

WHCA/WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living

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WHCA/WiCAL Celebrates Long-Term Care Administrator's Week *WHCA/WiCAL Honors Selfless Dedication of State's Long-Term Care Administrators*

MADISON – The Wisconsin Health Care Association/Wisconsin Center for Assisted Living (WHCA/WiCAL) today kicked off a weeklong celebration for National Long-Term Care Administrator's Week, which will continue through Saturday, March 13.

"For more than a year, COVID-19 has been an enormous, unforeseen challenge that has resulted in every person working in long-term care to step up and go above and beyond expectations," said WHCA/WiCAL President and CEO Rick Abrams. "National Long-Term Care Administrator's Week highlights the incredible care provided by our long-term care leaders. It is an opportunity to celebrate the dedication of our long-term care administrators who touch the lives of residents and families, and most importantly ensure that their staff provides the highest level of quality care to the frail elderly and persons living with disabilities throughout the state of Wisconsin."

Wisconsin's long-term care administrators manage the daily care of more than 55,000 people who reside in long-term care facilities across the state. Administrators are key players in the care team and are entrusted with the responsibility of managing the care of our loved ones.

"This year's celebration and recognition of Wisconsin's long-term care administrators is more important than ever, as long-term care providers face significant challenges as a result of COVID-19," said Abrams. "These healthcare heroes have rolled up their sleeves and filled whatever role necessary to keep their residents safe and their staff supported. They have poured their hearts and souls into their work, often working weeks at a time without a break, and doing it without question or a second thought."

National Long-Term Care Administrator's Week is an annual celebration sponsored by the American College of Health Care Administration (ACHCA). For more information about ACHCA, visit www.achca.org.

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The Wisconsin Health Care Association (WHCA) is a non-profit organization dedicated to representing, protecting and advancing the interests of Wisconsin's long-term and post-acute care provider community and the residents they serve. The Wisconsin Center for Assisted Living (WiCAL) is a division of WHCA that advocates for assisted living facilities by helping our members provide the highest quality services to the Badger State's frail and elderly citizens. Together, WHCA/WiCAL is the most representative long-term care association in Wisconsin.