



FOR IMMEDIATE RELEASE  
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### **The Bay at Oconto Health and Rehabilitation Center Earns 2021 AHCA/NCAL Bronze National Quality Award**

OCONTO, Wis – The Bay at Oconto Health and Rehabilitation Center has 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.

“On behalf of the hard-working Team at The Bay at Oconto Health and Rehabilitation Center, we are proud to be recognized with a Bronze National Quality Award,” said Brianna Gretzinger, Administrator of the Oconto, Wis. facility. “This Award recognizes the significant effort that our entire Team has done as a community facility to advance the quality of care we provide to the older adults whom we are honored to serve.”

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, The Bay at Oconto Health and Rehabilitation Center will 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 at Oconto Health and Rehabilitation Center 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 Team at Oconto 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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