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ASSOCIATE BUSINESS MEMBER

July 1, 2021

Dear Member:

The American Health Care Association is proud to represent the long term care community across our country. Over the last year, long term care providers became the epicenter of the pandemic and providers, staff, residents and families had to adapt to constantly changing circumstances. In May 2020, the Board of Governors of AHCA, and its affiliated state associations, approved a \$10 per bed special dues assessment for 2020 and 2021 for nursing facility beds to fund a two-year national media campaign. Using the funds collected in 2020, AHCA undertook a coordinated communication campaign to encourage communities to rally around long term care residents and workers at a time when they needed it most.

In the face of inadequate testing, makeshift PPE and many other challenges, long term care staff worked long hours to put our vulnerable residents first. Using the funding from the dues assessment, AHCA executed a national communication strategy to drive awareness to the severity of our situation among key decision makers and influencers with an urgent call to action to send the resources we desperately needed. To secure assistance in the form of funding and resources, including additional staffing, PPE and COVID testing, we launched a communications campaign that included a combination of earned media and targeted digital and television advertising to drive our message directly to state and federal officials and health care policy influencers. Some of the tactics we used included:

- A 50-state digital and television advertising campaign
- Press stories in national and local outlets
- Videos featuring real long term care staff, residents and their families
- Social media

As lawmakers began discussions around COVID-19 relief funding, we launched a website at www.SaveOurSeniors.org detailing the support needed for nursing homes and all long term care providers. Simultaneously, we launched www.CareNotCOVID.com allowing the general public to send encouraging messages to nursing home residents and staff and using the hashtag #CareNotCOVID to highlight positive stories of recovery, heroism and community support. Our effort successfully shaped the narrative around the crisis that long term care facilities were facing by consistently driving the call for help from the public health sector. Celebrities such as Jimmy Kimmel, DeMarcus Cousins and Robert DeNiro shared video content related to long term care communities. In addition, #CareNotCOVID garnered more than 10 million impressions and was covered by the Today Show.

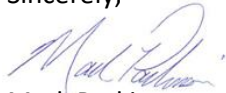
Most importantly, our campaign helped AHCA/NCAL secure vital funding and supplies for long term care facilities – including \$12 billion from the HHS Provider Relief Fund distributed to long term care facilities across the nation.

AHCA, along with its affiliate state associations, will continue our efforts to obtain essential resources for the sector during this time of unparalleled need. We know that our member providers and staff still face unprecedented challenges as we recover the pandemic.

In 2021, our national media campaign will continue to tell our story by educating the public and policymakers and carrying the message to those who make family decisions regarding long term care. The dues assessment along with contributions from AHCA and other donors will be used to advertise nationally on behalf of the long term care profession. This campaign will continue to include national and D.C.-specific digital and national cable television advertising. The dues assessment was determined to be an equitable means of funding our ongoing national campaign.

If you have questions regarding this invoice, please contact us at dues@ahca.org.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark Parkinson', is positioned above the printed name.

Mark Parkinson
President & CEO