



Wisconsin Health Care Association

Wisconsin Center for Assisted Living

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WHCA/WiCAL Names Rick Abrams President & CEO
Rick Abrams Joins Long-Term Care Provider Association

MADISON – The Wisconsin Health Care Association/Wisconsin Center for Assisted Living (WHCA/WiCAL) announced today the selection of Rick Abrams as President & CEO of the state trade association, dedicated to representing, protecting, and advancing the interests of Wisconsin’s long-term care provider community.

“I am honored to have the opportunity to lead WHCA/WiCAL,” said Abrams. “Wisconsin’s long-term care provider community has experienced significant challenges in recent years and WHCA/WiCAL will play an important, ever-increasing role in helping providers navigate evolving challenges associated with the pandemic, along with ongoing challenges related to reimbursement, workforce shortages, and regulatory matters.”

Abrams joins WHCA/WiCAL with a wealth of knowledge and an extensive background in association management, health policy, and government relations. Most recently, Abrams served as the National Director of the Organized Medical Staff Section of the American Medical Association (AMA). Prior to his tenure at AMA, Abrams was the Chief Executive Officer at the Wisconsin Medical Society. He holds a law degree from Seton Hall University School of Law.

“Rick brings experience, enthusiasm, and dedication to his new role as WHCA/WiCAL’s President & CEO,” said Steve Kuranz, WHCA/WiCAL Board President. “As Wisconsin’s long-term care providers continue to serve on the front lines of the COVID-19 pandemic and as we work with policymakers to ensure adequate funding for long-term care in the next state budget, strong leadership is more important than ever. While there are mounting challenges facing our profession, we are confident that Rick’s leadership will help Wisconsin’s long-term care providers succeed into the future, ensuring access to critical care and services for our state’s most vulnerable residents.”

Abrams begins with WHCA/WiCAL on Monday, October 12th and can be reached at rick@whcawical.org.

Founded in 1951, the Wisconsin Health Care Association/Wisconsin Center for Assisted Living (WHCA/WiCAL) is a non-profit organization dedicated to representing Wisconsin’s long-term and post-acute care providers and the vulnerable residents they serve. WHCA/WiCAL represents more than 400 skilled nursing and assisted living providers in Wisconsin. For more information about WHCA/WiCAL, please visit www.whcawical.org.

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