

Virginia Health Care Association &
The Virginia Center for Assisted Living
Present

The 2010 Who's Who in Virginia's Long Term Care Facilities

Strolling Down Memory Lane





Dear VHCA Member:

Every nursing and assisted living facility in Virginia has residents who have strolled down memory lane. There are those who may be incredibly noteworthy for their acts of kindness and compassion and the ability to inspire others to meet the challenges in their lives. Everyday people can make an impact in their communities. They are nurses, missionaries, teachers, coaches, and many others who have notable accomplishments. Many of the residents in VHCA member facilities are these people. Do you know of someone who fits this description?

The "*Who's Who in Virginia's Long Term Care Facilities*" explains, in detail, how you can nominate **one** deserving resident from your facility. VHCA staff will choose up to 24 residents to have their "story" published along with their picture(s) in a 12-month calendar with health care events and activities included. The calendar will be distributed to members of the Virginia General Assembly and VHCA/VCAL members. Be sure the name and location of your facility is on the form. Please remember that you must obtain consent before taking photographs of your residents, as well as a release form from them to put any personal information on the form in order to comply with HIPAA requirements.

Past experience indicates that personally delivering items to members of the General Assembly is very effective in sharing our message - that adequate Medicaid funding is critical to long term care facilities and their ability to provide restorative services to Virginia's most vulnerable citizens.

We look forward to receiving an application from each and every VHCA member facility.

Sincerely,

Stephen C. Morrisette
President

Who's Who in Virginia's Long Term Care Facilities

Facilities may only nominate one resident for the 2010 "Who's Who" program. Honorees should have:

- Made a noteworthy contribution to society, the community or a profession;
- Received a distinguished honor;
- Held a unique job;
- Lived through a historic experience; or
- Made a personal achievement worthy of news coverage.

The nomination process is simple and involves the following steps:

- Go to the VHCA website and fill out the application at www.vhca.org, print the form, have the resident or caretaker sign, and mail to the VHCA office.
- Photos may be uploaded on our website or emailed to kathy.robertson@vhca.org. When submitting photos, remember that originals reproduce best in publications. Photos will be returned if requested. Additional information such as newspaper clippings, etc., can be mailed directly to VHCA, 2112 W. Laburnum Avenue, Suite 206, Richmond, Virginia 23227.
- Nominations must be postmarked by December 1, 2009.

Please make plans to attend the

2010 Legislative Conference

February 23 & 24, 2010



Omni Richmond Hotel

100 South 12th Street
Richmond, Virginia 23219
804.344.7000
800.The.Omni

Facility Name: _____

Facility Address: _____

Facility Phone Number: _____

Nominator's Name: _____

Nominator's Job Title: _____

Please send the news release(s) to: [fill in the names and addresses of two local media outlets]

1. _____

2. _____

Virginia Health Care Association
Publicity Authorization

I, _____ consent to

be interviewed as a patient of (facility name) _____

It is my understanding that the information and photograph(s) might be published in a newspaper(s), broadcast on television news or used in VHCA Publications as part of the Virginia Health Care Association's **Who's Who in Virginia's Long Term Care Facilities** program. With this signature, I authorize the publication of the information and photograph(s) in materials developed by VHCA for public distribution.

Date: _____

Patient's Signature: _____

Signature of Witness: _____

Position/Title (not necessary if signed by a guardian): _____

Nomination forms must be postmarked by December 1st.

Please return the nomination form along with a photograph(s) to

Kathy Robertson

Virginia Health Care Association

2112 West Laburnum Avenue, Suite 206

Richmond, VA 23227