



FOR IMMEDIATE RELEASE  
June 8, 2021

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### **Four Champion Care Facilities Earn 2021 AHCA/NCAL Bronze National Quality Awards**

MADISON – Four Champion Care facilities have been recognized as a 2021 recipient of the Bronze – Commitment to Quality Award by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL) for its commitment to improving the lives of residents through quality care. The distinction is the first of three progressive award levels through the AHCA/NCAL National Quality Award Program. The program, presented by the leading association in long-term and post-acute care, honors association members across the country that have demonstrated their commitment to improving quality of care for seniors and people with disabilities.

The four centers include:

- The Bay at Eastview Health and Rehabilitation Center – Antigo, WI
- The Bay at Nu-Roc Health and Rehabilitation Center – Laona, WI
- The Bay at Oconto Health and Rehabilitation Center – Oconto, WI
- The Bay at Waters Edge Health and Rehabilitation Center – Kenosha, WI

“On behalf of all Champion Care’s facilities who have been recognized for this significant achievement, we congratulate the Administrators, Directors of Nursing and their teams at The Bay facilities at Eastview, Nu-Roc, Oconto, and Waters Edge for this important recognition,” said John Vander Meer, Director of Development for Champion Care, which operates 11 skilled nursing and assisted living facilities in Wisconsin. “The Bay facilities are proud to do everything we can to advance excellence in our centers.”

Created by AHCA/NCAL in 1996, the [National Quality Award Program](#) is a rigorous three-level process that is reviewed and judged by trained experts against a set of nationally recognized standards for organizational excellence. The standards of the Baldrige Performance Excellence Program help organizations achieve superior performance in order to improve quality of life and care of long-term care residents and staff.

Providers begin the quality improvement process at the Bronze level, where they develop an organizational profile with essential performance elements such as vision, mission statement, and key strengths and challenges. Bronze applicants must also demonstrate their ability to implement a sustainable performance improvement system. Trained Examiners review each application to determine if the center has met the demands of the criteria. As a recipient of the Bronze - Commitment to Quality Award, each of these facilities may now move forward in developing approaches and achieving advanced levels of performance that meet the Silver - Achievement in Quality Award criteria.

“I applaud the resiliency of “The Bay” facilities for taking this important step towards sustainable quality improvement while heroically protecting and caring for residents during one of the most challenging years in recent history,” said the AHCA/NCAL National Quality Award Board of Overseers Chair Tammy Kelly. “I encourage “The Bay” facilities to continue on its path to becoming among the best in the country.”

The awards will be presented during AHCA/NCAL’s 72nd Convention & Expo in National Harbor, MD, which will be held from October 10-13, 2021.

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