

MHCA

Mississippi Health Care Association

Leading the way in long-term care.



Annual Report 2009



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State of the Association

Welcome to the 2009 Annual Report of the Mississippi Health Care Association (MHCA).

Whether you are a member of our association or you are just becoming familiar with our organization, we invite you to take the time to read through this Annual Report to find out more about MHCA, our mission, our services, and an overview of the accomplishments and activities of the previous year.

MHCA membership provides care to approximately 16,000 patients and residents annually in our state. In addition, our members provide employment to approximately 20,000 Mississippians in various capacities.

With 215 members, MHCA was established in 1953 and is Mississippi's oldest and largest association of nursing homes, personal care homes, and other long-term care facilities. In everything we do, putting our residents first is our top priority.

Throughout this Annual Report, you'll see an increased focus on providing detailed updates on measuring quality and satisfaction among our residents and residents' families because we believe it is important for our members as well as the public to know how we are doing as an industry. You'll also learn more about our Foundation and the work this group is doing to help provide for the needs of our residents.

MHCA is the state affiliate of the American Health Care Association (AHCA), which allows our association to participate in national health care events and forums. In this Annual Report, you'll also learn more about how we work with AHCA to achieve our shared goals on a state and national level.

To better update you about our association's activities for 2009, this Annual Report includes new information about MHCA's strong focus on providing member services, education, and training opportunities, as well as our heightened emphasis on the economic impact of MHCA on Mississippi. Additionally, you'll learn more about our new public relations outreach efforts to let key leaders—and all Mississippians—know about our association, long term care and the services we provide on a daily basis.

Thank you for taking the time to review this 2009 Annual Report. For more information about MHCA, our website is a great resource of information and can be viewed at www.mshca.com.



*Eric Holland, President,
MHCA Board of Directors*



*Vanessa Phipps Henderson,
MHCA Executive Director*

MHCA Leadership

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Treasurer Mark Clay
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Area 2 Vice President William H. Thompson
Area 3 Vice President Bobby Rotolo
Area 4 Vice President Tony Hamrick
Area 5 Vice President Justin Johnson
Area 6 Vice President Reita Hall
Past President C. W. "Tripp" Francis
Past President Steve Delaney
Past President Thomas E. Hill

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Area 2 Joe Ann Fava
Area 3 Anne Thompson
Area 4 Margaret Cade
Area 5 Lisa Welch
Area 6 Vacant

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Director of Special Projects Melzana Fuller
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Executive Assistant Dina Russell

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Associate Representative Vacant
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Area 3 Representative Wendy Kelly
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Area 5 Representative Gail Kimery
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 Wanda Kay Luke
 Beverly Lawson
 Rener Acree Shafer
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 Jason Adams
 Tate Harper
 Sylena Speed
 Cheryl Button Beech

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 John Kelley

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 Debi Burns
 Joe Cokely
 Reita Hall
 Tate Harper
 Peggy Mingee
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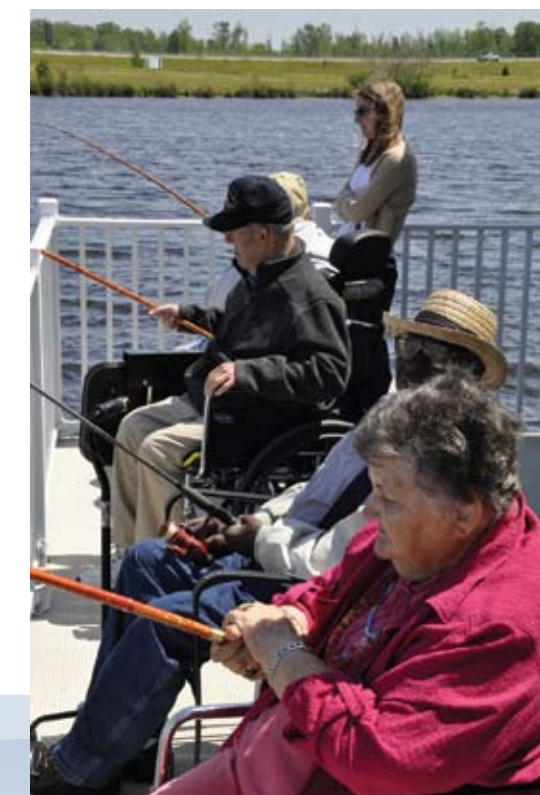
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Social Work

