

Provider Advantage

Executive Summary



National Association of Health Care Assistants

Partners in Service Excellence

Who Are We?

We are the National Association of Health Care Assistants (NAHCA). We are dedicated to serving our members and associate members; thereby, helping the residents and the entire long term care profession in which we work.

Our members number over 35,000 frontline staff and our goals are:

- Make a positive difference in the lives of our members, both personally and professionally.
- Change public perception of the long term care profession.

NAHCA is not an organized labor union and does not engage in collective bargaining. NAHCA has no affiliation to organized labor unions.

The Mission of the National Association of Health Care Assistants is to elevate the professional standing and performance of Caregivers through recognition, advocacy, education, and empowerment; while building a strong alliance with health care providers to maximize success and quality care.

What Do We Want From Our Partnership?

Partner with NAHCA to recognize your frontline caregivers with a unique professional gift that keeps on giving all year long.

Understand and embrace the local and national value of NAHCA.

Signed approval to enroll your direct care staff into our association.

Clear written instructions to your management staff that you intend for them to make this relationship a success. Outlining your reason and purpose for integrating NAHCA within your workforce culture.



There is great pride and sense of belonging which comes from being part of a national association of peers. Your Nursing Assistants will become involved in, and knowledgeable of issues affecting your residents, their families, and your facility. They will join with you to achieve excellence within long term care.

Why Do You Need NAHCA?

Statistically speaking frontline caregivers are the least satisfied of all employee workgroups within long term care. To put it in direct context, 'those closest to the patient are least satisfied'. Couple that with the fact that there is a direct correlation between staff and elder satisfaction.

- 109,900 full-time equivalents (FTE) are needed for direct care staff nationally.
- Substantial vacancies and high turnover levels of 66% are of particular concern.
- The majority of staffing vacancies, over 60,000 positions, were for CNAs.

Return on Investment

Increases retention by 24% annually on average. As evidenced data recorded between 2001 to present.

98% of respondents (front-line staff) indicated that using the information and concepts provided by NAHCA would likely result in increased retention and recruiting.

Based upon 2002 data, 89% of respondents, (Administrators/Executive Directors) indicated a stronger relationship with their caregivers as a result of their NAHCA membership.

Early data indicates that front-line caregivers believe their membership with NAHCA enhances them as professionals.

NAHCA Means Results!

600 + skilled and assisted living facilities partner with NAHCA to educate, motivate, invigorate and support their nursing assistants and direct caregivers. Here is a sampling of what they have reported:

- Americare Health Systems Reports: return on investment of more than 750% (their data)
- Landsun Homes Reports: 400% reduction in CNA turnover (substantiated)
- Heritage Health Reports: 92% retention rate among NAHCA Geriatric Care Specialists

How Did NAHCA Get Started?

NAHCA was founded by Lori Porter and Lisa Cantrell. Both began their careers in Long Term Care at entry level positions and worked their way into corporate management.

Throughout their careers, they remained focused on “the needs of those serving the residents...as much as the residents themselves”. They believed good managers truly wanted to do more to help their frontline employees, but were limited by time constraints, lack of specific knowledge, action plans and resources.

On January 3, 1995, they established NAHCA to provide a structured approach to recognize professionally, the quality people who give of themselves to meet the needs of the residents they provide care for; bringing within the medical community and society as a whole, the honor and dignity the profession deserves.



Lisa Cantrell Lori Porter
President CEO

Why Does LTC Need NAHCA?

Share the Tasks!

Right now, there are more than 60,000 vacancies for CNAs in long term care and the projected need is expected to increase by over 35% in the next few years. It will take a united effort between management and professional frontline staff to bring necessary changes for our nation’s long term health care system to make it more inviting and lucrative for owners and employees.

Use the Voice!

Well informed Nursing Assistants draw the same conclusions about reimbursement and most other subjects as owners do. They represent over 1.2 million powerful voices! Why so powerful? Because they are closest to the resident and are perceived as having no ulterior motives.

Bridge the Gap!

Well for too long there has been an “us and them” mentality between the frontline and management of our long term care facilities. As stated in the NAHCA mission, we work closely with both employers and members to bridge the gap and help get both to recognize the others’ value and contribution. Lori Porter is uniquely qualified to lead NAHCA based on her first hand experiences as a CNA and as a skilled nursing home administrator. She is quoted as saying, “It takes a team to meet a resident’s needs, therefore, we have no time to waste on who recognizes whom more, and who is more valuable. We must learn to mutually respect all team members and recognize their unique value to the lives of those in our charge.”



What Can NAHCA And My Company Do Together?

Maintaining their employment at nursing facilities often presents tremendous personal challenges for Nursing Assistants and other frontline staff.

Employers who acknowledge these challenges and provide assistance in overcoming them, enjoy increased stability for their workers. They also have increased loyalty from their workers because they feel recognized, valued and supported.

