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**American College of Health Care Administrators and SNAPforSeniors form alliance**  
ACHCA launches Senior Housing Locator on website

**(RESTON, Va.) April 30, 2008**—Today the American College of Health Care Administrators (ACHCA) announced that the ACHCA Senior Housing Locator, an online navigational tool powered by SNAPforSeniors, is now available through [www.achca.org](http://www.achca.org). This shared decision support tool is designed to be used by consumers and professionals to find a qualified list of appropriate options for seniors in need of temporary or long-term care housing.

An ACHCA member designation will also be added to the listings of communities led by an ACHCA-affiliated administrator. This designation will also appear on the community's listing across all SNAPforSeniors Alliance Network websites—a group of leading businesses, non-profit organizations and government agencies who use SNAPforSeniors as their primary source for senior housing information.

ACHCA President Marianna Kern Grachek said the designation lets families and professionals searching for senior housing know that leaders of the community are dedicated to providing qualified care and services to residents and their families.

"ACHCA's vision is that dynamic leadership forges long-term health care services that are desired, meaningful, successful and efficient," Grachek said. "Leadership excellence fosters quality throughout all aspects of a community, and when someone searching for senior housing sees that the community is led by a professional ACHCA administrator, they can have an increased level of comfort that the administrator is committed to lead while adhering to the ACHCA Principles of Leadership and the ACHCA Code of Ethics."

ACHCA is a non-profit membership organization which identifies, recognizes, and supports long-term care leaders, advocating for their mission and promoting excellence in their profession. There are approximately 2,500 ACHCA members nationwide who work in leadership positions across the continuum of long-term care and senior housing.

"This alliance provides value to seniors and their families on two fronts," said Eve M. Stern, president of SNAPforSeniors, "The Senior Housing Locator offers objective information with listings of all licensed communities in the United States, and the ACHCA designation gives them a higher degree of confidence in the expertise of a community's leadership, since quality is always a concern."

ACHCA members must profile their communities with SNAPforSeniors and indicate their membership for the designation to appear. This means that those who have profiled before the alliance must update

their information. The profile is a short questionnaire which collects information about the care services and lifestyle amenities a community provides.

ACHCA members can profile their communities with SNAPforSeniors free of charge by going to [snapforseniors.com](http://snapforseniors.com) and clicking on the "Providers" link. They may also contact SNAPforSeniors customer service by telephone at (206)575-0728.

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#### **About ACHCA**

Founded in 1962, the American College of Health Care Administrators (ACHCA) is the only professional association devoted solely to meeting the professional needs of today's long-term care administrator and executive. The College's mission focuses on advancing leadership excellence in long-term care through the provision of leadership education, promotion of professional advancement programs such as Fellowship and professional Certification, and facilitation of leadership development. The College's diverse membership includes administrators across the continuum of long-term care and senior housing. For more information about The College, call the National Office at (703) 739-7900, visit [www.achca.org](http://www.achca.org), or email [candrews@achca.org](mailto:candrews@achca.org).

#### **About SNAPforSeniors®**

SNAPforSeniors®, Inc. is a Seattle-based information company and developer of the most current and comprehensive web-based senior housing resource and listing service in the United States. This resource puts objective information about the nation's 60,000+ licensed senior housing facilities at the fingertips of consumers and their advocates. SNAPforSeniors combines advanced search tools with detailed information to connect seniors with the right housing options the first time. Through the Alliance Network Program, SNAPforSeniors licenses and private-labels its database and search tools to the websites of leading trusted sources, including the Alzheimer's Association and the Case Management Society of America. For more information, e-mail [info@snapforseniors.com](mailto:info@snapforseniors.com) or call 1-206-575-0728.