Jennifer McLaurin
 Stephanie Sykes
 Jackie Hankins
 Doll Posey
 Danita Parish
 Meg Deaton
 Cherry Daves
 Rosemary Vail



2009 Year in Review

And Looking Ahead To 2010

The past year included both challenges and successes as we continued to put our residents first by working with our national and affiliate associations, federal and state collaborators, and Mississippi partners in long-term care.

By serving our members through increased education and training opportunities, we are in turn serving all of the residents of MHCA facilities—always striving to provide the best quality of care possible.

In addition to providing valuable services to our member facilities this past year, MHCA made big strides to inform the media, key decision makers, and the public about our association and long-term care in general. This increased focus on changing public perception of nursing homes and long-term care to reflect the positive aspects of our services will continue in 2010 and beyond.

The following pages highlight some of the major issues and initiatives of 2009, as well as some information about planning for the upcoming year. As you review this Annual Report, we want to begin by re-emphasizing our mission, vision, and values of our association.

Mission: Leading the way in long-term care through the passion of our members

Vision: The long-term care profession is respected, supported, and valued

Values: Integrity, protect, honor, compassion



The Mississippi Health Care Association is organized by six geographic regions as represented by this map.

Member Services

As part of MHCA's focus on education and member services, our association held many events throughout the past year to provide information, awareness, and training to our members and their staff.

Nursing Symposium

One prime example of the educational services that MHCA offers is this past year's Nursing Symposium. More than 100 nurses traveled to Ridgeland to participate in MHCA's 6th Annual Nursing Symposium. The theme was "Secrets to Achieving Excellent Care in the Real World of Health Care." Donna Wright delivered an inspiring message to nurse leaders, staff, and consultants that excellent care can be delivered in spite of increasing regulatory demands. The following sponsors exhibited during the conference and provided the nurses with information and giveaways: Nutrition Systems, Inc.; Providence Hospice, LLC; Peak HealthCare; First Choice Medical Supply; Portable Medical Diagnostic, LLC; and Skin Sake.

CNA Conference

Standing room only was the mantra for the 2nd Annual Certified Nursing Assistants (CNA) Conference. This continuing educational program, led by Teepa Snow, inspired and recognized those who serve as the backbone of the long-term care profession: the certified nursing assistant. The education provided included information on nutrition, hydration, and eating and drinking habits of the elderly. Reporting skills were re-enforced along with coping strategies for caregiver stress. This crowd of 219 attendees received tote bags, buttons and lunch bags with the embossed "CNAs: The Heart of Long Term Care" logo. In addition, they were treated to a buffet luncheon followed by an awards ceremony that recognized first, second, and third place winners from each of MHCA's six districts. MHCA's CNA of the Year was Jessie Atkins of Legacy Manor Nursing Home. Pax Hospice, Portable Medical Diagnostic, and Rebecca Adelman Law Firm were sponsors of the endeavor.

JOINT TRAINING

MHCA continues its efforts in maintaining working relationships and open dialogues with other health care entities by providing two annual education sessions entitled Joint Training. "The Interdisciplinary Approach to Care Planning" and "Wound Management in Long-Term Care" were the topics for this year's sessions. These educational sessions provided regulators, ombudsmen, and long-term care providers the chance to obtain knowledge from experts in the field concerning issues common to all long-term care professionals.

