



MISSOURI
HEALTH CARE
ASSOCIATION

TO: MHCA Members

FROM: Teresa Baysinger, Manager of Administration

DATE: February 13, 2008

RE: Introducing the MHCA BenefitBar Toolbar!

Introducing the New “MHCA BenefitBar”!

We're so excited to introduce a new, internet communication tool that keeps the Missouri Health Care Association top-of-mind for the nursing home community and raises money for the association. It's called the **MHCA BenefitBar** .

BenefitBar is a web toolbar that's **easy, safe** and **simple** to use. Download the MHCA BenefitBar today, the benefits are fantastic:

- **Stay Informed:** In the toolbar, subscribers get instant up-to-the-minute ticker news from the Association. Imagine how we'll be able to share immediate news topics with BenefitBar users, plus upcoming education seminars, Legislative news, links to our website, and more!
- **It's Non-intrusive:** BenefitBar doesn't replace your current web toolbar, it just appears below it. The features on the BenefitBar are all designed to help us communicate better with you in a non-intrusive way.
- **Yahoo! Makes a Donation Every Time You Use the Search Engine:** Raising money in support of Missouri Health Care Association has never been easier. Use the toolbar search engine and Yahoo! makes a donation to our Association. The more searches, the more \$\$ from Yahoo!
- **No Spyware, Adware, Popups or Tracking:** Rest assured, we've taken great lengths to ensure that this service is safe.
- **It's easy to download:**
<http://www.benefitbar.com/benefitbar/subscribe/toolbar.php?toolbarId=106> or you can go to the MHCA website home page at www.mohealthcare.com and download from there.

We're proud to have you, your resident's Families, volunteers, colleagues and neighbors among the Missouri Health Care BenefitBar users. ***Please share this message with your facility owners as well.*** Together, we can keep MHCA top-of-mind and raise needed dollars for the Association programs and services provided