

Associate Member Benefits

Your company profile will be listed on the Website's Member section. Virtual tours are advertised as a highlight of our website. **Website exposure: Annual Page Views: 350,000+** As a new member, a welcome with your profile is sent to all members, announcing you have joined. Our members know to review the member list first when looking for a product or service.

Promotion includes monthly emails titled: "Meet our Members" and **a film strip** at the bottom of every website page. Our website boasts activity that exceeds similar like-minded associations in Canada. *Ask us about additional advertising on our website. Other promotion examples are:*

- **Suite/bed availability will be posted on our Home Page to enhance your occupancy**
- "Rotating Banner" shown, highlighting all members
- Shall receive a detailed contact list of the members of the Association.
- Are eligible to be nominated as a member of LTCAM Board & Committees
- Special projects organized and coordinated for you, for example Dementia Care Training for healthcare and staff without a healthcare background, virtual tours, marketing, & raising awareness for seniors' living options.

Networking: Receive invitations to LTCAM events such as the AGM Wine & Cheese, Continental Breakfast at the Annual Provincial Conference, and Holiday Gathering. There are also opportunities to serve on various committees of the Association. **Our Membership list with contact information** will be provided to you allowing you to initiate building relationships with our Active & Associate Members.

Communications: Our popular navigation section of the website is helping to raise awareness of the seniors care and living options available starting with our members. Our "What's New" section on the Home page, highlights key issues facing our sector as well as offers insights on best practices.

Advocacy: When members are having issues with local health authorities or the government, our Association and Board of Directors are there to provide guidance and support. Our members understand that there is strength in numbers and we make gains as a collective voice that individually would be very difficult to achieve.

Media Relations

As the largest association representing the continuing care sector, we act as the industry voice in all regions of the province. We also host the largest and **ONLY** Long Term & Continuing Care Conference and Exhibition in Manitoba. Through news releases, consultations, committee work, written correspondence, and opinion pieces we are helping to communicate your priorities. In 2020-21 LTCAM participated in over 200 interviews and issued four major position papers.

Your support for seniors and staff in the long term continuum will be recognized by the Association in the following published media: LTCAM Website, Conference brochures, Membership lists, News Releases, Monthly email blasts and other Promotional materials.

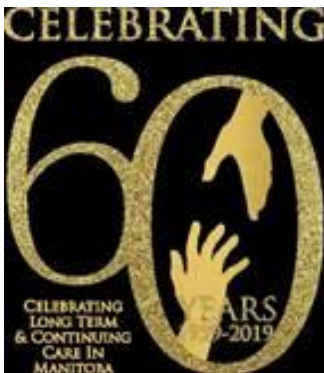
Government Relations

Provincial: Our staff and Board of Directors have been very successful at making sure your issues are front-and-centre in Manitoba. We have met with Cabinet Ministers, senior health officials, and MLAs. Frequent and timely communications on topics relevant to the continuum of care are distributed to our Members. Regular News Releases (in French & English) are issued to over 4,000 persons, on topics of interest, raising awareness for Manitoba Seniors and the staff who serve them.

National: LTCAM serves on the Board of the Canadian Association for Long Term Care. The Board Executive meets twice per year in Ottawa recently. We meet with MPs and senators. We are well received.

Special Projects: In collaboration with our members and other health care stakeholders, the Association develops and implements individual initiatives that support our action plan goals. These have focused on the employee training, and inter-generational projects. We have released the report to the Minister of Health.

The Long Term & Continuing Care Association of Manitoba (LTCAM) is a not for profit corporation with more than 125 members, representing over 5,000 beds and suites across the continuum of care. In 1959, our founding members consisted of a few 'nursing home' owners. Today, we represent both non-profit and private residences: independent living with services (assisted Living), supportive housing and personal care home residences, spanning the five regional health authorities across Manitoba. Our membership has tripled in the last few years and has become much more diverse. Our primary objective is to advocate on behalf of seniors in Manitoba and the staff at the residences who serve them, throughout the long term care continuum.



Annual Membership fees April 1 – March 31. The annual Associate membership fee is \$15.00/bed or suite. All members are invoiced annually with payment due after April 1st of each year. **MEMBERSHIPS ARE AUTOMATICALLY RENEWED. WE WILL INVOICE YOU IN MARCH OF EACH YEAR.**