LONG-TERM CARE NURSING COALITION OF MISSISSIPPI

"Case Mix" and "Restorative Nursing" were topics presented via statewide conference calls by the Long-Term Care Nursing Coalition of Mississippi. These conference calls afford the membership the ability to learn without the cost associated with time and travel to an in-person event. Nurses came together mid-afternoon to listen and actively participate in questions and answers following the calls.

Member Services

MHCA Area Meetings

Area meetings in Hattiesburg, Grenada, and Ridgeland allowed MHCA members to meet with the Mississippi State Department of Health, Health Facilities Licensure and Certification, MSDH-Emergency Preparedness Department, and Vanessa Henderson, Executive Director of MHCA, to cover regulatory issues, legislative activities, PODs (Points of Distribution), and to entertain ideas and suggestions from the members on what MHCA can do to ensure regulatory and educational needs are being met.

Addressing Workforce Shortages

MHCA continues to collaborate with other stakeholders to combat our workforce shortages. Other statewide partners have identified the need in Mississippi to develop a project focusing on geriatric care. MHCA is one of many partners with Hinds Community College Development Foundation and the Mississippi Office of Nursing Workforce in tackling the nursing shortage through the Mississippi Geriatric Dedicated Education Unit Initiative (MGDEU). This is a learning model led by the Robert Wood Johnson Foundation and the Northwest Health Foundation, Partners Investing in Nursing's Future. This model incorporates the knowledge and skills of bedside nurses' experiences to enhance the clinical experience of the student nurse.



Along with the Mississippi Hospital Association; Health, Research and Educational Foundation, Inc.; the Mississippi Office of Nursing Workforce; Nurse Residency; and Magnetic Resources Inventory, MHCA has partnered with Hinds Community College - Rankin Campus, Meridian Community College, Meridian Community Living Center, Poplar Springs Nursing Center, and Pleasant Hills Community Living Center on a job training initiative for the long-term care sector of health care to help meet future workforce needs.



A new campaign offers high school seniors dual enrollment for practical nursing through an agreement between the community colleges and participating high schools. Free during the senior high school year, the program allows students to earn both college and high school credit; with successful completion of that phase, students enter directly into the second semester of the regular college program immediately after high school graduation. Whether self-paid or with financial aid, the ensuing graduation can result in LPN licensure by December of that same year — offering successful learners a great beginning to a career in nursing within six months of high school graduation.

All involved aim to recruit, educate, enhance workplace transition, retain existing workers, and provide career ladders with continuing education. They expect to reduce turnover and vacancy rates, increase both staff and resident satisfaction, and gain competent new nurses with greater job satisfaction in long-term care facilities.

Continuing Education Opportunities

MHCA continued to deliver continuing education credits for the disciplines represented in our member facilities. Appropriate credentialing bodies awarded continuing education units to administrators, nurses, registered dietitians, certified dietary managers, activity directors, social workers, physical therapists, and physical therapist assistants.

In addition to education-specific events, MHCA continued to provide a broad scope of member services including focused advocacy on the state and national levels; stronger relationship-building with key political leaders; improved interactive and web-based communications, and a stronger commitment to public relations outreach.

Training, education, and networking for long-term care professionals continue to be available through the affiliation with AHCA's National Center for Assisted Living. Various communication vehicles, online resources, learning opportunities, and awards and recognition comprise affiliate benefits.

MHCA President Eric Holland of Fulton was selected to represent Mississippi as an AHCA/NCAL Future Leader in Long-Term Care. He participated in a symposium this past year in Washington, D.C. The conference began a year-long program that offers training and guidance for long-term care professionals who have demonstrated leadership potential and an interest in representing the interests of long-term care providers at the state and national levels. The program covers the latest theories in quality management, customer satisfaction, and leadership. Since the program's inception six years ago, MHCA has had a Future Leader selected by AHCA each year.

Additional Training and Seminars

Activity director and administrator-in-training courses were offered on four separate occasions to assist in providing the facilities with qualified, well-trained staff.

