



ACHCA

American College of
Health Care Administrators



2017-2018 Annual Report



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“From a small seed a
mighty trunk may grow.”

Aeschylus

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.

We recently concluded our most successful Convocation in ten years, with record 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 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 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

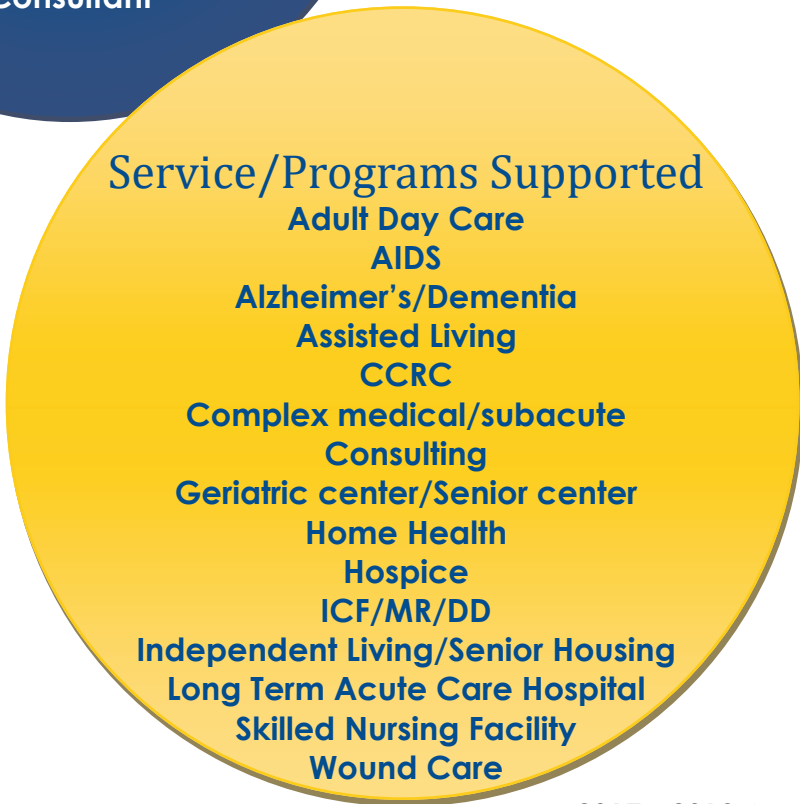
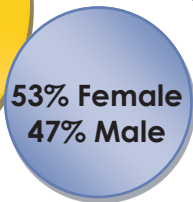
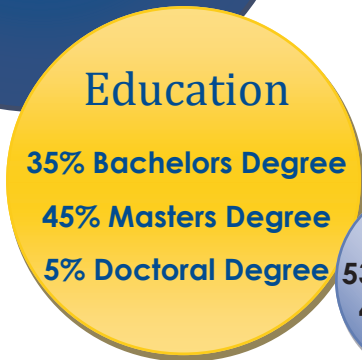
ACHCA:

- 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.



Highlights

October 2017 - September 2018

The Academy

- The Academy provided registration funding for up to 15 poster session students at the 2018 Convocation.
- ACHCA co-sponsored the National Emerging Leadership Summit (NELS) which was held July 2018 in Washington, D.C.
- The Academy Committee and Board Members participated in the Fellow Promise Program resulting in funds appropriated for emerging leadership initiatives.
- The Academy Committee managed the Hollander Scholarship fund and granted scholarships to four young Administrators to attend the 2018 Convocation in Orlando, Florida. They are Bethany Camputaro, Chelsea Conner, Maryam Kazempour, and Katie Lasewicz.
- The Academy Committee held a successful fundraiser during the 2018 Convocation in Orlando, Florida. Attendees enjoyed networking at Disney's Epcot Center while supporting the Academy.

