



For Immediate Release
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THCA Launches Statewide Radio Campaign Stressing Importance of Adequate State Medicaid Funding to Sustaining Quality Senior Care, Preserving Local Jobs

THCA President Tim Graves: "Cuts on Top of Cuts on Top of Still More Cuts is the Wrong Answer"

Austin, TX – In announcing a new statewide radio campaign stressing the importance of adequate state Medicaid funding to sustaining quality care for seniors and protecting good local health care jobs, Tim Graves, President of the Texas Health Care Association (THCA), said the upcoming legislative session will engender a key debate about the growing squeeze on seniors, caregivers and facilities resulting from the accumulation of recent state and federal spending cuts.

"We understand state leaders' concern about the challenging budget situation, and we want to work constructively to ensure quality care and local jobs are preserved – but cuts on top of cuts on top of still more cuts is the wrong answer," warned Graves. "We rightly fear the new two percent cuts just announced are but a prelude to still more cuts once the session begins. Texas seniors and the facilities across the state that care for them under already challenging conditions require funding adequacy, and we welcome this debate."

The text of the new radio ad, available at www.txhca.org <<http://www.txhca.org>>, commences today on 120 stations across Texas.

Announcer:

Texas nursing homes provide frail, elderly and disabled Texans with quality rehab and 24-hour care. For more seniors, this means getting the care they need to return home.

And local facilities provide good jobs that keep communities strong.

But Texas leaders have proposed new Medicaid cuts -- ON TOP of Medicaid cuts just made in September... and ON TOP of \$1.5 billion in Medicare cuts from health reform.

Together, these cuts put seniors, caregiver jobs and local communities in immediate jeopardy.

Quality care, good local jobs and adequate Medicaid funding from Austin all go hand in hand.

Call your state House and Senate lawmakers – Ask them to put seniors' care and good local jobs first when the legislature convenes in January.

V.O.: Visit TXHCA.org for details. This legislative advertising paid for by the Texas Health Care

Association, P.O. Box 4554, Austin, TX

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Founded in 1950, the Texas Health Care Association (THCA) is the largest long term care association in Texas. THCA represents a broad spectrum of long term care providers and professionals offering long term, rehabilitative and specialized health care services. Member facilities, owned by both for-profit and non-profit entities, include nursing facilities, specialized rehabilitation facilities, and assisted living facilities.