

Ceca Foundation Expands Award Program in WV, PA, and MD

Innovative Engagement Program Uses Technology to Recognize Caregivers with Six New Healthcare Partners

WASHINGTON, DC, May 14, 2019 – Ceca Foundation, established in 2013 to celebrate caregiver excellence, is launching its innovative Ceca Award Program with six healthcare communities in West Virginia, Pennsylvania, and Maryland.

Ceca's Healthcare Partners selected for launch include:

- **Genesis Franklin Woods Center**, which provides short-stay rehab, cardiac and pulmonary specialty programs, long-term care, palliative, and hospice services in its 117-bed Baltimore, MD facility.;
- **Genesis Glade Valley Center**, which offers a wide array of rehab services in its 124-bed Walkersville, MD facility;
- **Genesis Perring Parkway Center**, a 110-bed facility in Towson, MD that provides short-stay rehab and long-term care;
- **Genesis Hilltop Center**, a 120-bed skilled nursing center offering short-stay and long-term care located in Hilltop, WV;
- **West Virginia Caring**, which specializes in hospice care and serves 12 counties in North Central West Virginia; and
- **HCR ManorCare West Reading**, which provides individualized post-hospital skilled nursing care to its 176 residents in West Reading, PA.

“These skilled nursing facilities and hospice centers recognize caregiver excellence as a primary driver of improving outstanding patient care, and their employees are dedicated to the delivery of high-quality, personalized healthcare to all,” said Nathan S. Hamme, President of Ceca Foundation. “We are delighted to work with these new communities and want to highlight the addition of two healthcare partners that solidifies our expansion into West Virginia. Success in improving the experience of patients, residents, and family members who come to these facilities for care will allow us to accelerate adoption of the Ceca Award Program by other care communities across the country.”

Since the launch of the award program in 2014, more than 18,000 nominations have been submitted, and those healthcare workers have been publicly recognized for caregiving excellence by their peers, residents, patients, and families. More than 120 individuals were selected for the Ceca Award in 2018 alone. In cooperation with its healthcare facility partners, Ceca operates the program and underwrites most costs for its innovative recognition process and platform. It has partnered with three dozen hospitals, nursing, hospice, and mental health facilities in the mid-Atlantic region.

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About Ceca Foundation

Ceca Foundation, a 501(c)3 nonprofit based in Washington, D.C. partners with hospitals, nursing, and other healthcare communities to recognize their exceptional caregivers. Ceca seeks to improve the patient experience by publicly recognizing caregivers through its innovative technology platforms (including its software and CecaTV network), support services, and monetary awards. For more information, visit www.CecaFoundation.org. Follow us on [Twitter](#) and [Facebook](#). To schedule an interview with one of our award recipients, contact Lori Stewart.

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