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## **Sitter & Barfoot Veterans Care Center Receives Bronze National Quality Award**

*-- Virginia center recognized by national program  
for commitment to quality care --*

Richmond, Virginia – Sitter & Barfoot Veterans Care Center has been recognized as a 2014 recipient of the *Bronze – Commitment to Quality Award* for its dedication to improving the lives of residents through quality care. The award is the first of three distinctions possible through the National Quality Award program, presented by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL). The program honors centers across the nation that have demonstrated their commitment to improving quality care for seniors and individuals with disabilities.

“I applaud Sitter & Barfoot Veterans Care Center for its commitment to delivering quality care,” said Mark Parkinson, President and CEO of AHCA/NCAL. “This award represents the dedication that each Bronze recipient has given to improve quality in the long term and post-acute care profession.”

Implemented by AHCA/NCAL in 1996, the National Quality Award Program is centered on the core values and criteria of the *Baldrige Performance Excellence Program*. The program assists providers of long term and post-acute care services in achieving their performance excellence goals.

The program has three levels: Bronze, Silver, and Gold. Centers begin the quality improvement process at the Bronze level, where they develop an organizational profile with essential performance elements such as vision and mission statements and an assessment of customers’ expectations. Bronze applicants must also demonstrate their ability to implement a performance improvement system. Trained Examiners review each Bronze application to determine if the center has met the demands of the criteria. As a recipient of the *Bronze - Commitment to Quality Award*, Sitter & Barfoot Veterans Care Center may now move forward in developing approaches and achieving performance levels that meet the criteria required for the *Silver - Achievement in Quality Award*.

“This award demonstrates that Sitter & Barfoot Veterans Care Center is committed to striving for quality improvement,” said Ed McMahon, Ph.D., Chair of the AHCA/NCAL National Quality Award Board of Overseers. “Sitter & Barfoot Veterans Care Center has laid a strong foundation for continuing on to the Silver and Gold levels.”

The awards are sponsored by AHCA/NCAL Associate Business Members My InnerView, by National Research Corporation and PointRight. My InnerView represents the true voice of nursing home and assisted living residents, families, and employees with the most insightful quality measurement solutions and satisfaction surveys in the healthcare continuum. PointRight is the recognized leader in data-driven analytics for health care and insurance. Sitter & Barfoot Veterans Care Center was one of 390 centers to receive the Bronze level award. The award will be presented to Sitter & Barfoot Veterans Care Center during AHCA/NCAL’s 65th Annual Convention and Exposition, October 5-8, 2014, in Washington, D.C.