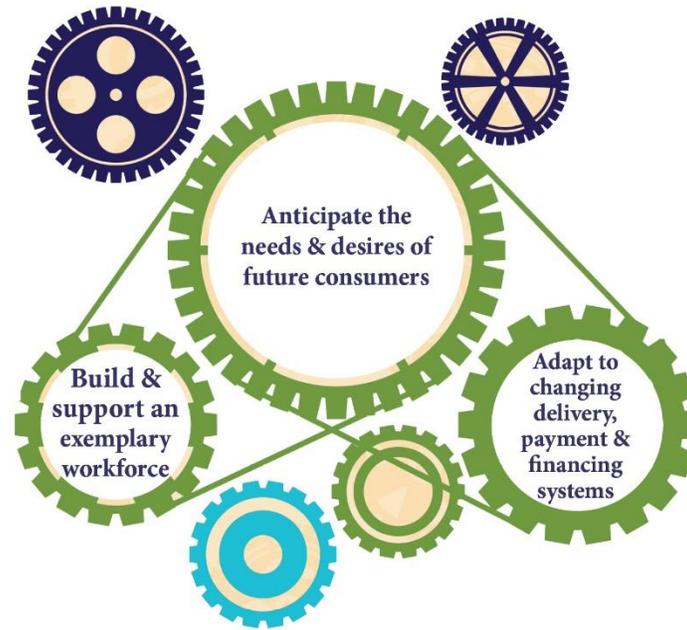


2018 Accomplishments

Our 2017-2020 Strategic Plan identifies three strategic imperatives. In 2018, we made strong progress in each of these areas, developing educational programming, tools and resources to help members move confidently into the future.



1) Anticipate the needs and desires of future consumers

- **The 2018 LeadingAge Maine & New Hampshire Annual Conference & Expo** explored such topics as, “Using Technology to Improve Resident-Centered Care,” “Successful Campus Relocation,” and “Responding to Changes in the Senior Living Marketplace.”
- **Creating Inclusivity in Aging Services** (workshop) sparked conversations about how to improve hiring, onboarding, marketing and programming to better serve diverse populations, including the LGBT community.
- **The Power of Strategic Leadership: Using the New Tools of Strategic Planning** (workshop) offered techniques for leadership teams to widen their horizons and seize opportunities:
 - **The PESTEL (Political, Economic, Societal, Technological, Environmental, Legal) analysis method** – bringing into focus outside influences that must be considered in planning.
 - **Scenario Planning** – helping organizations examine possible futures and how to adapt. [An exclusive LeadingAge member resource, *2030 Scenario Planning for Aging Services*, offers four possible scenarios for the future and a free toolkit to guide leadership teams and boards through generative discussions around planning for the future.]
- **The Fitness and Lifestyle Idea Exchange** (networking event) shared emerging best practices and encouraged supportive connections with peers. This sparked interest in forming a Fitness and Lifestyle Peer Group in 2019. We also plan to launch a Dining Peer Group.

2) Build and support an exemplary workforce

- **MAINE:** We championed LD 1466, *An Act to Address Severe and Ongoing Shortfalls in the Funding of Direct Care Workers in Long-term Care Settings and To Establish the Commission To Study Long-term Care Workforce Issues*. LD 925 ultimately became the funding vehicle for a **MaineCare wage-related enhancement for direct care workers**. The Commission will also include a member of LeadingAge Maine & New Hampshire.
- **NEW HAMPSHIRE:** We provided testimony in opposition to labor-related bills that could have increased costs for providers; these bills were ultimately killed. We participated in coalition building for a 2019 legislative effort seeking a wage-related enhancement for Medicaid providers and increased state assistance for recruitment/training programs and incentives for the health care workforce.
- Our member-driven Workforce Solutions Team continues to explore short- and long-term strategies to meet pressing needs. A **social media campaign** to highlight opportunities in aging services is under development.
- LeadingAge continues to expand the **Center for Workforce Solutions**, capturing and sharing promising practices from around the country through highly accessible fact sheets and podcasts. LeadingAge Maine & New Hampshire members accessed the **Employee Turnover Cost Calculator** and **competency development guides** to support growth in frontline and mid-level managers.
- Addressing a need for a deeper dive into critical skills for supervisory success, we launched **Leading with Confidence**, a four-part frontline supervisor training series. Both cohorts of the program sold out and participants offered high praise:

“I learned better ways of approaching staff members to resolve issues. I feel more confident involving staff in solving problems.” – Clinical RN

“Leading with Confidence was so informative with the provided tools and knowledge that we were able to take back to use with our teams and implement into our daily leadership roles.” - Healthcare Administrative Assistant

3) Adapt to changing delivery, payment and financing systems

- We hosted our first annual **Town Hall meeting** for LeadingAge to record member experiences and perspectives on legislative and regulatory issues at the federal and level. The input will help shape national policy development.
- At the 2019 Maine Summit on Aging, Lisa Henderson spoke **on Ensuring a Strong Continuum of Care: The Role of Residential Providers**. LeadingAge Maine & New Hampshire now contributes to a follow-on workgroup that is assessing opportunities to improve the effectiveness and efficiency of Maine’s LTSS system.
- LeadingAge continues to drive advocacy and educational efforts to help members adapt to financial opportunities and constraints, including new regulation, such as **Five-Star, RoPs and DPDM**.