

Associate Membership in IHCA ICAL

Connecting with the LTC continuum

About IHCA ICAL

Established in 1950, Iowa Health Care Association (IHCA) is the state's largest organization of long term care providers, representing skilled nursing facilities. Partnered with the Iowa Center for Assisted Living (ICAL), that represents assisted living programs, residential care facilities, home health agencies, and senior living communities, IHCA and ICAL represent 650+ organizations; over 85 percent of long term and post-acute care service providers in both urban and rural Iowa. IHCA ICAL is the voice of quality long term and post-acute care and services in Iowa.

About Associate Membership

Associate Membership in IHCA ICAL allows businesses and organizations that supply goods and/or services to the long term and post-acute care continuum of providers to become members of IHCA ICAL. Application must be approved by the IHCA and ICAL Boards of Directors. Associate Membership costs \$500 per calendar year; fees must be paid at the time of application.



- **Convention and Trade Show** - Associate Members receive a Trade Show booth at a reduced rate (first-come, first-serve) and are listed as a Member Exhibitor in the Convention Program Guide. The event, held each fall in Des Moines, is attended by 1,000 administrators, owners, nurses, department heads, and staff members.
- **Association Member Mailing List** - Upon request, Associate Members are provided with a list of IHCA ICAL member facilities in Excel format.
- **Member Communications** - The Associate Member's designated staff member receives the IHCA ICAL e-newsletters with the latest on trends and issues affecting Iowa's long term care providers. A link to the Associate Member list is available to all member facilities via our weekly newsletter.
- **Member Education** - Associate Members can attend IHCA ICAL education programs and seminars at the members-only reduced rate. This includes the annual convention, district meetings and seminars held at locations all across the state.
- **Professional Connection** - IHCA ICAL's professional staff serves as a resource to answer questions for Associate Members about serving the needs of Iowa's long term care providers.
- **Membership Recognition** - Associate Members receive an IHCA ICAL Associate Membership certificate.

Sponsorship Program

Associate Members are invited to increase their visibility and exposure to members' key decision makers by participating in the IHCA ICAL Sponsorship Program. The Sponsorship Program offers additional benefits at levels of sponsorship ranging from \$5,000 to \$25,000 per calendar year. All levels include Associate Membership benefits, a free Trade Show booth, exclusive key decision makers contact opportunities, and much more!

For more information

Contact Marcia Hewitt, Director of Membership Services, at marcia@iowahealthcare.org or 515.978.2204.



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