

# AGING **(i)fe** CARE™

## A S S O C I A T I O N

*The experts in aging well.*

*ALCA's Mission – Leading the community of Aging Life Care Professionals through education, professional development, and the highest ethical standards.*

Now is the time to join the Aging Life Care Association (formerly the National Association of Professional Geriatric Care Managers)!

With benefits focused on enhancing the success of our members and promoting the interests of the Aging Life Care™ / care management profession, ALCA is the place to make real connections with established professionals. By joining ALCA, you become part of the nationally recognized leaders in Aging Life Care -- the “gold standard” for the profession. Take advantage of these benefits today:

**Chapter Membership** – Make important connections in your region as you network, learn and share with your peers.

**Publications** – Trends you need to know, along with case studies and best practices, all provide you with meaningful information that help you with clients and your business practices. Take a look at the latest issue of the [Journal of Aging Life Care](#) today.

**“Find an Aging Life Care Expert” listing** – This valuable tool brings potential clients directly to you. Our new and continuing Digital Marketing Campaign has already increased consumer and professional traffic to our search feature by 74% and more than half of the searches completed result in outreach to a member.

**ALCA Member and Nonprofit Listservs** – You can ask, answer, and listen in a members-only environment. Many chapters also offer their own listserv for more localized connectivity.

**Standards of Practice and Code of Ethics** – These define for the public the ethical responsibilities expected of ALCA's members and the organization's role in maintaining the highest standards of practice and ethical behavior.

**Webinars** - Both clinical (with CEs) and business webinars keep you ahead of the curve no matter how big or small your practice.

**Podcasts** - Podcasts are made available for those who may have missed an ALCA Annual Conference or if attendees would like a repeat performance from a featured presentation.

**Practice Management and Business Development Marketing Resources** - The business and marketing resources tailored to our profession keep you on top of the latest technologies, trends, and strategies to make your business and marketing efforts smarter.

**Member Discounts** - From events to specialized education, you gain access to greatly reduced rates – a smart investment in your future.

ALCA is excited to partner with AJFCA to offer membership opportunities to AJFCA member agencies. Together we can help you enhance and grow your care management services. Contact Liz Woodward today for details on special AJFCA member pricing. And please visit the ALCA [Calendar of Events](#) to check out the upcoming webinars and business development series.