Network 8, the CMS contractor for dialysis centers in Mississippi, partnered with MHCA on a dialysis pilot project approved by CMS that will improve communications between dialysis centers and long-term care facilities.

The American Health Care Association (AHCA) in conjunction with MHCA promoted the first "How to be a Nurse Assistant" training to statewide nurse assistant trainers. This successful two-day event helped nursing assistant trainers in learning adult education methodologies to operate facility-based nursing assistant training programs.

For the first time, MHCA offered "The ABCs of Being an Effective Director of Nursing (DON)". This event focused on management skills and knowledge required to fulfill this leadership position. This two-day seminar encompassed guidelines to assist the nurse in assuming his or her role as a DON. Best practices were shared along with continuous networking with colleagues.

Another first took place on November 4, 2009, when MHCA presented the membership a workshop that afforded participants the opportunity to pursue national certification as a Certified Dementia Practitioner. This program was led by a national certified trainer, Rita Spak. Medical aspects of dementia, communication techniques, activity theories, behavior modifications, and caretaker concerns were some of the topics addressed. Additional continuing education hours for administrators and activity directors were provided.

MHCA's 2009 Annual Convention

The 2009 MHCA Annual Convention and Tradeshow was held June 8-10, 2009, at the Silver Star Hotel & Casino in Choctaw, Mississippi. More than 300 conventioners attended, and more than 240 vendors representing 85 companies exhibited at the Tradeshow this year.

The program presented was centered on enhancing our skills of TEAMWORK, LEADERSHIP, AND COMPASSION for our most treasured population—our residents!

Outstanding speakers included Amy Whitten of the Whitten Group, P.A., who presented "Way Down South: Leading in the Most Southern Places on Earth" and Janie Walters who presented "Normal is Gone and It Won't Be Back." There were also seven other educational presentations including the Virtual Dementia Tour which proved to be a huge success. Social activities included a golf tournament, a Beach Club party, and a dinner/dance with entertainment provided by the "Memphis Soul Revue."

MHCA Continues Advancing Strategically

MHCA continues to believe that the best way to achieve goals is to plan and implement in a strategic way.

That's why the association has chosen to continue the use of the internet-based software tool "Focus And Execute™" as a way to keep its leadership focused on setting out a plan and staying the course throughout the year.

As was done in the previous year, the MHCA Board of Directors, during the annual strategic planning session, discussed and agreed on key objectives for 2009.

The strategic goals for MHCA for 2010 are:

- Positively affect the quality of life for residents
- Secure appropriate reimbursement
- Optimize political and regulatory relationships
- Improve public perception

Legislative Retreat

On October 20, 2009, MHCA's Board of Directors participated in a Legislative Retreat in Ridgeland to review, plan, and discuss MHCA's legislative agenda for the coming year. The Legislative Retreat was highlighted by a presentation about the inner-workings of state government and the legislative process by Amy Whitten of the Whitten Group, P.A. and Bob Davidson, Chief Counsel of the Mississippi Senate and Director of the Mississippi Senate Legislative Services office.

Financing

In order for MHCA members to have economic stability—and most importantly to meet residents' needs—financing is an ongoing issue that is important to MHCA.

MHCA is actively involved in the discussion and negotiations regarding funding for critical programs such as Medicaid. Mississippi long-term care facilities support \$2.2 billion in revenue, invest \$985.5 million in labor income, and generate \$274.6 million in tax revenue.

Because Medicaid funding is so important to giving MHCA facilities the ability to provide a high quality of care for our residents, one of MHCA's strategic objectives calls for a fully-funded Medicaid budget. That's why MHCA remains ready to prevent Medicaid cuts to long-term care.

Additionally, MHCA works closely with the national-level efforts of AHCA to oppose Medicare cuts because of the negative impact these types of cuts would have on the residents of our facilities in Mississippi. Also, MHCA has joined AHCA in our shared commitment to opposing therapy caps, arbitration, and card check legislation.

