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NEWS

Contact: Alison Everett, 717-221-7935
Cell: 717-608-5463

PHCA and CALM Announce Winners of Video Contest Designed to Showcase Long-Term Care Facilities as a Place to Live, Enjoy Quality of Life Bucks County nursing home wins top prize

HARRISBURG --- The Pennsylvania Health Care Association (PHCA) and its companion organization, the Center for Assisted Living Management (CALM), today announced that Fox Subacute Skilled Nursing Facility in Warrington, Bucks County, has won the grand prize in the long-term-care groups' 2010 --- and first ever --- video contest.

All of Fox Subacute's residents rely on ventilators to help them breathe. The facility's video shows how hard Fox Subacute's caretakers work to keep residents --- many of them young people with advanced muscular dystrophy --- connected to their community and the world outside their nursing home. The video includes images of residents attending concerts, baseball games and other activities, and showcases the nursing home as a place where individuals can live their lives to the fullest.

Fox Subacute's video was selected from among 23 entries. Launched last fall, the contest challenged Pennsylvania long-term care facilities to create a short video that illustrates why their personal care home, assisted living residence or nursing home is a great place to live and work. Five facilities tied for second place in the contest. They are:

- Highland View Care Center in Brockway, Jefferson County
- Sweden Valley Manor in Coudersport, Potter County
- Nottingham Village in Northumberland, Northumberland County
- The Bridges at Bent Creek Assisted Living in Mechanicsburg, Cumberland County
- Lancashire Hall in Lancaster, Lancaster County

Fox Subacute wins \$1,000 in free Web services from IlluminAge Communication Partners, which co-hosted the contest, and a \$500 donation toward a future nursing home activity. Second place winners will receive a \$250 donation toward future activities at their facility.

"Congratulations to the staff, residents and families at Fox Subacute for being chosen as the winners of our first-ever PHCA/CALM video challenge," said Stuart Shapiro, President and

CEO of the Pennsylvania Health Care Association. “I am delighted that so many PHCA/CALM members took part in the contest to share their stories about how they strive to provide not only quality care, but to ensure that those who live in their facilities are able to continue to enjoy their lives, their friendships and their community.”

All of the video submissions for the contest highlighted aspects about their facilities that made them special to residents, families and staff. Videos showcased activities like honoring veterans, celebrating birthdays, holding dances and hosting community events. Residents talk about why they are happy at their facility, and staff talk about their friendships with the residents and why they love their jobs. From videos about “unsung heroes” to life lessons from residents, each one expressed the essence of what makes their facility feel like home and a place where residents are living life to its fullest potential.

The PHCA/CALM Video Challenge was open to staff, residents, families and volunteers of all PHCA/CALM member facilities throughout the state and winners were chosen by ‘celebrity’ judges --- mostly individuals who work for Governor Ed Rendell and legislators at the state Capitol --- on the basis of three criteria: originality; a focus on caring; and their ability to change the perception of long-term care in Pennsylvania.

Winning videos can be viewed here: <http://www.phca.org/videos/contest/review/winners.htm>.

PHCA is a statewide advocacy organization for Pennsylvania’s most vulnerable older residents and their providers of care. Members comprise for-profit, nonprofit and government providers. PHCA, along with its sister agency, the Center for Assisted Living Management, represents more than 334 long-term care and senior service providers that care for almost 33,200 elderly and disabled individuals. For more information call 717-221-1800 or visit www.phca.org.

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