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 2018 Annual Awards Luncheon provided Chapter/District Achievement Awards to ACHCA Florida for its increase of membership and revitalization of the chapter program, ACHCA New York for increasing cultural diversity through the Sister Joan Cassidy Ethnic and Michael J. Cuseo Cultural Diversity Fund, and ACHCA Georgia for its collaborative partnership with the Georgia Health Care Association. ACHCA presented 11 Individual and Partner awards. Two W. Phillip McConnell scholarships were awarded. Debra Hollander, LNHA, MBA, a longtime member of ACHCA, presented four George & Leah Hollander Memorial Scholarship. Two ACHCA members received the Young Administrator scholarship to attend the Annual ACHCA Convocation & Exposition. Additionally, 40 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 278 facility leaders received remote recognition for their achievement and were e-mailed digital certificates.

Education & Conferences

- In fiscal year 2018, ACHCA held two national conferences: Fall Forum, November 17-19, 2017 at the Omni at CNN Center in Atlanta, Georgia and the 52nd Annual Convocation and Exposition, April 21-24, 2018 at the Hyatt Regency in Orlando, Florida.
- The Student Poster Exposition was composed of 15 students presenting 11 research posters.
- In July 2018, ACHCA began producing monthly webinars that are complimentary to voting members, and low cost to non-voting members.

Membership & Chapter Relations

January 2018, ACHCA partnered with the American Health Care Association (AHCA) to promote our certification programs. AHCA promoted our programs to their state affiliates and members throughout the year through promotional marketing pieces, advertisement in their newsletters, and presentation pitches at their state affiliate meetings. The goals of the partnership were to increase awareness of advanced certification and professional growth opportunities and to encourage independent professional certification for nursing facility and assisted living administrators/directors.

Highlights

Recognizing the shift in membership perception due to mobile mobility, on-demand access, and instantaneous communication, ACHCA launched a Member Engagement Survey. Key feedback from the survey focused on the desire of our members to have more local engagement. Participants expressed that they would like to have more focused networking, educational opportunities, and an engagingly fun like-minded community. For many of our members, their chapter experience IS their member experience.

As a result of the survey feedback and ACHCA's belief that a foundational part of its member's value proposition is their chapter infrastructure to local engagement, chapter leaders and district directors were invited to participate in a series of conference calls. Hosted by the Member Experience Committee, the calls laid a framework for developing and sharing positive best practices.

Active ACHCA Chapters continued to be where members engaged with a like-minded community throughout the year, and where they honed or strengthen their leadership skills through volunteerism. Several chapter activities were highlighted throughout the year including the following:

- Arizona began hosting quarterly networking luncheons. The networking lunches were set up to give members an opportunity to meet each other in an informal atmosphere and get to know each other on a different level. Arizona Chapter President, Ed Smith, noted each member who attended was encouraged to bring a non- or lapsed member; leveraging the luncheons as a membership building tool and keeping Chapter members aware of activities.
- Looking at ways to keep their members informed, engaged and connected, the New York chapter launched a series of Town Hall virtual meetings. The meetings allow chapter members to hear from leadership their social media efforts and membership updates, as well as ongoing and upcoming education activities.
- The Rhode Island chapter held a couple of meet and greet events to highlight chapter presence. Chapter President, Jennifer Romagnolo commented that members enjoyed the cocktail events filled with music and appetizers.
- District 6 Director, Doyle Love, CNHA, FACHCA hosted a similar social event for ACHCA Tennessee members to connect with each other. ALL MEMBERS -- new, lapsed and individuals interested in learning more about the College were invited to join Doyle at a local restaurant for networking and fun.
- ACHCA Maine co-sponsored with Encore Rehab, Operational Overview of the New LTC Survey & Changes to the MDS 3.0 Data Base, an all-day session presented by Leah Klusch, RN, BSN, FACHCA. According to John, because of this training, the Chapter increased its chapter membership and brought back lapsed members

ACHCA professional members were invited to join The Society for Post-Acute and Long-Term Care Medicine (AMDA) at an exclusive discounted membership dues rate. Benefits of the joint members included access to live and archived webinars for free, discounts on resources endorsed by CMS, and electronic access to JAMDA - the Society's scientific peer-reviewed journal and Caring for the Ages - the monthly magazine covering all things PA/LTC.

