



Chief Executive Officer

POSITION PROFILE

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The Opportunity

The Washington Health Care Association (WHCA), which represents a majority of the state's skilled nursing and assisted living providers, is seeking a President/Chief Executive Officer (CEO) to lead the organization.

WHCA is a 501c6 organization with annual revenue of around \$5.2 million and a 30-year history of providing legislative and regulatory representation on behalf of its members. The organization counts over 170 skilled nursing facilities and 375 assisted living centers as its members, and serves its members through an educational foundation, a successful workers compensation management program, and professional development opportunities.

WHCA's mission is to promote quality care and services by partnering with our members and stakeholders.

Even through a pandemic year that greatly challenged the assisted living and skilled nursing industry, the organization stepped up to provide a voice for its members in the legislative and regulatory arenas, provided services, and even grew membership through the tumultuous time.

The new President/CEO will need experience with navigating state regulations, working with government agencies and legislators, and making change and progress in a highly regulated sector. A successful candidate will be passionate about member service and serving this critical sector of the healthcare industry.

This position offers a great opportunity for a skilled executive to work with an active, involved board to further the mission of an organization that is accomplished and financially solid.

The position is based at WHCA's headquarters in Tumwater (Olympia area), WA. Some travel is required.

WHCA: An Overview

Core Values:

Honesty and Integrity
Advocacy
Commitment to Customer Service
Collaboration
Stewardship

WHCA aims to fulfill its mission through the following objectives:

- To encourage and promote principles and programs that will provide long-term and post-acute health care residents with the highest quality medical, nursing, and personal care, with the goal of maximizing individual independence and potential.
- To encourage providers to employ the highest standards of quality in long-term and post-acute care services, professionalism, and administration.
- To strive toward greater public understanding of the services provided by long-term and post-acute care communities and to gain public awareness of those services.
- To encourage legislation that enhances the ability of caregivers to provide the highest quality care and enables providers to best deliver that care.
- To work cooperatively with state regulating and funding agencies to ensure the high standards of care embraced by WHCA member communities are not compromised.
- To develop, promote, and support quality educational programs and staff training for long-term and post-acute care community staff and administrators.
- To serve the interests of WHCA members and the long-term and post-acute care profession.

To achieve these goals, WHCA offers quality improvement initiatives, certifications, education, awards, publications, workshops, conferences, and conventions. The organization maintains robust advocacy efforts with the state government and

participates in the development and implementation of public policy impacting the providers of skilled nursing and assisted living care and services. It supports its members in achieving compliance with regulations impacting operations. WHCA also offers its members group purchasing opportunities, an online library, and professional development opportunities.

WHCA is run by a staff of **10** and a dedicated volunteer Board of Directors (Board) comprised of 16 members who represent key WHCA stakeholders. WHCA also has active volunteer committees that include:

- The Assisted Living Quality and Regulatory Executive Advisory Committee, an advisory panel to the WHCA CEO on all things regulatory and quality within the assisted living profession and community.
- The Group Retrospective Rating Program Committee (GRRP), which reviews the work of WHCA's third party administrator and monitors individual facility claim losses. The committee also works to recommend safety products and services and to develop safety-related training programs for facilities.
- The Member Services Committee, which focuses on developing member services programs including the WHCA Group Purchasing program offered by Navigator for WHCA.
- Skilled Nursing Facility Quality and Regulatory Executive Advisory Committee, which serves as an advisory panel to the WHCA CEO on all things regulatory and quality within the skilled nursing profession and community.
- Skilled Nursing Facility Reimbursement Committee, which focuses on cost reimbursement for skilled nursing facilities in Washington. The committee works together to promote legislation and policy change for better funding in long term care.
- The WHCA-PAC Committee supports elected officials who make policy and fiscal decisions supporting skilled nursing and assisted living care for Washington citizens. The WHCA-PAC includes the WHCA CEO, two skilled nursing facility representatives, two assisted living facility representatives, and two representatives-at-large.

The Chief Executive Officer (CEO) Role

Under the general direction of the Board of Directors, the CEO assists the Board of Directors in formulating the organization's mission, goals, objectives, and related policies and is responsible for their implementation. The CEO has general and active management of the business of the association and its subsidiaries, in accordance with the adopted policies, direction and instruction of the Board of Directors.

Strategic Priorities for the CEO

- Promote the mission.
- Provide management and implementation of the strategic plan.
- Enhance the visibility of WHCA among stakeholders and legislative leaders.
- Maintain WHCA's reputation as a well-respected leader and education provider.
- Along with the Board, identify and secure new and continued funding sources and revenue streams that provide value and enhanced engagement of members.
- Explore, develop, and maximize partnerships that support the mission.
- Establish and maintain strong professional relationships within the long term care community, long term care regulatory agencies, legislators, Board members, association members, and staff.

