OHCA MEMBERSHIP RESOURCE PACKET

OHCA
OREGON HEALTH CARE ASSOCIATION

Improving lives by advancing quality care in Oregon since 1950

www.ohca.com

Welcome to OHCA

Over 75 years of service

Founded in 1950, the Oregon Health Care Association (OHCA) improves the lives of seniors and people with disabilities by promoting quality long term care in Oregon. A statewide, nonprofit trade association, OHCA is the largest long term care trade association in Oregon, representing more than 1,000 organizations and 90 percent of long term care providers in the state.

The Oregon Health Care Association has worked to improve quality care in Oregon for more than 65 years by providing advocacy and education for and on behalf of its members. OHCA works with local, state, and federal policymakers, government officials, advocates, and coalitions to promote policies that ensure the independence, choice, and dignity of those living in long term care settings. OHCA offers a variety of unique, high-quality educational opportunities every year, featuring live webinars, nationally recognized experts, and conferences that bring together thousands of dedicated long term care providers and caregivers.

Members of the Oregon Health Care Association include assisted living and residential care communities, multi-facility operators, post-acute care settings, senior housing, licensed in-home care agencies, and business partners who provide goods and services to long term care communities.

The Oregon Health Care Association is a member of the American Health Care Association (AHCA), National Center for Assisted Living (NCAL), and Argentum.

You, our valued members, are the core component of the Oregon Health Care Association.

Benefits of Membership

Advocacy

Since our founding, OHCA has been advocating to improve quality care for seniors and people with disabilities in Oregon.

Policymakers regularly make important public policy decisions that affect the long term care profession at the local, state, and federal level. We work with elected leaders, candidates, state agencies, and community advocates to ensure that Oregon remains a national leader in providing excellent long term care.

OHCA's Political Action Committee (PAC) exists in order to support bipartisan candidates, parties, or ballot measures that we determine will support OHCA's mission of improving quality long term care in Oregon.

OHCA PAC is proud to play an active role in the political campaign cycle. The PAC is funded through voluntary donations from OHCA members, including business partners.

Legal/Regulatory Assistance

OHCA staff are experts on legal and regulatory challenges faced by providers in the profession. Experts include a full-time attorney and a licensed ALF/RCF administrator with extensive experience in skilled nursing settings. Members are updated on regulatory developments and matters impacting operations and quality care.

News and Trends

As a member of OHCA, you have access to valuable information that can assist you with day to day operations, regulatory compliance, quality improvement activities, resident quality of life, and much more.

Many of these updates are communicated through our weekly newsletter, the OHCA News Bulletin, and other publications throughout the year, like the CareNotes blog, the Oregon Caregiver magazine, and Legislative Alert emails, which are distributed weekly during the legislative session.

Online Resources

OHCA maintains a members-only section on our website for member resources on specific long term care topics and issues. Contact OHCA to get the most current member access codes if needed.

Networking Opportunities

OHCA provides many opportunities for members to meet and network with other long term care professionals. One way to take advantage of networking at no cost is through OHCA member committee meetings and by participating in other events throughout the year, which can be found in our publications or on our website.

Careers and Workforce Development

OHCA is working to provide workforce resources and professional development opportunities for our members and their staff. Please contact us for more information about our workforce efforts.

Membership Directory

Business partners and care providers are listed in this annual publication and receive one print copy.

Online Buyers Guide

On our website at www.ohca.com/buyers-guide, visitors can view a list of all OHCA member business partners. This list is searchable by category and by name and is updated daily. OHCA encourages members to support business partners when searching for new products or vendors.

Online Facility Finder

All OHCA member facilities and care providers are listed on our Facility Finder tool on our website: www.ohca.com/facility-finder. This tool is frequently used by consumers looking for care providers and is updated daily.

OHCA Endorsed Partners

OHCA has established service partnerships with select companies who provide significant cost savings and reliable service to OHCA members.

Endorsed partners include:

- AssuredPartners
- Columbia Roofing and Sheet Metal
- Incite Strategic Partners
- Pinnacle Quality Insight
- Propel Insurance
- SYSCO of Portland

Educational Opportunities

OHCA is widely recognized as the leading provider of long term care education in the state. Our instructors are recognized as some of the best and most respected long term care experts in the nation. We are dedicated to your professional development.

