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Park Royal Health and Rehabilitation Center Receives Bronze National Quality Award

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

(Longview, WA) – Park Royal Health and Rehabilitation Center has been recognized as a 2015 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.

“It is a great honor to be recognized by AHCA/NCAL with a National Quality Award,” said Michael McCoy, Executive Director of Park Royal Health and Rehabilitation Center.

“Improving the lives of the residents and families we care for every day is what brings us joy. This award symbolizes the dedication and commitment we have to the quality journey.”

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*, Park Royal Health and Rehabilitation Center may now move forward in developing approaches and achieving performance levels that meet the criteria required for the *Silver - Achievement in Quality Award*.

“Park Royal Health and Rehabilitation Center has demonstrated its commitment to providing quality care and I commend them for that,” said the AHCA/NCAL National Quality Award Board of Overseers Chair Christine Boldt. “I encourage Park Royal Health and Rehabilitation Center to continue their quality journey by striving for 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. Park Royal Health and Rehabilitation Center was one of 545 centers to receive the Bronze level award. The award will be presented to Park Royal Health and Rehabilitation Center during AHCA/NCAL's 66th Annual Convention and Exposition, October 4-7, 2015, in San Antonio, Texas.