

2021

LeadingAge New York Accomplishments



In 2021, the COVID-19 pandemic continued to impact our members, but also brought new clarity and collaboration to our work. LeadingAge NY redoubled our efforts to help our members face this unprecedented challenge this year.

OUR COLLECTIVE VOICE

- » Organized year-round advocacy campaign to avoid onerous mandates, secure rate increases, and oppose budget cuts. Successfully fought off several proposals that would have imposed burdensome and costly requirements on providers, including increased civil penalties, additional reporting and conflicting infection control requirements, unfunded wage mandates, assisted living nurse staffing requirements and other proposals that would have exacerbated workforce challenges.
- » Opposed nursing home minimum direct care spending and minimum nursing hours legislation and succeeded in modifying the language to mitigate negative impacts on members. Secured exemption of CCRCs, pediatric and specialty facilities from minimum direct care spending legislation.
- » Provided testimony for the Budget Joint Legislative Public Hearings on Health/Medicaid and Housing; the Joint Senate Hearing on Long Term Care Workforce, Joint Assembly Hearing on Health Care Workforce, Assembly Health Committee Public Hearing on the State's Medicaid Program, and Joint Assembly Hearing on the impact of COVID-19 on aging services.
- » Appeared twice before the Public Health and Health Planning Council to raise awareness of the staffing challenges facing nursing homes and provide comments on pending regulations affecting various member types.
- » Consistently and strategically met with the Department of Health, Division of Budget, legislators and the Executive office on the impacts of COVID-19, workforce challenges and a variety of other issues impacting the continuum. Engaged in continuous advocacy seeking clear direction on COVID-related issues and reduction in HERDS reporting and other low-value, burdensome mandates.
- » Generated articles, in print and on television, focusing on ten specific issue areas crafted to educate the public and supported members in getting their stories placed in the local press.
- » Generated over 7,000 advocacy letters through the association advocacy platform on a variety of issues including funding, workforce, HERDS reporting and specific bills during legislative session.
- » Supported family member advocates in their efforts to support funding increases for providers.
- » Mobilized grassroots advocacy initiatives including virtual advocacy days, regional legislative meetings, meetings with key lawmakers and central staff, letter writing, preparation of issue briefs and hosted a Grassroots Advocacy 101 webinar for membership
- » Educated new lawmakers regarding long term care and aging services through educational webinars and targeted outreach. Successfully obtained an extension of waiver of e-prescribing requirement for nursing homes as a result.
- » Helped ensure that the full level of supplemental payments of \$280M was given to nursing homes.
- » Submitted extensive comments on the state's proposed 1115 Medicaid waiver, its plan for HCBS eFMAP funds, and its regulatory changes related to personal care and CDPAP services.
- » Adult Day Health Care Council launched an extensive public relations campaign which resulted in adult day health care programs given approval to reopen April 1, 2021, with Adult Day Health Care Council's input into state issued reopening guidance.

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MEMBER SUPPORT AND EDUCATION

- » Hosted 52 weekly COVID-19 member calls, averaging 300-400 participants per week, to support and educate members on issues, funding, workforce challenges and more.
- » Provided updates on everchanging state and federal guidance, regulations and Executive Orders regarding visitation, testing, staffing, travel, infection control, vaccination, treatments, mandates, waivers and flexibilities.
- » LeadingAge ProCare and Policy staff partnered with the New York Academy of Medicine to provide education to providers through the AHRQ-funded Project ECHO Nursing Home COVID Action Network. The program addressed a range of clinical, infection control, social and regulatory issues related to the Covid-19 pandemic, and reached 130 participants from nursing homes, adult care facilities and adult day health care programs.
- » Provided a member webinar on vaccine hesitancy with members and CMS representatives presenting funded by the Mother Cabrini Foundation. A Diversity Committee member spoke at LeadingAge NY weekly COVID call on decreasing vaccination hesitancy for those with racially diverse staff members and cultural and linguistic barriers.
- » Through ProCare, completed consulting projects, both onsite and virtual, including directed plan of corrections, mock surveys, social work, MDS, discharge planning, DON mentoring and consulting specifically tailored to the member request; conducted three train the trainer classes and one Developing, Conducting and Running a Successful CNA training program; and 35 ATI training programs both onsite and virtually.
- » Distributed \$2.5 million in sub-grants to nursing homes and ACFs from the Mother Cabrini Health Foundation. Offered four free webinars and two toolkits to ADHC programs and five free webinars with continuing education credit to nursing homes and other LTC providers.
- » Offered educational sessions to assist members understand and prepare for provider relief reporting dynamics and kept members apprised of application requirements and timelines for additional funding opportunities.
- » Provided free educational program on OSHA Respiratory Protection Program requirements. Developed tools for NH members to facilitate better understanding of the structure and potential impacts of minimum spending and staffing level legislation.
- » Held five conferences and ten webinars/seminars reaching greater than 1800 participants and offering more than 300 credit hours.
- » Successfully maintained relationships with current Endorsed Vendors and nine Business Partners by working in partnership to help connect them with members during an unprecedented period in sales history. Onboarded two new Endorsed Vendors during 2021.

