' quality of care, creates local job growth and sustains communities across the nation.

How does this program differ from our current fundraising efforts?

This effort is far different from past fundraising endeavors because with the approaching campaigns we face, we need to make significant strides with lawmakers in terms of understanding our patients' needs, and better understanding our sector's significant contribution to so many facets of our local economies.

Under existing campaign financing laws, Political Action Committees (PACs) are limited in terms of how much they can contribute to candidates on a per-cycle basis. Through your financial commitment, we can focus on developing a broader, coordinated, more strategic approach towards providing candidates with the resources needed to win valuable House and Senate seats.

How does *Impact for Quality Care* work?

As an AHCA and Alliance member, we are asking you to make a personal dollar commitment to an established level of political donation. We will work closely with you to direct your contributions to the appropriate candidates at the appropriate time. All political contributions will go directly from you to the candidate.

How do I get involved?

One of your peers will be contacting you soon about this initiative and your potential participation.