



*Serving & Representing*  
**NEW YORK STATE**  
**Skilled Nursing**  
**and**  
**Assisted Living**  
**Facilities**



## About NYSHFA

- ◆ The New York State Health Facilities Association (NYSHFA) is a statewide professional health care membership organization of long term care providers and representatives.
- ◆ NYSHFA's membership is comprised of more than 270 skilled nursing and assisted living facilities which account for nearly 45,000 sub-acute, long-term care and assisted living beds in New York State.
- ◆ The membership is diversified and represents individual and multi-facility operations of proprietary, voluntary and government sponsorship. NYSHFA is an affiliate of the American Health Care Association (AHCA) and National Center for Assisted Living (NCAL).
- ◆ For more than 60 years, NYSHFA has been providing its members with resident-oriented programs of continuing education as well as counseling and direct services in the areas of administration, resident care, life safety standards, public relations, legal and legislative affairs, regulatory, compliance, finance and data processing. Members of NYSHFA are dedicated to the highest standards of care and quality of life of all residents.

### *The Services of NYSHFA / NYSCAL .....*

#### **EDUCATION AND PROFESSIONAL DEVELOPMENT**

Develops, coordinates and manages several statewide educational programs throughout the year to assist in the advancement of the nursing home and assisted living profession.

#### **CLINICAL - QUALITY - OPERATIONAL SUPPORT SERVICES**

Serves as a professional resource for clinical, quality, operational, regulatory and survey issues, while providing input and advice to the NYS Department of Health on policy and directives.

#### **LEGISLATIVE - POLITICAL ACTION - REGULATORY**

Works with State and Federal Legislators providing input and advice on issues affecting the long term care industry, while monitoring all regulatory changes and concerns.

#### **MEMBERSHIP - COMMUNICATION - PUBLIC RELATIONS**

Coordinates all facility-based and associate membership activities, marketing and public relations, while developing and analyzing member benefits and services.

#### **INFORMATION TECHNOLOGY SERVICES**

Provides technical assistance and troubleshooting activities for members and assists in the preparation of data extracts to support initiatives undertaken by NYSHFA committees and task forces.

#### **REIMBURSEMENT AND FINANCIAL SERVICES**

Monitors and interprets the financial impact to members of all State and Federal reimbursement matters, while advocating on matters such as Medicare and Medicaid and other fiscal issues.

## **About NYSCAL**

**NYSCAL** is the Assisted Living entity of the New York State Health Facility Association. NYSCAL is the New York State affiliate of the National Center for Assisted Living (NCAL). Through this affiliation members have access to a large network of industry leaders and resources within the nation's largest federation of assisted living and long-term care providers. Membership also includes access to NCAL programs and services, publications, educational programs and regular updates on industry and regulatory trends.

**NCAL:** The National Center for Assisted Living is the assisted living voice of the American Health Care Association (AHCA). NCAL is dedicated to serving the needs of the assisted living community through national advocacy, education, networking, professional development and quality initiatives. As a member of NYSCAL, you have complete access to all the services and programs offered by NCAL. Through the many resources offered by NCAL, you and your associates will stay current with national issues impacting assisted living providers. You will be able to access the many educational opportunities, events and quality initiatives undertaken by NCAL.

### *The Values of NYSHFA / NYSCAL Membership.....*

- ◆ **Representation Through a Governing Board of Peers**
- ◆ **AHCA / NCAL Membership and National Representation**
  - ◆ **Newsletters & Member Mailings**
  - ◆ **Educational Programs & Conferences**
  - ◆ **Opportunities for Peer Networking**
  - ◆ **Members only information on AHCA, NCAL and NYSHFA / NYSCAL websites**
  - ◆ **Group Purchasing Opportunities**
- ◆ **Discounted Professional Liability Insurance Program**
  - ◆ **Preferred Services & Product Discounts**
- ◆ **Access to over 110 Associate Business Partners**

*For More Information Contact:*

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We're on the Web:

[www.nyshfa.org](http://www.nyshfa.org)

**NYSHFA**

is the State Affiliate of:



Please visit the following websites  
for more information:

[www.ahca.org](http://www.ahca.org)

[www.ncal.org](http://www.ncal.org)

## NYSHFA STAFF DIRECTORY

NAME	EXT.	TITLE
Aanonsen, Roy	18	Computer Support Specialist
Bagley, Ellen	16	Director, Information Services
Farman, Gayle	34	Senior Director, Resource Development <i>Foundation for Quality Care</i>
Fischer, Amy	10	Admin. Assistant: Administrative Support Services
Herrick, Dick	11	President & CEO
Jackson, Scott	27	Director, Education & Conference Planning
Johnson, Christina	21	Program Assistant: <i>Foundation for Quality Care</i>
Lefebvre, Karen	24	Controller
Leveille, Nancy	20	Sr. Director, Member Operational Support Services <i>(Regulatory, Clinical, Workforce)</i>
Morris, Karen	15	Director, <i>Clinical &amp; Quality Services</i>
Murphy, Robert	25	Executive VP, Government Affairs <i>(Legislative &amp; Legal Action)</i>
O'Brien, Sharon	22	Admin. Assistant: Education & Conference Planning
Ochs, Lori	26	Level II Administrative Assistant: Government Affairs / Member Operational Support
O'Connor, Joanne	23	Communications & Business Development Coordinator
Patterson, Richard	19	Sr. Director, Business Development <i>(Membership Development, Media, Communications)</i>
Pucci, Carl	36	Director, Finance & Reimbursement <i>(Payment for Services)</i>
Robertson, Laurie	12	Executive Assistant to President



The Foundation for Quality Care, Inc. is a not-for-profit, 501(c)(3) education and research foundation committed to improving the quality of care for elderly and disabled persons residing in skilled nursing and assisted living facilities. The Foundation was formed in 2001 as an affiliate of NYSHFA.

The Foundation's Long-Term Care Leadership Institute provides training programs for:

- ◆ Nursing Home Administrators
- ◆ Directors and Asst. Directors of Nursing
- ◆ RN Nurse Educators
- ◆ First Line Nurse Managers

Visit us at: [www.foundationforqualitycare.org](http://www.foundationforqualitycare.org)



Other FQC Programs include:

- ◆ "Art From The Heart"
- ◆ Ruth E. Stafford Nursing Scholarship
- ◆ James D. Durante Nursing Scholarship