

Join Us Today!

Membership Application

I/we hereby apply for Associate Membership in the Wisconsin Health Care Association.

The information provided will be used to create our membership listing for the WHCA Annual Directory/Yearbook.

Company/Organization: _____

Contact Person: _____

Address: _____

_____ Zip: _____

Telephone: _____

Fax: _____

e-mail: _____

Main product or service: _____

Location of Wisconsin branches: _____

Sponsor (if any): _____

Associate Membership Fee

Business:

\$295 per year

Non-Business: (Inactive Administrators)

\$125 per year

Mail check and application to:

Wisconsin Health Care Association
Lake Terrace Office Building
121 East Wilson Street, Suite L200
Madison, WI 53703

Phone: (608) 257-0125

Fax: (608) 257-0025

WHCA

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Lake Terrace Office Building
121 East Wilson Street, Suite L200
Madison, WI 53703



WHCA

Wisconsin Health Care Association

Associate Members:
Partners in Care

Join Us Today

The Wisconsin Health Care Association...

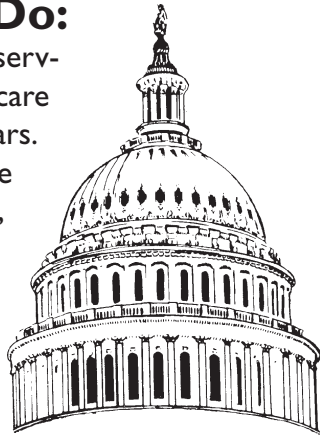
Who We Are:

WHCA is the state's largest and most representative nursing home trade association. Our members represent more than 240 homes, employ more than 29,000 workers and care for more than 27,000 residents. Our members represent a full spectrum of the provider community – including proprietary, non-profit and government operated facilities.

What We Do:

WHCA has been serving the long-term care industry for 50 years.

Located just off the Square in Madison, we're a heartbeat away from state government, which allows the organization to be an effective



voice for the long-term care profession. Our staff includes two attorneys, a governmental relations specialist, a member relations specialist and a financial specialist. WHCA is actively and professionally involved in virtually every area impacting nursing homes, assisted living, CBRF's and their business partners.

"My experience as an Associate Member has been a very positive one for several reasons. It allows my company to have a voice in the direction of WHCA. As well, it gives me the opportunity to demonstrate my support of member facilities in a concrete way. Finally, it is an outstanding forum for networking with professionals in the LTC industry."

Mike Fitzpatrick, PharMerica, Milwaukee, WI

Why You Should Join:

Your professional affiliation with the long-term care profession means you already recognize that advancing the industry's interests will benefit your business interests as well. By joining WHCA, you show continued support for an industry that helps support your business.

WHCA can offer associate members up-to-the minute information on issues that affect the industry. We are all working together to advance and enhance individual, as well as industry goals. Associate membership in WHCA allows you to participate in decision-making committees addressing legislative, financial and regulatory issues.

As an associate member, the organization encourages our members to support those who support us. We are truly, partners in care.

"American Data has been an Associate Member of the Wisconsin Health Care Association for seventeen years. We look at our membership not as a cost but as an investment. That investment was always returned many times over every year of our membership. From company promotion to political intervention to industry advice, the staff at WHCA is knowledgeable and always eager to help associate members in any way they can. We are proud to be an associate with WHCA and its staff."

John Ederer, American Data, Sauk City, WI

WHCA

Wisconsin Health Care Association

Associate Benefits:

Associate membership in WHCA is a wise business investment that offers many measurable returns.

As an Associate member you receive:

Political Awareness: We are on top of political and regulatory issues that impact the profession.

- Company listing in WHCA's Annual Directory, which is distributed to members and health care providers and agencies in the state.
- Your promotional material (appropriately sized) can be mailed to the entire membership four times per year.
- Discount at WHCA's Spring Conference, Wisconsin's largest long-term care exhibit.
- WHCA's multiple publications.
- Access to WHCA's educational programs at member discounts.

Marketing Edge: We offer access and visibility to your clients and potential clients.

- Visibility and interaction with clients.
- Expanded business opportunities by attending and participating in WHCA's monthly meetings.
- Access to WHCA's mailing list service.

"Being an Associate Member of WHCA puts you in contact with well over 240 facilities throughout the State of Wisconsin. Your membership provides you with access to information and access to its membership in order to create a meaningful partnership which benefits both organizations."

*Dick Rau, CEO - Clement Manor Inc., Greenfield, WI
Operations Vice President, Benedictine Health System,
Long Term Care and Housing Division*