Measuring Quality of Care

Because of MHCA's dedication to providing high quality care to our residents, our association is committed to measuring the quality of care at our facilities.

To that end, MHCA supports My InnerView, Inc., a nationally-recognized expert in assessing satisfaction levels of residents, residents' families and staff at MHCA facilities. Every year, all MHCA members are encouraged to participate in the My InnerView survey project. My InnerView is a subsidiary of National Research Corporation, which is the nation's largest provider of performance measurement in senior services. Surveys are administered in a confidential way that ensures anonymity and privacy by each survey taker.

In March 2009, MHCA received the results of the My InnerView survey taken by many of MHCA's member facilities residents and resident family members. The following outlines some of the key highlights from the 2009 survey in Mississippi:

Resident Satisfaction

	Excellent/Good	Fair/Poor
Overall satisfaction	86%	13%
Safety of facility	90%	10%
Cleanliness of premises.	88%	13%
Commitment to family updates	85%	14%
Quality of nursing care by RN/LVN/LPN	88%	12%
Respectfulness of staff	81%	19%
Care/concern of staff.	83%	17%
Quality of rehabilitation therapy	88%	13%
Respect for privacy	81%	19%
Meaningfulness of activities	78%	21%
Religious/spiritual opportunities.	86%	13%
Competency of staff	83%	17%
Responsiveness of management.	78%	22%
Quality of dining experience	65%	34%

Residents' Families' Satisfaction

	Excellent/Good	Fair/Poor
Overall satisfaction	85%	15%
Commitment to family updates	88%	11%
Quality of nursing care by RN/LVN/LPN	88%	12%
Respectfulness of staff	87%	13%
Safety of facility	89%	11%
Care/concern of staff.	84%	16%
Quality of rehabilitation therapy	83%	17%
Meaningfulness of activities	83%	18%
Religious/spiritual opportunities.	85%	16%
Competency of staff	84%	15%
Responsiveness of management.	80%	21%
Respect for privacy	88%	13%
Cleanliness of premises.	77%	23%
Quality of dining experience	73%	28%

(Percentages may not total 100% due to rounding.)

The Economic Impact of MHCA on Mississippi

By providing care to more than 16,000 patients and residents every day, the 20,000 Mississippians employed by nursing facility members of MHCA not only provide a valuable service to our seniors, they also have a major impact on our state's economy.

In January 2009, the LewinGroup, a nationally-recognized research firm, released the results of a study about how MHCA is impacting Mississippi's economy. The following are some recent statistics from that study about the economic impact that long-term care has on Mississippi:

- 202 nursing facilities
- 16,483 patients/residents cared for every day
- 20,592 employees of nursing facilities
- \$1.1 billion or 1.2% of direct effect on Mississippi's economic activity (direct effect means specific employment and expenditure activity)
- \$1.6 billion or 1.9% of total impact on Mississippi's economic activity (total impact includes the effect of spin-off activity)
- \$78.5 million generated in state/local taxes by Mississippi's long-term care facilities
- \$152.2 million generated in federal taxes by Mississippi's long-term care facilities
- 14% of patients/residents rely on Medicare to pay for care
- 76% rely on Medicaid to pay for care
- 10% pay for care with private other funds

In addition to the LewinGroup study published in January 2009, MHCA also commissioned an economic impact study undertaken by the Mississippi Health Policy Research Center, a division of the Social Science Research Center at Mississippi State University.

This study, which was published in June 2009, examined the economic impacts of federal Medicaid nursing home spending expenditures on Mississippi during the year 2008.

Highlights from this Mississippi Health Policy Research Center study commissioned by MHCA include:

- For fiscal year 2008, Mississippi's Federal Medicaid Assistance Percentage (FMAP) was 76.19 percent.
- For every dollar spent on Medicaid by state government, the federal government will provide the state with an additional \$3.20.
- Mississippi received \$727.7 million in federal Medicaid matching funds for nursing homes due to the state's spending \$225.9 million on nursing homes through Medicaid.

