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New Ad Campaign in Michigan Urges “Care Not Cuts”

– Long term, post-acute care sector launches fall media effort to help preserve, protect, defend seniors’ access to quality skilled nursing and rehabilitative care in Michigan –

Lansing, Michigan – The long term and post-acute care profession is uniting to launch a nationwide informational campaign, “Care Not Cuts,” and is running its first ad in the state of Michigan beginning today. As Congress begins to examine ways to reduce the federal deficit, the American Health Care Association (AHCA) and the Alliance for Quality Nursing Home Care (Alliance) have partnered with the state affiliate, the Health Care Association of Michigan (HCAM), to ensure federal lawmakers understand the vital need to preserve, protect and defend U.S. seniors’ access to quality skilled nursing and rehabilitative care.

“Already coping with billions of dollars in reductions from health care reform and federal regulations, as well as a sluggish economic recovery, our facilities are feeling the impact,” said David LaLumia, President & CEO of HCAM. “This campaign raises awareness among Michigan’s Congressional delegation that we cannot sustain any more cuts, and who better to deliver this message than the dedicated caregivers who serve our seniors every single day?”

Beginning today and continuing through September 6, the first TV spot of the multi-month campaign, “Nurses,” features frontline caregivers. The text of the spot is as follows:

I work as a rehabilitation nurse. I love what I do.

In the last five years, nursing homes have absorbed billions in Medicare and Medicaid cuts.

Even so, we’ve maintained high quality care.

Now, there’s talk of more, deeper cuts. I understand the need for sacrifice.

We’ve given our fair share, and more.

But as a nurse who cares for her patients, I can tell you another round of deep cuts that target nursing homes simply goes too far.

In Michigan, other caregivers are sharing similar concerns about the impact additional cuts would have on the residents they care for each day.

“Working in a nursing home is not just a job; it’s a calling,” said Debbie Pitts, CNA, of Pinecrest Medical Care Facility in Powers. “It’s so rewarding to interact with my residents and make certain I’m helping them enjoy a good quality of life every day. However, I am deeply concerned that additional cuts to nursing homes may make it difficult for me to do this job that I love. These residents become like family, and I want to help protect and care for them.”

LaLumia said the informational campaign will proceed throughout the remainder of 2011 to draw attention to the fact local nursing facilities and assisted living communities are a critical part of the health care continuum, offering high-quality patient care and rehabilitation in a cost-effective manner. Long term and post-acute care facilities serve as a cornerstone of local communities’ employment base – reliably providing close to 100,000 jobs in Michigan.

To view “Nurses,” please visit www.carenotcuts.org.

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About the Health Care Association of Michigan

HCAM is the premier professional association representing nursing and rehabilitation communities including for and not for profit, county medical care and hospital based providers. The mission of the Health Care Association of Michigan is to promote excellence in senior care by providing support, information and advocacy on behalf of the members we represent.