All OHCA educational events are approved for continuing education units (CEUs) by the Oregon Health Licensing agency. In addition, OHCA is an approved CEU provider by the Oregon Department of Human Service's Office of Licensing and Regulatory Oversight and the Washington State Board of Nursing Home Administrators. Our education is timely and topical and receives excellent ratings from attendees.

40-Hour ALF/RCF Administrator Training Program

This program has been approved and recognized by the Oregon Department of Human Services Office of Licensing and Regulatory Oversight to fulfill Administrator Requirements under Oregon Administrative Rule (OAR) 411-054-0065(3)(a)(A).

Visit www.ohca.com/events/calendar for more information.

One-Day Special Events

OHCA provides monthly special events which are designed for specific long term care audiences. These events provide topic intensive content, networking, and marketplace opportunities:

- Nurse Leadership Conference
- In-Home Care Conference
- Quality Summit
- Elder Abuse Awareness and Prevention Summit
- Facility Services and Maintenance Conference
- Food Show

Live Educational Seminars and Workshops

OHCA provides numerous in-person seminars year-round on a wide range of topics including quality improvement, human resources, leadership, rules, and regulations.

Virtual Education/Webinars

This convenient format allows us the opportunity to provide education to our members from the comfort of their offices or homes. Virtual education events focus on a wide variety of topics.

Customized Education Packages Available

OHCA is happy to offer our members customized training upon request. Please contact Melodie King, OHCA's Director of Education, at mking@ohca.com.

Share Your Expertise

OHCA offers energetic and well-balanced educational programs that appeal to diverse audiences at all our educational events. If you are interested in being considered for a speaking engagement with OHCA please visit the "Call for Presentations" page under the Events section of our website and follow the submission guidelines.

If you have questions about professional development and educational opportunities for yourself or your staff, please contact Melodie King, OHCA's Director of Education, at mking@ohca.com.

Committee Involvement

Committees are an excellent way for provider members to get actively involved in the association and keep up on issues affecting the profession.

Involvement in OHCA committees is an exclusive benefit offered to OHCA members. If you are interested in serving on any of these committees, please register to attend a relevant committee meeting under the "member meeting" section of "Upcoming Education" on our member portal.

Business partner members may attend non-business partner meetings by invitation only.

Assisted Living/Residential Care Council

Quarterly meetings include review of current legislative issues affecting assisted living and residential care community staff, regulatory issues, reimbursement, quality initiatives, and data needs.

In-Home Care Agency Committee

This committee addresses legislative and regulatory issues related to in-home and home health care agencies. It provides education and information with regard to care and maintenance of in-home care agencies and an opportunity for members to learn from one another, share information, and network.

Nursing Facility Council

Quarterly meetings are held for nursing facility operators, leaders, administrators, and health service directors. Meetings include regular updates, reimbursement issues, and information and are practice-oriented to the independently owned community.

Legal Committee

This committee is open to attorneys at member operators and facilities, and committee members meet monthly to discuss important legal issues affecting long term care. Contact info@ohca.com for more information.

Convention Committee

The main objective of this committee is to help organize, design, and carry-out the OHCA Annual Convention and Trade Show. The number of participants in this committee is limited to maintain a balance and equal representation of all membership types.

Contact mking@ohca.com for more information.

Workforce Workgroup

The Workforce Workgroup meets three times each year to bring together members to discuss the workforce challenges, opportunities, and emerging trends impacting long term care. The group provides a collaborative forum to share experiences, identify common concerns, explore innovative approaches, and consider strategies that can strengthen recruitment, retention, engagement, and workforce development. Participation is open to those interested in contributing to the conversation, sharing ideas, and helping shape meaningful workforce solutions for the future.

Long Term Care Job Board

As an OHCA member, you and your team can post job openings at your organization for free on our online job board. The online job board is the most visited page on the OHCA website and is a great way for your job listings to be seen by long term care professionals.

Posting is easy:

1. Log into OHCA.com with the current username.
2. Complete the "Post a Job Form" found in the Careers section of our website.
3. Click "submit" and confirm that your listing has been posted.