ACHCA announced a new benefits package to provide members access to a suite of small business insurance solutions including professional liability, business owner's policy, and cyber security solutions. These programs were made available through Gallagher Affinity's 360 Coverage Pros platform, a part of the ACHCA value-based members-only benefits. The platform allows members to view available coverages, rates, and purchase plans online without having to speak to an insurance agent or fill out paper forms. The coverages are offered at competitive group rates that are 15% to 40% below other plans – and members are also offered broader coverage options.

Highlights

Other Affinity programs added for ACHCA members included:

- CARE CEU's, a membership plan that provides ACHCA Members unlimited, online NAB-approved Continuing Education for an annual fee of \$169.
- Senior Care Monthly Marketing Toolkit (Marketing with Care) - The Senior Care Monthly Marketing Toolkit offers members guidance, resources, support and systems that make it easier to increase client and resident retention.
- Innovative Cost Solutions - ICS offers professional members a risk-free assessment of their medical and solid waste costs.
- ACHCA partnered with Constant Contact, the leading provider of small business online marketing tools, to provide a discounted package for members and chapter leaders to create e-mails designed to communicate effectively and frequently.

There was a new twist on the Chair's Membership Recruitment Challenge. The challenge was split into two programs, one for the Board of Directors, and the other for members in general. The membership recruitment challenge began on April 24, 2018, at the end of Convocation 2018. The Board member and member who recruited the newest members during the recruitment period won a Convocation registration voucher to be used for the upcoming Convocation.

In a message to the membership, Board Chair, Bob Lane noted, "Leadership entails action, and that what the Chair's Membership Recruitment Challenge is about – action. All of us know a colleague (or two, or three, etc.) that may be currently struggling in their career. They need a network that can serve to help them overcome their challenges." The challenge is about each member being that network. "Tell your [network] about ACHCA, your experiences, and invite them to join. Help them become part of the nation's ONLY network of post-acute professionals dedicated to being the catalyst for excellence in our profession!"



Financials

Consolidated financial position as of September 30, 2018 compared to prior year

	Sep 30, 18	Sep 30, 17
ASSETS		
Current Assets		
Checking/Savings	306,372	267,371
Accounts Receivable	0	0
Other Current Assets	214,698	256,734
Total Current Assets	521,071	524,105
TOTAL ASSETS	521,071	524,105
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	2,894	10,309
Credit Cards	9,106	6,301
Other Current Liabilities	45,926	43,439
Total Current Liabilities	57,927	60,049
Total Liabilities	57,927	60,049
Equity		
Unrestricted Net Assets	114,221	257,102
Board Designated Funds	48,126	34,882
Temp. Restricted Net Assets	204,136	207,934
Perm. Restricted Net Assets	89,945	105,245
Net Income	6,717	(141,107)
Total Equity	463,144	464,056
TOTAL LIABILITIES & EQUITY	521,071	524,105



A copy of ACHCA's full financials may be obtained by emailing a request to financialservices@achca.org.

Leadership

2017 - 2018 Board of Directors



Stefan (Steve) Fromm,
CNHA, FACHCA
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Georgia



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CNHA, FACHCA
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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

Chapter Presidents

Active Chapters

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Florida Chapter President (D-4)

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Georgia Chapter President (D-4)

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Jennifer Romagnolo

Texas Chapter President (D-6)

Linda Mayhugh

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*Chapter Presidents reflect the beginning of Fiscal Year 2017 - October 1, 2017

Committee Volunteers

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Daniel Suer, FACHCA
Bruce Zarett
Katie Lynes

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Kevin Hansen, FACHCA
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Terri Golec, FACHCA
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FACHCA
Anthony Restaino, FACHCA
Christin Delahay
Jeff Lacroix

Education Committee

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Ezedube Eze
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Bill McGinley, CNHA, CALA, CAS, HSE,
FACHCA
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FACHCA
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Tim Dressman, CNHA, CALA, FACHCA
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Jeff Mukamal, FACHCA

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Co Chair: Larry Slatky, CNHA, FACHCA

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

October 1, 2017 - September 30, 2018.

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ACHCA

American College of
Health Care Administrators

Leading Yesterday,
Today, and Tomorrow!

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