



For Immediate Release
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The Laurels of Chatham Receives Bronze Award for Outstanding Quality Care

--Commitment to performance excellence in long term and post-acute care facilities honored by the National Quality Award Program --

Pittsboro, NC – The Laurels of Chatham has been recognized as a 2012 recipient of the *Bronze – Commitment to Quality* award for its dedication to improving quality care. The award is one of three distinctions possible through the National Quality Award program, presented by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL). The program honors facilities across the nation that have demonstrated their commitment to the quality improvement journey.

“Each one of the award recipients has proven its dedication to improving lives through quality care, and it is a privilege to honor them with this year’s award,” said Governor Mark Parkinson, President and CEO of AHCA/NCAL. “We congratulate The Laurels of Chatham on this achievement.”

Implemented by AHCA/NCAL in 1996, the National Quality Award Program is centered on the core values and criteria of the *Baldrige Performance Excellence Program*. The program assists providers of long term and post-acute care services in achieving their performance excellence goals.

The program has three levels: Bronze, Silver, and Gold. Facilities begin the quality improvement process at the Bronze level, where they develop an organizational profile with essential performance elements such as vision and mission statements and an assessment of customers’ expectations. Bronze applicants must demonstrate their ability to implement a performance improvement system. A team of trained Examiners reviews each Bronze application to determine if the facility has met the demands of the criteria. As a recipient of the *Bronze - Commitment to Quality* award, The Laurels of Chatham may now move forward in developing approaches and achieving performance levels that meet the criteria required for the *Silver - Achievement in Quality* award.

“The commitment these facilities have made to quality care does not stop with this benchmark award” says Chick Stepahin, Chair, AHCA/NCAL National Quality Award Board of Overseers.

“The journey to quality care requires dedication, and The Laurels of Chatham has risen to the challenge.”

The awards are sponsored by AHCA/NCAL Associate Business Member My InnerView, a Web-based applied research and quality-management company that supports leaders across the entire assisted living, senior housing and skilled nursing profession with tools to measure, benchmark and improve performance.

The award will be presented to The Laurels of Chatham during AHCA/NCAL’s 63 Annual Convention and Exposition, October 7-10, 2012 in Tampa, FL.