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WORKFORCE DEVELOPMENT

- » Advocated for financial relief and increased Medicaid reimbursement to support workforce recruitment and retention.
- » Developed a Work Force Task Force comprised of members across the continuum to advise on legislative and regulatory proposals, best practices and other strategies to build and strengthen the long term care workforce.
- » Hosted a free four-part webinar series made possible by the support of a grant from Aging in America on Diversity, Equity and Inclusion.
- » Through the work of the Diversity Committee, created a Recruitment toolkit which will inform members of ways to pursue racially diverse candidates. The new DEI section on the LeadingAge New York webpage is a resource to members highlighting the work and resources developed by the Committee. DEI topics were featured at each conference this year.
- » Advocated for adequate and equitable distribution of HCBS eFMAP funding for HCBS providers, which would support increased investments in workforce development.

STRONGER TOGETHER

- » Worked with the Department of Health to facilitate vaccine access to all members and embarked on advocacy campaign to enable senior housing access to vaccine.
- » Secured PPE and COVID-19 test supplies at reasonable prices for members through Value First.
- » Developed Chief Information Office and Environmental Services Councils to facilitate member connection and support.
- » Partnered with other stakeholders on common interests such as adult care facility COVID relief, nursing home funding, repeal of the licensed home care services agency RFO process and investments in affordable housing and a resident assistant program for seniors.
- » Successfully migrated the Consumer Guide to Continuing Care to in-house production which allowed for significantly lower advertising rates for members.
- » Increased Young at Heart's Facebook and Twitter following, featuring member stories, and related issues. The Young at Heart website received 1,194 visits this year, 254 of which were for the Provider Locator tool which highlights LeadingAge NY members.
- » Supported MJHS Institute for Innovation in Palliative Care in a research study on racial disparities in pressure ulcer treatment in nursing homes.
- » Celebrated winners of the 2021 LeadingAge New York and Employee of Distinction Awards via virtual ceremony in early December. The resulting video was published to YouTube and is available to all who wish to share in celebrating award winners.

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OUR COLLECTIVE VOICE

- » Initiated our first 100 Days of Advocacy campaign, which included our largest-ever Virtual Lobby Day. Four hundred members held 302 virtual meetings with congressional offices, including 60 meetings with representatives and senators.
- » Contacted Congress: More than 5,000 advocates sent more than 22,000 messages to lawmakers to urge them to take action on LeadingAge's key legislative priorities.
- » Launched the Opening Doors to Aging Services initiative to develop a comprehensive communications strategy that members can use to build awareness and understanding of our field and tell our story to the public.
- » Executed robust media efforts to ensure decision-makers and the public had accurate information about the aging services field and our members through a steady stream of national press events, statements, and media inquiries that led to hundreds of news stories this year including The Washington Post, The New York Times, The Associated Press, ABC, CNN, The Wall Street Journal, Forbes, and more.

WORKFORCE DEVELOPMENT

- » Launched a new research report *Feeling Valued Because They Are Valued: A Vision for Professionalizing the Caregiving Workforce in the Field of Long-Term Services and Supports*. This white paper proposes six strategies for professionalizing the direct care workforce so caregivers feel valued because they *are* valued.
- » Established a new partnership between LeadingAge, UNCF, and Historically Black Colleges and Universities to introduce to students and alumni to the wide occupational opportunities available in the aging services and senior living sectors.
- » Debuted the LeadingAge Summer Enrichment Program that placed 28 undergraduate and graduate students of color at member host sites across the country including one intern hosted by LeadingAge to work for 10 weeks. The interns hailed from 21 universities including two Historically Black Colleges and Universities.
- » Created the LeadingAge Leaders of Color Network, which is designed to support and encourage the retention of leaders of color working in our LeadingAge member communities, with our state partners, and national office.

MEMBER SUPPORT & EDUCATION

- » Held nine live webinars and released over 25 new on-demand resources, including the release of an in-depth Governance Resource on strategy development.
- » Addressed timely topics related to diversity, equity, and inclusion through the development of two facilitated workshops focused on knowledge sharing and peer-to-peer learning.
- » Launched a four-part virtual learning series for providers to collectively explore how organizational culture can support the emotional well-being of elders, team members, and families.
- » Concluded the 15th year of our flagship leadership development program designed to enhance the leadership capacities and core competencies of aging services professionals.
- » Hosted regular online Coronavirus Policy Update calls featuring LeadingAge members and experts in our field.
- » Started a new monthly newsletter for members focusing on high-level, strategic communication that delivers key messages and activities around LeadingAge priority issues.
- » Produced two new tools from the Center for Aging Services Technology (CAST): the Resident/Client Technology Support and Training White Paper and Guide, which presents the different support, training, and potential business models for resident/client technology and the Data Analytics Selection Tool, which helps organizations choose the best data analytics technology to meet their needs.
- » Launched a two-month virtual program for new CEOs and executive directors to delve into the unique challenges and opportunities of being new to their role—and take stock of their desired future impact as leaders.

STRONGER TOGETHER

- » Partnered with CMS and CDC to support members in the Long-Term Care Pharmacy Partnership to facilitate the timely distribution of the COVID vaccine to older adults and health care workers.
- » Secured \$2.4 billion for HUD's Section 202 Supportive Housing for the Elderly Program for new homes, new service coordinators, and to help states better match home and community-based services to affordable senior housing communities.
- » Entered into a year-long CDC grant to educate and mobilize communities to receive the COVID-19 and Influenza vaccinations in partnership with Community Catalyst.