

Ceca Foundation Announces Healthcare Partnership with Arosa
Extending Innovative Caregiver Recognition to In-Home Care Communities

WASHINGTON, DC, February 2, 2021 – Ceca Foundation (Ceca), established in 2013 to celebrate caregiver excellence, is launching the Ceca Award with Arosa, a leading provider of senior care management and in-home healthcare, and the first organization of its kind to partner with Ceca.

Backed by Bain Capital Double Impact, Arosa currently operates through locations in California, Florida, Illinois, Massachusetts, New Jersey, North Carolina, Tennessee, and Texas providing innovative models of care through its 2,000 home healthcare workers. Arosa prides itself on its holistic approach to its cared-for community, focusing on each individual’s overall needs above and beyond just physical and functional needs.

“Arosa’s mission is to be the best employer to the best care professionals and to create new, better models of care to reach more clients and families,” said Ari Medoff, Arosa’s Chief Executive Officer. “The Ceca Award will help us recognize caregiver excellence and create new standards of care in the fast-growing in-home care industry, while maintaining our focus on professionalizing direct care jobs and celebrating the meaningful work of caregivers.”

“As the population ages and incidences of chronic disease continue to rise, we’re seeing more caregivers engaged in the home healthcare industry,” Matthew Lawlor, Executive Chair of Ceca Foundation, commented. “More healthcare communities now embrace technology and online communications, and Ceca’s peer-to-peer model is well-positioned to reach healthcare communities whose staffs are more decentralized.”

Many in-home care providers are seeking new ways to connect with their otherwise isolated employees, especially as physical distancing has become a priority during COVID and there has been increased demand for in-home care services. Ceca’s model of caregiver recognition and its proprietary software provides the tools and support healthcare communities need to foster a collaborative environment, despite the distance. Additionally, with proven results of increased employee engagement, decreased turnover, and improved quality of care, the Ceca Award is a natural fit for these providers.

“The addition of Arosa to the growing list of Ceca healthcare partners allows us to introduce the Ceca Award to an additional 2,000 care providers in eight new states. This is a unique

opportunity for both Ceca and the broader to community to thank the growing market of at-home caregivers. We look forward to working with Arosa to celebrate their team members and honor their contributions to improving patient care in the home,” added Nate Hamme, President of Ceca Foundation.

Since the launch of the Ceca Award program, more than 25,000 acts of care have been recognized by peers, residents, patients, and families to honor those healthcare workers for caregiving excellence. Over 750 recipients have been selected for the Ceca Award. In cooperation with its healthcare facility partners, Ceca operates the program and underwrites most costs for its innovative software and cash awards. It has now partnered with around four dozen hospitals, skilled nursing, hospice, mental health facilities and at-home care providers across the nation.

About Ceca Foundation

[Ceca Foundation](#) (derived from “Celebrating caregivers”) is a 501(c)3 nonprofit based in Washington, DC, which partners with hospitals, skilled nursing, aging care and other healthcare communities to recognize their exceptional caregivers. Founded by Matthew and Rosemary Lawlor, 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—totaling nearly \$300,000 to date. For more information, watch a brief [introductory video](#) and follow us on [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

About Arosa

[Arosa](#) is the nation’s largest provider of integrated care management and home care services. Our compassionate care professionals are supported and celebrated as they care for our clients and provide peace of mind for the whole family. Please [visit our website](#) for more information or to [find an office location](#) near you and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).

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