Oversight

Without question, the services of long-term health care are among the most highly regulated in the country.

MHCA and AHCA recommend written and operational commitment to organization-wide compliance with all applicable laws. This includes both state and federal laws and regulations that govern quality of care, fraud, and abuse-specific concerns as well as a variety of other laws governing the delivery of care and claims for payment in facilities.

MHCA works to maintain and strengthen relationships with regulators, reimbursement agencies, and advocates, and specifically the Mississippi State Department of Health Office of Licensure and Certification, Mississippi Division of Medicaid, and the State Ombudsman.

From fires to hurricanes, pandemic flu, physical or psychological abuse, and tornadoes, MHCA fully realizes that our residents can be vulnerable. That's why providers, advocates, and governing bodies increasingly emphasize all hazards disaster preparedness for long-term care facilities, residents, and staff. MHCA's Disaster Planning Committee will continue to enhance protection, with particularly important resources visible and easy to access for our members and the general public on our website at: www.mshca.com/disaster_resources.htm.



In collaboration with one of our health partners, Mississippi State Department of Health (MSDH), MHCA took on the task of providing twelve separate trainings on the SMARTT (State Medical Asset Resource Tracking Tool) System. These trainings were presented by Professional Research Solutions Group, LLC. This web-based tool was adopted by MSDH to comply with state regulations and is capable of monitoring health facilities, EMS, and health center resources on a regular basis. It allows information to be disseminated throughout a state's health care system. Facilities are required to provide information on a regular basis that monitors bed availability, personnel, and most disaster resources which may be needed in the event of a disaster. Through the use of SMARTT, resources are quickly identified and made available for use in the event of a local, regional, or statewide disaster.

Public Relations Outreach

As part of our strategic goals for 2009, our effort to “improve public perception” was tackled head-on this past year, and will continue to be addressed in 2010.

MHCA has been active on several fronts to inform the media, key decision makers, and the public about the positive benefits of our association, long-term care, and the issues we face as we work to serve our residents and patients.

MHCA staff members have met with several newspaper editorial boards across the state to share information and news about our association. Editorial board meetings at newspapers in Meridian, Vicksburg, Greenwood, and Natchez have all helped to not only inform the media about MHCA, but to also establish stronger relationships with media representatives in those areas.

And to help MHCA member facilities better communicate with their local media outlets, MHCA developed a Media Toolkit in 2009. This printed booklet was developed, designed, and distributed to MHCA members. It is a “how to” booklet about reaching out and responding to the media. It addresses how to be proactive and reactive when dealing with local media outlets.

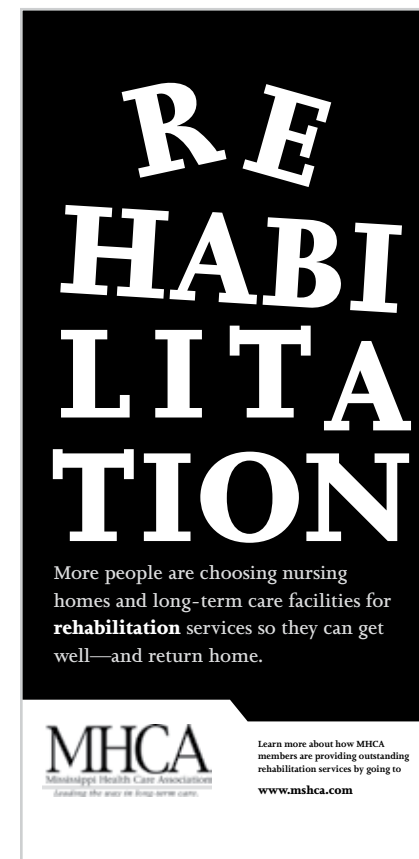
As part of the Media Toolkit distribution, MHCA held a one-day media training seminar to present the Media Toolkit and discuss strategies and ideas on how MHCA members can work with their local media outlets to gain positive attention and coverage in the future.

To help better inform key decision makers in Mississippi, MHCA’s monthly board meetings have included face-to-face lunch discussions with some of the top political leaders in our state. MHCA board meetings have included visits from First Congressional District Congressman Travis Childers; State Senator Hob Bryan (Chairman of the Senate Public Health and Welfare Committee); Candice Whitfield, the health care legislative policy advisor to Governor Haley Barbour; Kirk Sims, the policy director for Lt. Governor Phil Bryant; Third Congressional District Congressman Gregg Harper; Mississippi’s Lt. Governor Phil Bryant; and State Senator Billy Hewes (Mississippi Senate President Pro-Tempore); and State Senator Doug Davis.

These lunch meetings with key leaders, on a bipartisan basis, provide the MHCA board with a relaxed, conversational atmosphere in which to discuss long-term care issues that are of current concern, and to look ahead at issues that may arise in the future. MHCA will continue these types of lunch meetings with key leaders and elected officials in 2010.



MHCA developed a Media Toolkit to help members communicate with their local media.



One of MHCA’s new advertisements to increase public awareness about our mission and value to Mississippi.

Other ways in which MHCA has worked this past year to improve public relations outreach is the development and launch of a new website at www.mshca.com. We invite you to visit our updated website to learn more about MHCA, long-term care, and our upcoming events and activities for 2010.

To better educate the public about long-term care and our association, MHCA recently launched a targeted newspaper ad campaign that will continue in 2010. These advertisements focus on letting people know about the high rankings MHCA facilities received from the My InnerView survey; our association’s economic impact on Mississippi; and actual comments from our residents and their families about the loving care they receive at MHCA facilities.

Awards

In 2009, the MHCA Caregivers, Volunteers, and Certified Nursing Assistants of the Year Awards were given to:

Caregivers of the Year

Overall Winner Cassandra Neal, Trinity Healthcare Center

AREA 1 **1st Place** Cassandra Neal, Trinity Healthcare Center
2nd Place Lois Bell, The Meadows
3rd Place Michelle Patrick, Sunshine Health Care

AREA 2 **1st Place** Debbie Pressgrove, Providence Management, LLC
2nd Place General McKnight, Clarksdale Nursing Center
3rd Place Martha Thomas, Autumn Leaves Nursing Center

AREA 3 **1st Place** Brenda Thames, Methodist Specialty Care Center
2nd Place Gladys Little, Lakeland Nursing & Rehabilitation Center
3rd Place Brandy Bryant, Hillcrest Nursing Center

AREA 4 **1st Place** Alene Parker, Neshoba County Nursing Home
2nd Place Marie Oswald, Rolling Hills Developmental Center
3rd Place Elsie Thompson, MS Care of Morton

AREA 5 **1st Place** Tara Reynolds, Claiborne County Nursing Center
2nd Place Jenny Scott, Golden Living Center, Brookhaven
3rd Place Willie Montgomery, McComb Nursing and Rehabilitation Center

AREA 6 **1st Place** Hattie O'Meara, Covenant Health & Rehab of Picayune
2nd Place Stephanie Simnicht, Singing River Rehabilitation and Nursing Center
3rd Place Sandy Broom, The Myrtles Nursing Center



MHCA's Overall Caregiver of the Year, Cassandra N. Neal of Trinity Healthcare (center), pictured with Vanessa Phipps Henderson, MHCA Executive Director (left) and Eric Holland, President, MHCA Board of Directors (right).



The 2009 MHCA Caregivers and Volunteers of the Year

Volunteers of the Year - Individuals

Co-1st Place Mary Jo Dacus, Madison County Nursing Home
 Frankie Miller, Golden Age Nursing Home

2nd Place Cornelia Carlock, Tupelo Nursing & Rehabilitation Center

3rd Place Sharon Thompson Harvey, Claiborne County Nursing Center

Volunteers of the Year - Group

1st Place Hickory Ridge Bluegrass & Gospel Band, Sunplex Subacute Care

2nd Place Rose Hill B.C. Mission Ministry, McComb Nursing & Rehabilitation Center

3rd Place AARP Amory Chapter 4665, Golden Living Center, Amory

MHCA Certified Nursing Assistants of the Year Awards

Overall Winner Jessie Atkins, Legacy Manor Nursing & Rehabilitation Center

AREA 1 **1st Place** Conrada Tutor, Sunshine Health Care
2nd Place Zena Rogers, The Meadows
3rd Place Kimberly Bowen, Golden Living Center, Amory

AREA 2 **1st Place** Jessie Atkins, Legacy Manor Nursing & Rehabilitation Center
2nd Place Carolyn Gray, Quitman County Nursing Home
3rd Place Vernita Glenn, Walter B. Crook Nursing Facility

AREA 3 **1st Place** Shelia Kelly, Community Place
2nd Place Jennifer Jordan, Trinity Mission Health & Rehab
3rd Place Ollie Williams, Oasis Health & Rehab, Yazoo City

AREA 4 **1st Place** Clara Outlaw, Rolling Hills Center, MR/DD
2nd Place Pat James, Starkville Manor
3rd Place Mary Ann Jefferson, Neshoba County Nursing Home

AREA 5 **1st Place** Yolanda Willis, Covenant Health & Rehab, Vicksburg
2nd Place Hazel Williams, Golden Living Center, Brook Manor
3rd Place Irene James, Golden Living Center, Tylertown

AREA 6 **1st Place** Tonette Ladnier, Sunplex Subacute
2nd Place Shirley Phillips, River Chase Village
3rd Place Denise Monti, Dunbar Village



MHCA CNA of the Year, Jessie Atkins of Legacy Manor, pictured with Vanessa Phipps Henderson, MHCA Executive Director (left) and Reita Hall, MHCA Area 6 Vice President, Board of Directors (right).



The 2009 MHCA CNAs of the Year



A large crowd attended the 2009 MHCA CNA Conference

The Mississippi Health Care Foundation helps enhance the quality of life for nursing home residents.

The Foundation helps bridge the gap between the quality of care provided in nursing home facilities and those special emotional and physical needs not covered by insurance policies, Medicare, Medicaid, or even family members. The Foundation organizes special outings and events to fulfill lifelong dreams of nursing home residents. In addition, the Foundation also awards educational scholarships to long-term health care staff members.



*The cover of the MHCA 2010
"Art From The Heart" Calendar*

Every year, the Foundation produces and sells calendars featuring art from residents all across the state. Residents in MHCA facilities compete to get their paintings or drawings selected for the cover or one of the monthly feature pages. Honorable mention artists' work also appears in the calendar. The artwork this year was exceptionally good, and the Foundation had note cards printed as another way to feature the residents' artwork and raise money for the Foundation.

The 2010 Foundation calendar is titled "Art From The Heart." Each calendar also tells the stories behind each artist's thoughts while developing the artwork, which are humbling and inspirational. Sales benefit the Foundation, which provides personal items many residents otherwise could not have, such as eye glasses and dentures; Make A Memory events; and scholarships for long-term care workers who wish to further their education.

The annual golf tournament held in April is a major fundraiser for the Foundation and is well supported by member facilities and associate members. Other fundraisers include annual pledges, a Motorcycle Run in south Mississippi, and events sponsored by facilities.

A highlight for nursing home residents is the annual Residents Convention, which is sponsored by the Foundation. The 2009 Residents Convention was an overwhelming success with more than 260 residents plus 225 staff members in attendance.

MHCA

Mississippi Health Care Association

Leading the way in long-term care.



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