



**Florida  
Health Care  
Association**

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

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## **Long term care providers to gather in Hollywood**

*Florida Health Care Association Hosts Annual Conference to address nursing home quality care, reimbursement and other trends in health care*

**Tallahassee, FL** - Despite the uncertainty of today's economy, long term care remains a necessity for the state's growing aging population, and continuous education among long term care providers is important to a strengthened health care workforce. **The Florida Health Care Association will host its 2009 Annual Conference & Trade Show at The Westin Diplomat Resort & Spa in Hollywood from August 11 – 14, 2009**, where nearly 1,000 long term care providers and those who support them will gather for a comprehensive overview of long term care in today's complex environments. State and nationally-recognized speakers will share insight on Medicare and Medicaid reimbursement; innovative approaches to workforce operations and quality care improvements; trends in health care; assisted living and nursing home regulatory updates and federal and state legislative activities.

Notable speakers include Mary Tellis-Nayak of My InnerView, Inc.; Scott Bell, President of Delta Health Group; Beecher Hunter, President of Life Care Centers of America; Tra Beicher from TIS, Inc.; Secretary Doug Beach of the Department of Elder Affairs; Polly Weaver of the Agency for Health Care Administration and Kathryn Hyer, USF Policy Exchange Center on Aging. A 275-booth Trade Show will also give attendees a glimpse of today's cutting-edge, long term care products.

The event will also include a presentation of FHCA's annual achievement awards, including the Association's highest honor, the *Walter M. Johnson Circle of Excellence Award*, as well as the FHCA and FCAL *Administrators of the Year*, *Volunteers of the Year* and Willis J. Gregson Associate Member of the Year.

For more information about the FHCA 2009 Annual Conference & Trade Show, visit the FHCA Web site at [www.fhca.org](http://www.fhca.org).

### **ABOUT THE FLORIDA HEALTH CARE ASSOCIATION**

The Florida Health Care Association (FHCA) is a federation which serves nearly 1,000 members and represents over 500 long term care facilities that provide skilled nursing care, short-term rehab, assisted living and other services to the frail elderly and individuals with disabilities in Florida. FHCA was founded on the premise that its members have a moral obligation to the residents they serve, and since 1954 the Association has worked diligently to improve quality of care and quality of life for the state's growing elder care population. For more information about the Florida Health Care Association, visit [www.fhca.org](http://www.fhca.org).

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*Representing the Florida Long Term Care Community*

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