

Our History

The National Consumer Voice for Quality Long-Term Care emerged out of public concern for the quality of care in nursing homes. The Consumer Voice (then NCCNHR) was formed in 1975 by Elma Holder with a goal of presenting a strong and united voice for long-term care residents. Today, the Consumer Voice still advocates to improve nursing home care, and also advocates for individuals receiving care and services in assisted living and home and community-based settings. All individuals are entitled to quality care, no matter where they live.

Help improve the quality of care and learn more about our efforts, including publications and training, volunteer and sponsorship opportunities or to make an individual donation. Consumer Voice depends on you to help us protect the rights, safety and dignity of long-term care consumers.



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Consumer Voice advocates for public policies that support quality care and quality of life in all long-term care settings. We empower and educate consumers and families by providing them with the knowledge and tools they need to advocate for themselves and their loved ones



What We Do

Consumer Voice represents consumers and advocates who define and achieve quality for people with long-term care needs.

We accomplish these efforts through:

- **Advocating** for public policies that support quality care and life;
- **Empowering** and **educating** consumers and families;
- **Training** and **supporting** individuals and groups to advocate for and empower consumers; and
- **Promoting** the critical role of direct-care workers and best practices in quality-care delivery.

TOGETHER WE CAN

Make a Difference for Long-Term Care Consumers

Who Are We?

Consumer Voice is the leading national voice representing consumers in issues related to long-term care, helping to ensure that consumers are empowered to advocate for themselves. We are a primary source of information and tools for consumers, families, caregivers, advocates and ombudsmen to help ensure quality care for the individual.

Our Members

Consumer Voice's members comprise a diverse and caring coalition of consumers, citizen advocacy groups, state and local long-term care ombudsmen, lawyers, professional groups, frontline workers and unions, concerned providers, national organizations and family and resident councils.

Our Vision

Consumer Voice envisions a world in which all consumers of long-term care services and supports are treated with respect and dignity and have a wide range of affordable, quality options across all care settings. These options will make it possible for individuals to receive care and services in the location and manner of their choice and to attain a high quality of life.

Our Work

- **Advocating for residents' rights**
- **Empowering residents and families**
- **Supporting family members and family council development**
- **Providing skills development and support for long-term care ombudsmen**
- **Minimizing the use of physical & chemical restraints & supporting better practices & culture change**
- **Calling attention to high cost of poor care**
- **Promoting accountability and transparency**
- **Advocating for higher standards & better government oversight**

“ I am proud to be involved with an organization that truly cares about residents all over America, their families, and their care. ”

- Judith Mangum, Advisory Council Member and Nursing Home Resident

