



Long Term & Continuing Care
Association of Manitoba

News Release

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New look, updated name mark 50 years

The Long Term Care Association of Manitoba has updated their name and their corporate identity to reflect who they are today and what they are working to achieve as leaders in their industry.

The new name is the Long Term and Continuing Care Association of Manitoba Inc. (LTCAM). “We updated our name for two reasons,” says Jan Legeros, Executive Director. “We have more than 30 new and diverse member organizations and we keep growing. In view of this, we wanted our name to represent the full continuum of care more accurately. But long term care itself has also changed significantly over the years and we wanted to capture that, too.”

Fifty years ago, options for seniors were limited. Since then, seniors’ needs have evolved and living options for seniors have expanded. Today, there is a variety of care settings available ensuring that the services provided complement seniors’ needs.

The new logo represents the coming together of long term care and continuing care. The colour denotes both cheerfulness and warmth and the motion reflects the ongoing evolution, the vitality and the momentum the organization has achieved.

“Doubling and diversifying the membership has been a great milestone for us,” adds Legeros, “but we’ve seen significant progress in all areas of our operations in recent years.”

The results speak for themselves:

- Stronger working relationships with Government and Regional Health Authorities have resulted in simpler, more appropriate and sustainable relationships.
- The Aging in Place Provincial Task Group is providing broader input into future service models for seniors in Manitoba.
- Attendance at our annual Provincial Conference has increased by 100% and industry representation there increased by 200%, providing broader education and information sharing opportunities across the industry.
- Visits to our website have increased by 50% in the last 12 months alone, reflecting the ongoing efforts to provide additional and more current information for long term and continuing care staff; seniors and their families about the options available. The website continues to evolve. It now boasts an interactive provincial map depicting member names and profiles, with links to other websites.
- Awareness of the organization has increased overall through the ‘Celebrating the Spirit of Seniors’ Calendar and other media and public initiatives.

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Backgrounder

The Long Term and Continuing Care Association of Manitoba is a not-for-profit corporation with almost 60 members, representing more than 4,000 long term and continuing care beds and suites. In 1959, our founding members consisted of a few private “nursing home” owners. Today, we represent public, not-for-profit and private: retirement residences; supportive housing residences; and personal care homes, spanning five regional health authorities across Manitoba. Membership has grown by 100% in the last two years alone, and has become much more diverse. Our primary objective is to advocate on behalf of seniors in Manitoba and the staff at the residences who serve them, throughout the long term care continuum.

Previous name and corporate identity:

The Long Term Care Association of Manitoba

New name and corporate identity:



New 50th logo:



Recent membership increases:

