



**For Immediate Release**  
January 25, 2011

**Contact:** Tim Graves, (512) 458-1257, [tgraves@txhca.org](mailto:tgraves@txhca.org)  
Rebecca Reid, (410) 212-3843, [rreid@txhca.org](mailto:rreid@txhca.org)

## **THCA Initiates Statewide Ad Effort to Help Educate, Reverse Proposed 33 Percent Medicaid Cuts to Nursing, Rehab Care**

*Print, Radio Ads to Focus on Local Implications to Seniors' Care, Local Job Losses, Facility Closures*

**Austin, TX** – The Texas Health Care Association (THCA) today initiated a statewide advertising effort beginning with a full page *Austin American Statesman* piece (available at [http://www.txhca.org/legislative/TexasAd\\_012011statesman\\_rv4%20FINAL%20012511.pdf](http://www.txhca.org/legislative/TexasAd_012011statesman_rv4%20FINAL%20012511.pdf)) that warns the proposed deep 33 percent cuts to Medicaid-funded nursing and rehab care would cause bankruptcies and facility closures, lead to widespread displacement of fragile nursing home residents, and send skilled frontline health care workers to unemployment lines in local communities across Texas.

“This is a long process, but the severity of the proposed Medicaid cuts warrants a strong initial reaction in terms of generating a needed debate about how these funding reductions will be hurtful to local lawmakers’ seniors, and ruinous to local jobs and economic stability,” said Tim Graves, President of THCA.

“THCA is prepared to keep these key issues in the forefront of debate throughout the budget process, and our local membership across Texas is 100 percent committed to making these proposed cuts and their horrendous implications front and center in lawmakers’ local news outlets,” he continued.

THCA will begin running a statewide radio ad tomorrow focusing on the same themes, and will also undertake a local print ad campaign beginning next week in markets across Texas.

# # #

*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.*