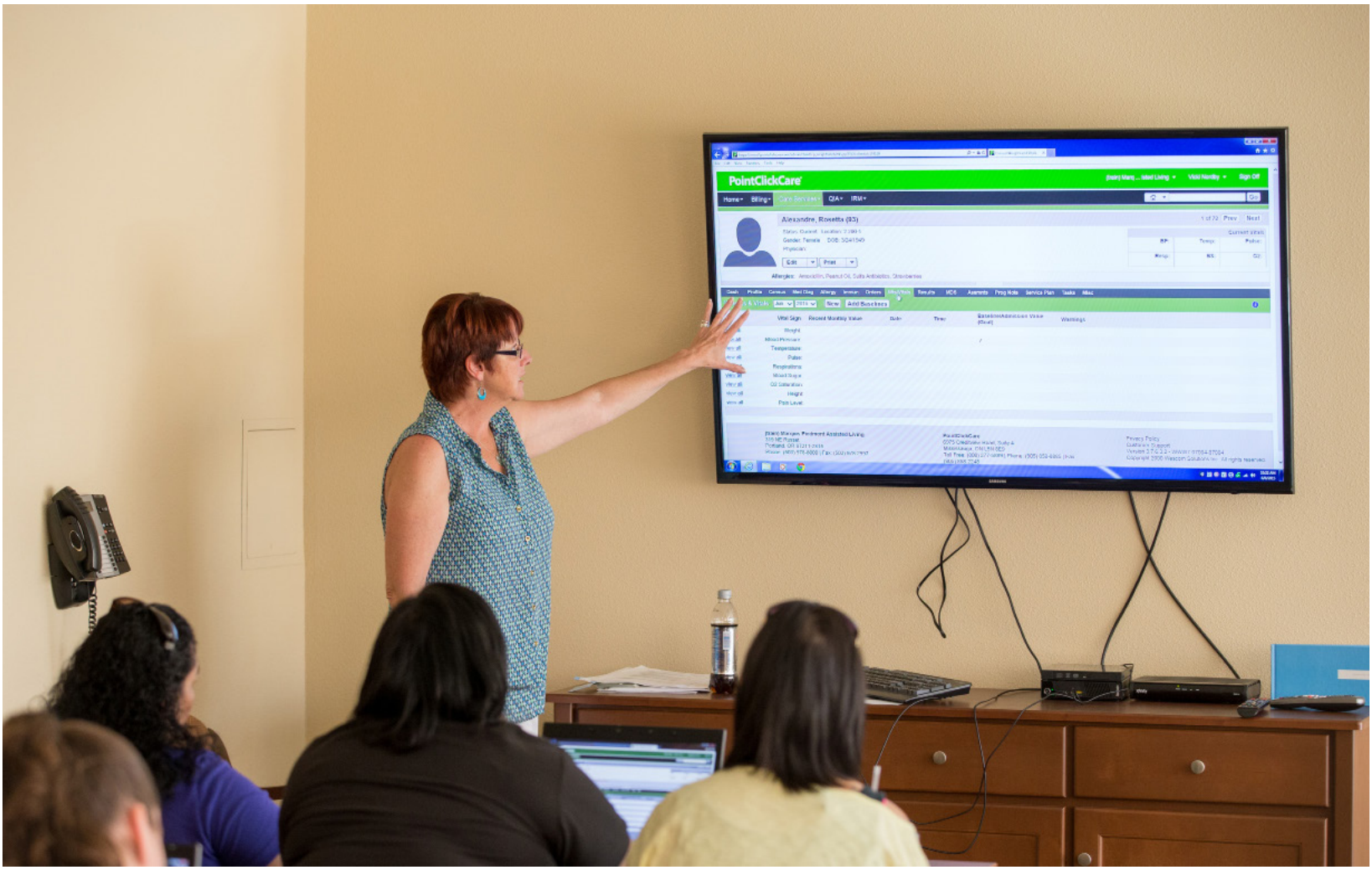
Job postings automatically expire after 60 days on our board.

Tips for posting on our job board:

- Complete each field in the posting form.
- Create an informative job description, but keep it short (roughly 300 words or fewer). Include only the most important information like primary duties and experience required.
- Include information on how to apply for the job you are posting.

