

We would like to invite you to become a Sales Associate Member of Kansas Health Care Association (KHCA) and Kansas Center for Assisted Living (Kcal). KHCA/Kcal is a strong and growing association that currently represents over 200 nursing and assisted living facilities in the State of Kansas. The value of membership is great and the cost is small in comparison.

SAMS Benefits

- Sales Associate members or SAMS receive access to membership lists and data base/contact information for all facilities in Kansas.
- SAMS are given access to the KHCA/Kcal website members only section.
- SAMS can serve on any KHCA/Kcal committee in an advisory/non-voting capacity.
- SAMS receive KHCA/Kcal member pricing to all KHCA/Kcal educational events.
- SAMS are invited to sponsor all educational programs provided across the state through the year. Membership with KHCA/Kcal entitles you to a listing on the KHCA/Kcal website, a listing in the KHCA/Kcal buyer's guide and a listing in the KHCA/Kcal convention handbook.

History of KHCA/Kcal

The Kansas Health Care Association (KHCA) is a statewide non-profit association that represents nearly 190 long-term care providers. Founded in 1951, KHCA is the largest association of its kind in Kansas. Its members are composed of for-profit and not-for-profit facilities consisting of nursing facilities, assisted living facilities, residential health care facilities, homes plus, nursing facilities for mental health, intermediate care facilities for the mentally retarded, and hospital-based long term care units. Our members provide nursing health care to over 20,000 convalescent and chronically ill Kansans.

KHCA/Kcal's involvement in licensure, reimbursement, administrator licensing, the survey process, and Legislative Issues have provided fair representation of our long-term care providers (independently owned as well as multi-facility corporate owners) while supporting improved health care for Kansas's long-term care residents.

KHCA has been instrumental in improving Medicaid reimbursement for nursing facilities as well as fighting for increased wages and benefits for the direct care worker. KHCA led the fight in 1993 to correct inequities within the state Medicaid reimbursement formula that led to higher payment rates and a settlement for 395 Kansas nursing facilities. In 1999, the KHCA Quality Enhancement/Wage Pass-Through Program was passed by the Legislature through KHCA lobbyist and member political action. In 2000, the Association established the Kansas Center for Assisted Living (Kcal) to improve representation and services for the state's assisted living and residential health care providers. Kcal is an affiliate of the National Center for Assisted Living (NCAL).

KHCA/Kcal is headquartered in Topeka, Kansas and has a professional staff of six. It is a state affiliate of the American Health Care Association (AHCA), which represents over 11,000 facilities and 1.1 million residents across the nation. KHCA is also a partner with the National Association of Health Care Assistants (NAHCA).

The cost of a 2011 Sales Associate Membership is \$450. Attached you will find a 2011 SAMS Application should you decide to join KHCA/Kcal as a sales associate. For more information concerning KHCA/Kcal Sales Associate Memberships, or to find out more about being an exhibitor at KHCA's next Annual Convention and Trade Show contact KHCA at khca@khca.org.