



Assisted Living Federation of America

OVERVIEW:

Founded in 1990, the Assisted Living Federation of America (ALFA) serves as the voice for operators of senior living communities and the seniors and families those communities serve.

MISSION:

The members of the Assisted Living Federation of America (ALFA) exemplify the principles of choice, dignity, and independence for seniors. To support these principles and to enhance quality of life for seniors, ALFA influences public policy, promotes business excellence, and ensures an informed public.

ADVOCACY

ALFA educates federal and state policymakers about the assisted living philosophy and advocates for public policy that advances quality of life for seniors. Examples of ALFA advocacy efforts in 2010 included:

- Working to secure passage of elements of health care reform to offer seniors more choices and access to long term services and support.
- Advocating for or against legislation that would reduce employee privacy and increase the costs of operating senior living companies.
- Partner with ALFA allied state affiliates and ALFA chapters to advance ALFA public policy positions in states evaluating their assisted living regulations.

ALFA Public Policy and Advocacy programs also include:

- ALFA Annual Advocacy Day when 150 senior living professionals from ALFA member companies visit with their members of the U.S. Congress to discuss matters important to senior living.
- ALFA Heroes on the Hill Day bring together ALFA front line Hero Award winners with their members of Congress to share information about the services they provide every day.

ADVANCING EXCELLENCE

Senior living is continuously evolving in order to meet the changing needs of consumers, and offer accessibility, choice, dignity and independence. As a result, senior living providers and those companies serving senior living share best practices through ALFA programs to raise standards and improve the quality of care and service offered to seniors and their families.

THE VOICE OF SENIOR LIVING

ALFA is the shared voice of resident-centered, consumer-driven senior living and the seniors and families served. Through outreach, advocacy and media, ALFA informs the public and policymakers about the critical role senior living communities play to champion quality of life for seniors.

ALFA MEMBERSHIP

There are currently two categories of ALFA membership – companies that operate and manage senior living communities and allied companies that serve with senior living operators. Companies and

organizations join ALFA and the benefits of membership are provided to executives and managers at the companies and their communities.

ALFA MEDIA & RESOURCES

ALFA develops and publishes a wide variety of media focused on senior living to educate, inform and inspire its members, the public and policymakers. Media include:

- Assisted Living Executive magazine (ALE) – the bi-monthly print publication spotlights the latest advances in the senior living business and offers news, tips and insightful pieces. It is also available online at www.alfapublications.org.
- ALFA Update – the weekly e-newsletter includes news briefs, case studies and opinions to keep senior living professionals in the know.
- ALFA Buyer's Guide – Senior living operators seeking quality products and services can turn to the ALFA Buyer's Guide. ALFA allied members and other companies offer a variety of options and solutions.
- ALFA Career Center – Companies may post jobs and senior living professionals may peruse jobs and post resumes that companies may review. ALFA members get job postings included as part of membership.

ALFA EVENTS

ALFA brings its members and other industry thought-leaders together each year to encourage collaboration, best practice sharing and professional development. These events include:

- ALFA annual Conference & Expo – the premier event in senior living includes three days of advanced educational sessions, a solutions oriented expo, high-profile awards ceremonies and networking opportunities.
- ALFA Leadership Forum – an intensive one day program for senior executives at leading ALFA member companies, the ALFA Forum is designed to foster problem solving discussions and promote excellence at ALFA member companies and communities.

ALFA CONSUMER RESOURCES

As part of ALFA's commitment to advance the assisted living philosophy, it offers a free senior living community directory to consumers searching for communities. Additionally, ALFA provides a number of checklists, brochures and information to help consumers consider their needs, evaluate communities and make the decision to move to a senior living community. These resources are available at www.alfa.org/consumer_corner.

ALFA AWARDS

Each year, ALFA recognizes individuals, companies and organizations for embracing the assisted living philosophy and advancing excellence in senior living. These award programs include:

- ALFA Hero Awards – Honoring the dedication and compassion.
- ALFA Best of the Best Awards – Celebrating innovation in the industry.
- ALFA Public Policy Awards – Policymakers whom champion quality of life for seniors.

ALFA CHAPTERS & AFFILIATES

ALFA operates four state chapters and has agreements with 32 independent ALFA affiliate organizations that focus on state-specific public policy initiatives and education efforts. More about ALFA state chapters and affiliates is available at www.alfa.org/affiliates