

Healthcare Association Partnerships

Ceca Foundation was established in 2013 to “Celebrate caregivers” and improve the human experience in healthcare communities by honoring the work of their exceptional team members. Ceca works with hospitals, SNFs, AL, PC, LifeSpan and other care communities across the country running impactful healthcare worker recognition and engagement programs.

The work we do with healthcare communities is critical to their success. Our recognition model has proven effective at increasing employee engagement, reducing turnover, and most importantly, improving quality of care.

How Can Ceca Add Value For Your Association?

CONFERENCES AND CONVENTIONS

- Use of Ceca platform for recognition event during your annual conferences (top nurse, etc.)
- Informational sessions, keynotes or panels for attendees

MARKETING AND PROMOTION OF ASSOCIATION

- Promotion of your conferences, events, publications, or initiatives as they relate to Ceca’s core mission
- Attribution on CecaFoundation.org
- Coordinated sharing on social media initiatives — tagging, hashtags, shared content
- Exclusive partnership for your Association’s initiatives within your state or footprint

EDUCATION OPPORTUNITIES

- Customized webinars on employee recognition for CE credits
- Advocacy of best practices as a thought leader in workforce and healthcare worker engagement

VALUE-ADDS FOR INDIVIDUAL ASSOCIATION MEMBERS

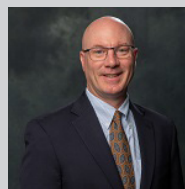
- Continuing education webinars and presentations on workforce development and employee engagement
- Coordination and partnership on grantmaking applications and development opportunities from CMS and others
- Discounts for provider members to bring the Ceca Award to their community

“Providence Place has always put our residents first, and we know our team members are on the front lines providing the compassionate care that defines us. Partnering with Ceca allows us to publicly recognize our staff for going above and beyond in service of the residents and families who walk through our doors. And the Ceca team helps us find new and impactful ways to honor their contributions in making our communities best-in-class for those we serve.”



Rick Barley, VP of Operations
Providence Place Senior Living

“Just as we advocate for our nursing, assisted living, and personal care member organizations, Ceca advocates for the nurses, housekeepers, food service workers and more who care for our nation’s sick, injured and elderly. We firmly believe that exceptional care starts with cultivating an exceptional workforce. Our partnership with Ceca is based on a shared passion for giving Pennsylvania’s patients and long-term care residents the highest quality of care and supporting the healthcare heroes who provide it.”



Pete Tartline, COO/Executive VP
Pennsylvania Health Care Association