Growing the Long Term Care Workforce

In addition to our job board, we also provide resources and training for Oregonians wishing to join the long term care profession.



Business Partner Members

Companies who do business in the long term care profession are invited to join OHCA as business partner members.

Business partner members enjoy many of the same benefits as OHCA provider members and are invited to be active participants in the organization. Business partners are represented by two positions on the OHCA Board of Directors.

Business Development and Positioning as Experts

Business partners have the opportunity to position themselves as the experts in their fields of business.

By providing educational content for breakout sessions and blog posts and having the chance to get your message across to Oregon's long term care provider decision-makers, business partners build brand recognition and set themselves apart from competitors.

All OHCA members receive OHCA's weekly members-only newsletter and are invited to submit articles to OHCA's CareNotes blog. Submissions can focus on best practices in the long term care profession, operations improvement, and so much more.

Directory and Buyers Guide

Business partner members receive a complimentary copy of OHCA's Membership Directory which lists all companies/facilities and business partners that are members of the association.

Online Buyers Guide

On our website at www.ohca.com/buyers-guide, visitors and facility members can view a list of OHCA member business partners. This list is searchable by category and by name. OHCA encourages members to support business partners when searching for new products or vendors, and OHCA members regularly tell us that they turn to business partners first.

Sponsorship and Advertising

There are many opportunities for business partner members to showcase their businesses at a wide variety of OHCA's annual events, educational events, and other meetings throughout the year. Sponsorships enable business partners to build brand recognition by reaching a diverse audience of providers in the long term care profession. Advertisements are also available in OHCA's magazine, the directory, and some publications.

To Join

Contact OHCA at 503-726-5260 or rward@ohca.com.

OHCA Board of Directors

The OHCA Board consists of 17 members whose commitment and service help the association improve lives by advancing quality long term care in Oregon. All board members serve on a voluntary basis and attend OHCA functions at their own expense.

Members of the board represent all types of OHCA members, including assisted living facilities, residential care facilities, in-home care, multi-facility, independent nursing facilities, and business partners. We applaud their service to OHCA and to the future of long term care in Oregon.

Current Board Members

Chair, Mark Remley, Aidan Health Services, Inc.

Immediate Past Chair, Steve Fogg, Marquis Companies, Inc.

Vice-Chair, Andy Becker, Sapphire Health Services

Treasurer, Brenda Connelly, The Springs Living

Independent Owner Representative, Charles Bloom, Latitude Healthcare Management, Inc.

Multi-Facility Representative, Zach Fogg, Marquis Companies, Inc.

Multi-Facility Representative, Mary Kofstad, Avamere Health Services

ALF/RCF Representative, Matt Dunham, Mosaic Management

ALF/RCF Representative, Matt Hilty, Ohana Ventures

Non-Proprietary Representative, Bethany Ghassemi, HumanGood

Non-Proprietary Representative, Mauro Hernandez, Hearth & Truss

ALF Representative, Carl Mason, Senior Housing Managers

RCF Representative, Mark Kinkade, Gateway/McKenzie Living

In-Home/Senior Housing Representative, Jonathan Mack, Home Instead Senior Care of Central Oregon

Business Partner Member Representative, Marcy Boyd, Baker Tilly US LLP

Business Partner Member Representative, Gabriela Sanchez, Ballard Spahr Lane Powell

New/Future Leader Representative, Hunter McLane, PACS Group, Inc.

OHCA Staff

Philip Bentley, J.D.
OHCA President and CEO

Libby Batlan
Senior VP of Government Relations

Meredith Coba
Dir. of Legislative & Political Affairs

Cheryl Durant
CRM Admin./Accountant

Amy Ferguson
Executive Administrative Assistant

Melodie King
Director of Education

Eugenia Liu, J.D.
Senior VP & General Counsel

Brenda Michael
Assistant Controller

Lori Mueller
CFO

Nicolette Reilly
Senior VP of Quality Services

Maggie Walter
Communications Specialist

Rosie Ward
Senior VP of Strategy

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NCAL NATIONAL CENTER FOR ASSISTED LIVING

ARGENTUM EXPANDING SENIOR LIVING