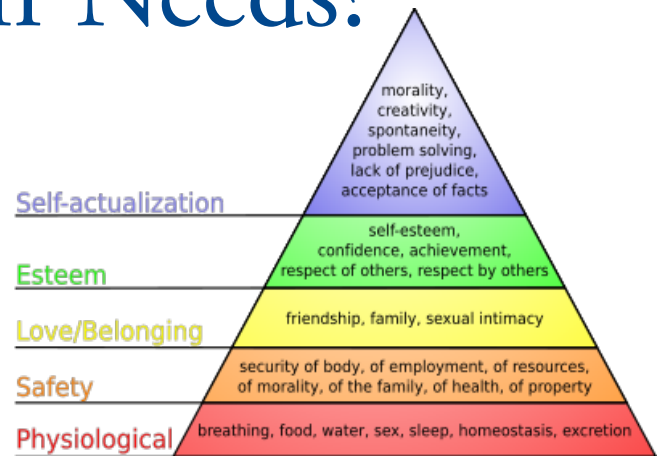
It should come as no surprise that well informed staff want the same things management wants.



What Are Staff Needs?

- Basic necessities of life for themselves and their families.
- A measure of security in the event of an accident, illness or crisis.
- Opportunity to grow and excel within their field.

They often go without medications they need. They face personal crises with nowhere to turn for professional assistance. For many, life's basic needs often seem like luxuries. Together we can meet their needs!



How Does NAHCA Help?

PROFESSIONALLY

- Experience Based Education
- Relevant News & Information
- Renewed Motivation
- Networking
- Discount Uniforms
- Peer Coaching
- Deserved Honors
- Professional Recognition
- Civic Involvement
- Career Lattice

PERSONALLY

- Pharmacy Discounts
- Members Assistance Call Center
- Budget Counseling
- Ready Card Visa Program
- Peer Community
- Affordable Health and Dental Plans
- Dell Computer Discounts
- Daycare Referrals
- Credit Counseling

What Is Included In Membership?

RECOGNITION! Membership Certificate and Lapel Pin

There is no better way to recognize your caregivers than a membership into their own professional association offering both personal and professional benefits and services to members nationwide.

EDUCATION! CNA Federal Regulation & CNA Code of Ethics Handbook

NAHCA offers facilities multiple ways to provide continuing education to members through congregate and individualized programs for professional and personal growth.

PERSONAL ASSISTANCE! Members Assistance Center

NAHCA has developed a data bank of resources serving members in need. NAHCA assists members, as their advocate, to attain services for emergency and non emergency situations such as:

- Utility Assistance
- Public Services
- Certification Questions
- Housing Subsidies
- Career Counseling
- Continuing Education

No caregiver should ever do without utilities and housing just because they do not know how to find assistance. Now, NAHCA can help serve you by serving your staff.

NAHCA Pharmacy Program

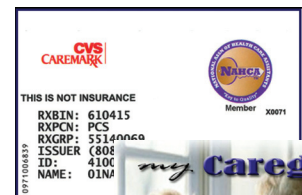
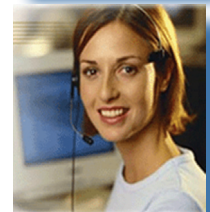
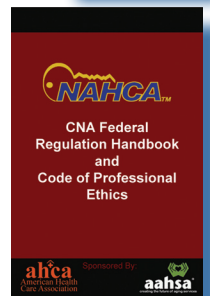
Members and their families receive up to 20% discount on prescription drugs from 52,000 pharmacies nationwide, including WalMart, Walgreens and CVS just to name a few.

MY Caregiver Quarterly Magazine

To Be HEARD! Each member will receive a subscription to My Caregiver, published 4 times per year. Caregivers want to elevate their profession and receive the national honor deserved by all top performers. My CAREGIVER is yet one example of getting their voices heard.

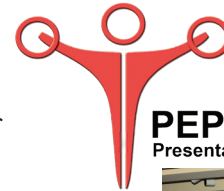
Uniform Purchasing Discount

NAHCA has teamed with Medline to offer members the lowest cost and best quality uniforms delivered right to their door. No minimum order and members call the NAHCA member service line to place orders.



What Does The Facility Receive?

1. Monthly PEP Talks, the Lori Porter motivational, inspirational and educational DVD coaching program.
2. Monthly flyers to promote benefits of membership.
3. E-NAHCA News Monthly to keep employers up to date on Association news, goals and new resources to assist them with staff development and staff recognition.
4. Education discounts such as NAHCA's Preceptor and Geriatric Care Specialist Certifications and all courses offered through Academy of Certified Health Professionals.
5. NAHCA/ACHP Virtual Campus of Care career ladder and state of the art learning management system.
6. Member pricing on annual and state CNA and caregiver conferences.
7. Nominating privileges for the national "Key to Quality" awards.
8. Nominating privileges in the NAHCA "CNA Hall of Fame".
9. The Members Statement of Standards poster to frame and display.



PEP Talks
Presentations Energizing People



Affordable, Customizable Membership Packages Available

Talk to a NAHCA
Representative Today

How Do I Enroll?

1. Complete a NAHCA membership application.
2. To expedite membership process, include a CNA roster with form. Please include all CNA's first and last names, which have been employed a minimum of 90 days.
3. Communicate with NAHCA representatives to ensure a timely and accurate fulfillment process.

Proudly serving frontline caregivers in long term care in partnership with their employer.



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