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Ciena Healthcare's Qualicare Nursing Home Receives National Award for Achievements in Quality Care

Silver-Achievement in Quality Award Honors Best Practices in Skilled Nursing and Post-Acute Care Facilities

SOUTHFIELD, Mich. – The American Health Care Association and National Center for Assisted Living (AHCA/NCAL) are pleased to announce the selection of Qualicare Nursing Home in Detroit as a 2012 recipient of the *Silver – Achievement in Quality* for its outstanding performance in the health care profession. The competitive award highlights select facilities across the nation that serve as models of excellence in providing high-quality long term care.

“This award is a benchmark of distinction in the journey to providing high quality care,” said Governor Mark Parkinson, President and CEO of AHCA/NCAL. “The long term and post-acute care community applauds Qualicare Nursing Home on this great achievement.”

In an indication of a strengthening commitment to quality care in skilled nursing and post-acute care centers, the AHCA/NCAL National Quality Award Program saw success rates of applicants for the Silver award double from 8 percent to 17 percent. Qualicare Nursing Home was one of 52 facilities nationwide to receive the Silver-level award this year.

Implemented by AHCA/NCAL in 1996, the National Quality Award Program is centered on the criteria of the Baldrige Performance Excellence Program. The program assists providers of long term and post-acute care services in achieving their performance excellence goals.

The program has three levels: Bronze, Silver, and Gold. Facilities begin the quality improvement process at the Bronze level and must receive an award at each level before proceeding to the next. As a recipient of the *Silver – Achievement in Quality* award, Qualicare Nursing Home has demonstrated systematic advancements in quality, plans for continual improvement, and sustainable organizational goals. Qualicare may now move forward in developing approaches and achieving performance levels that meet the criteria required for the *Gold – Excellence in Quality* award, which requires them to address the Baldrige Health Care Criteria for Performance Excellence in its entirety.

“Receiving this award is evidence of the staff commitment and successful leadership at Qualicare Nursing Home and its ability to apply rigorous standards to operations and service,” says Chick Stepahin, Chair, AHCA/NCAL National Quality Award Board of Overseers. “Qualicare has been consistent in its performance and dedication to providing high-quality care.”

The awards are sponsored by AHCA/NCAL Associate Business Member 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 award will be presented to Qualicare Nursing Home during AHCA/NCAL’s 63rd Annual Convention and Exposition, October 7-10, 2012 in Tampa, FL.

About Ciena Healthcare

The Ciena Healthcare organization is comprised of 32 skilled nursing communities located in Michigan and four communities located in Connecticut, managed by Regency Healthcare Management, LLC. Ciena communities are diverse and collectively serve all resident and patient nursing care needs from short-term rehabilitation stays to long-term residency. Founded in 1998, Ciena Healthcare communities offer a holistic approach to patient care and are fully committed to residents’ needs and well being while also promoting their independence. Ciena’s vision is to change the way nursing communities are operated and perceived by providing and developing communities that feature private rooms, ambiance, attention to detail and quality food preparations, all delivered by high quality, compassionate and dedicated professional, support staff. For more information, visit www.cienafacilities.com or call (248) 386-0300.

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