



WHCA/WiCAL

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WHCA/WiCAL Announces 2011 National Quality Awards

MADISON – The Wisconsin Health Care Association (WHCA) and the Wisconsin Center for Assisted Living (WiCAL) today announced the recipients of the American Health Care Association/National Center for Assisted Living (AHCA/NCAL) 2011 National Quality Awards.

“Receiving an AHCA/NCAL National Quality Award is a significant achievement,” said WHCA’s Executive Director Tom Moore. “On behalf of WHCA/WiCAL members and staff, I would like to congratulate all 12 Wisconsin facilities who received awards for their excellence in caring for our state’s frail and elderly population.”

The three-tiered award program commends those facilities that focus on improving quality service in the long term health care sector. This year a total of 12 Wisconsin facilities were among the 476 facilities nationwide that received an award in the category of Bronze, Silver, or Gold.

Here is a listing of the Wisconsin facilities to be recognized:

SILVER- ACHIEVEMENT IN QUALITY AWARD RECIPIENTS

Oakbrook Health & Rehabilitation
Sheboygan Progressive Care Center

BRONZE - COMMITMENT TO QUALITY AWARD RECIPIENTS

Crystal River Nursing and Rehabilitation Center
Golden LivingCenter - Florence
Golden LivingCenter - Heritage Square
Golden LivingCenter - Three Oaks
Heritage Nursing and Rehabilitation Center
Oakwood Villa
Plum City Care Center
Wausau Manor
Weyauwega Health Care Center
Willowfield Nursing and Rehab Center

Implemented by AHCA/NCAL in 1996, the *National Quality Award* program is centered on the criteria of the *Baldrige Performance Excellence Program*. This progressive program, which encourages the continuous learning and development of long term and post-acute care facilities

to achieve performance excellence, has three levels: Bronze, Silver, and Gold. This year, more than 1,000 applications were received from facilities in 46 different states. The program maintains meticulous criteria at each level, and the awards must be earned in succession of Bronze, Silver, and Gold. There was only one Gold Award recipient this year, and only 11 facilities have ever received that particular level of achievement.

The awards are sponsored by AHCA/NCAL Associate Business My InnerView, a Web-based applied research and quality-management company that supports leaders across the entire assisted living, senior housing and skilled nursing profession with tools to measure, benchmark and improve performance. The awards will be presented during AHCA/NCAL's 62nd Annual Convention & Expo, September 18-21, in Las Vegas, Nevada.

“The achievement of these facilities is not in winning an award, but in becoming a leader of the quality journey,” stated Mark Parkinson, President and CEO of AHCA/NCAL. “I congratulate each and every one of these care providers for meeting the rigorous criteria of the program, and for always working to advance quality in our profession.”

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