Essential Duties and Responsibilities

Strategic Leadership

- Work with the Board to formulate a strategic plan that will further the mission of the organization.
- Develop and enhance WHCA's commitment to diversity, inclusion, and equity at all association and foundation levels.
- Oversee the planning, implementation, and evaluation of the association's programs and services.
- Stay up-to-date and current with regulations and best practices.

- Initiate and maintain liaison with appropriate allied health associations, agencies, and other stakeholder groups.
- Manage the implementation of action plans linked to assigned public policy goals for the association.

Financial Leadership

- Oversee all financial management responsibilities.
- Along with the Treasurer, develop, oversee, and monitor the annual budget and financial reports.
- Oversee investment of the organization's reserves with the advice and consent of the Board and in accordance with established policy.
- Authorize the expenditure of funds and ensure all funds and physical assets are appropriately deposited, accounted for, invested, and protected in accordance with direction from the Board.
- Negotiate all contracts in accordance with the directions of the Board and committees.

Staff Leadership

- Manage association staff, setting and fulfilling annual goals.
- Execute full and exclusive authority to hire, compensate, and terminate staff and consultants within the framework of the approved association budget and in accordance with established personnel policies.
- Coach and mentor staff as appropriate.
- Recommend salary and any increases for staff as appropriate.

Volunteer Leadership

- With the Board Chair, coordinate Board meetings and set agenda.
- Provide staff support for the Board and all volunteer committees, serving on the PAC, and SNF and AL Quality Committees.
- Ensure Board is kept informed of the conditions of the association's programs and activities, and all factors that influence them.
- Execute the decisions of the Board in a timely manner, and in accordance with bylaws.
- Identify, assess, and inform the Board of internal and external issues that could affect the organization.

- Act as staff liaison to the American Health Care Association.

Association Management

- Plan, lead, and oversee day-to-day activities and programs of the organization and foundation in accordance with the strategic plan.
- Ensure the organization is in full compliance with all local, state, and federal rules governing program activities, in compliance with the organization's governing documents.
- Ensure all funds, physical assets, and other property are properly safeguarded and administered.
- Maintain relationships with the organization's outside partners including accountants, legal counsel, and others as needed.

Member Value and Services

- Oversee an effective program of membership services and member data files.
- Ensure proper continuing education credits and certifications are awarded for association programs.
- Oversee the site selection and ongoing administration of the association's meetings and programs.
- Identify opportunities for membership growth, evaluate ongoing and new membership benefits, and recommend changes or new programs.

Communication and Public Affairs

- Oversee membership communication, including the planning, implementation, execution, and evaluation of the association's publications, website, membership directory, meeting announcements, and programs.
- Represent the association in dealings with other organizations in concert with Board Chair.
- Serve as association's primary representative on various task forces and committees at the state and national level.
- Work closely with legislators, state officials and others to promote WHCA's legislative efforts and build alliances.
- Make public and association presentations in areas of expertise.

Candidate Profile

Required Skills, Experience, and Qualifications

- Bachelor's degree is required: an advanced degree in management, accounting, or health policy is a plus.
- Five to seven years of senior-level organization management experience.
- A Certified Association Executive (CAE) certification is a plus.
- Background in legal and regulatory issues in healthcare, with advocacy and legislative expertise, Medicaid and long term care expertise, and strong regional networks and connections.
- Exceptional written and oral communication skills.
- Experience with budgeting and financial management.
- Strong organizational abilities including planning, resource allocation, program development, and facilitation.
- Strong collaborative team building and strategic management skills with an understanding of group dynamics.
- Crisis management experience.
- Experience working with state government and understanding of both state and federal legislative process and government relations.
- Command of public relations, media, and marketing skills, and related IT tools and software.
- Ability to travel to meetings, events, and programs as needed.
- Ability to work a flexible schedule with periodic evening and weekend hours to participate in events, committee and Board meetings, and other functions.

Personal Qualities

In addition to the qualifications listed above, the CEO must have these characteristics:

- A visionary leader who thinks strategically and takes an innovative approach to managing resources and developing opportunities.
- Passion for and long-term commitment to excellence in healthcare delivery for seniors.
- Dependable, ethical, responsive, emotionally intelligent, and self-aware.

- Open-minded, collaborative, and inclusive, seeking and encouraging idea-sharing and engagement from stakeholders before making decisions.
- Able to delegate.
- Leads with humility and a backbone.
- Member-focused service ethic with a commitment to teamwork.
- Resilient, adaptable, and able to respond and problem-solve in a rapidly changing environment.
- Able to handle complex challenges in an effective, professional manner.

Compensation

A competitive compensation package will be offered to attract an outstanding candidate.

To Apply

To apply, please send a cover letter and current résumé (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.

WHCA is an equal opportunity / affirmative action employer committed to inclusion and cultural diversity in the workplace. Employment selection and related decisions are made without regard to sex, race, color, age, disability, religion, national origin, sexual orientation, genetic information, or any other protected class.