



January 14, 2020

FOR IMMEDIATE RELEASE

Contact: Sage Fox, Regional Director of Business Development | 330-830-9988
Ryan Zimmerman, Corporate Communications Manager | 614-794-8800

The Laurels of Massillon Earns AHCA/NCAL Quality Initiative Recognition

One of only 624 skilled nursing facilities to achieve four or more quality improvement goals

MASSILLON, Ohio – The Laurels of Massillon, a skilled nursing and rehabilitation center operated by Laurel Health Care Company (LHCC), was recently recognized as a Tier 4 Achiever by the American Health Care Association and National Center for Assisted Living’s (AHCA/NCAL) Quality Initiative Program for its work to improve the quality of care for short-term and long-term residents.

The AHCA/NCAL Quality Initiative Program challenges long term and post-acute care member providers to meet specific, measurable targets by March 2021. Since the launch of these national quality goals in 2012, fewer residents are returning to the hospital and use of antipsychotic medications has declined.

Skilled nursing centers receiving recognition achieved at least one of AHCA’s Quality Initiative goals, which are:

- Hospitalization: Safely reduce long-stay and short-stay hospitalizations by 10 percent—or maintain a rate of 10 percent or less;
- Functional Outcomes: Improve functional outcomes (mobility) by 15 percent;
- Customer Satisfaction: Improve long-stay and short-stay satisfaction by 10 percent—or achieve a rate of 90 percent or greater; and
- Antipsychotics: Safely reduce the off-label use of antipsychotics by 10 percent—or maintain a rate of 8 percent or less in long-stay residents, and maintain a rate of 1 percent or less in short-stay patients.

As a Tier 4 achiever, The Laurels of Massillon was one of only 624 skilled nursing facilities nationwide to meet four or more goals and receive top recognition through the Quality Initiative Program.

“As leaders in the skilled nursing industry, The Laurels of Massillon and Laurel Health Care Company are committed to the quality improvement efforts being made nationwide to ensure the highest levels of care for residents,” Cathy Chiovaro, LHCC vice president of operations, said. “We thank AHCA/NCAL for this tremendous recognition. It is an excellent endorsement that The Laurel Way of Caring makes a difference!”

All buildings that met AHCA Quality Initiative goals will be honored at the AHCA/NCAL Quality Summit in Grapevine, Texas, in March 2020.

###

ABOUT THE LAURELS OF MASSILLON AND LAUREL HEALTH CARE COMPANY

The Laurels of Massillon is a premier 120-bed skilled nursing and rehabilitation center offering a friendly, comfortable living environment and some of the most comprehensive health care programs in Northeast Ohio.

Laurel Health Care Company is a national provider of skilled nursing, rehabilitation, sub-acute and assisted living services. With more than 40 locations in five states – Ohio, Michigan, Indiana, North Carolina and Virginia – LHCC is dedicated to achieving the highest standards of care and caring for its guests and their families.

ABOUT AHCA/NCAL

The American Health Care Association and National Center for Assisted Living represent nearly 14,000 non-profit and proprietary skilled nursing centers, assisted living communities, sub-acute centers and homes for individuals with intellectual and development disabilities. By delivering solutions for quality care, AHCA/NCAL aims to improve the lives of the millions of frail, elderly and individuals with disabilities who receive long term or post-acute care in our member facilities each day. For more information, visit www.ahca.org or www.ncal.org.