

# THE POWER OF MEMBERSHIP

2019 Accomplishments

*In 2019, LeadingAge worked in many ways to be the trusted voice for aging. From our successful housing rally, to our enhanced member communication platform, to the vast array of resources we provide—LeadingAge is committed to helping our members thrive.*

## OUR COLLECTIVE VOICE

- » Led the charge on issues related to excessive civil monetary penalties, Section 202 funding, hospice payment models, spousal impoverishment protections, Medicare Advantage/integrated care models, federal poverty measures, Older Americans Act reauthorization and the certified nursing aide training lockout.
- » Held a successful Capitol Hill Lobby Day, during which 285 members attended 200 meetings in U.S. House and Senate offices.
- » Advocated successfully for HUD authority to include housing properties supported by Project Rental Assistance Contracts in the Rental Assistance Demonstration.
- » Organized a Senior Housing NOW rally, during which 1,100 advocates, joined by multiple members of Congress, called for expansion and preservation of affordable housing for older adults with very-low incomes.
- » Launched #DearCandidate, a non-partisan, non-political communications campaign designed to get our issues into the public discourse during the 2020 election cycle.

## WORKFORCE DEVELOPMENT

- » Used our research on foreign-born workers to propose the IMAGINE initiative (International Migration of Aging and Geriatric Workers to Meet the Needs of Elders) to raise policy makers' awareness of our workforce crisis.
- » Co-sponsored the Vision 2025 Symposium, to begin a process of developing robust college-based management training programs for potential leaders in our field.
- » Developed a new brief and monthly email entitled *Workforce Matters*, that showcases an array of activities around workforce.
- » Launched a Recruitment Tools section on the Center for Workforce Solutions that provides resources for building student awareness, reaches out to non-traditional populations for opportunities in aging services and showcases the diversity of jobs in our field.

## MEMBER SUPPORT AND EDUCATION

- » Worked with state partners to conduct a LeadingAge Member Survey to deepen our understanding of workforce turnover rates, staffing and service attributes.
- » Introduced the LeadingAge Member Community, an online platform where members have access to a personalized, interactive experience to engage with peers in the aging services field.
- » Reached more than 1,800 individuals with 80 online learning offerings such as RoPs, PDPM, workforce and dementia in the first year of the Learning Hub.

- » Enhanced the leadership skills of 45 participants through our Leadership Academy and continued to train leadership educators through the Leadership Educator program.
- » Created an educational resource to help members address HIPAA and privacy concerns arising from the increasing member use of Voice Controlled Devices.

## TOOLS AND INFORMATION

- » Provided extensive resources to help members implement new payment systems for nursing and home health care settings and comply with Phase III of the Requirements of Participation.
- » Helped members understand how to partner with Medicare Advantage plans, stay up-to-date on federal rules and host members of Congress at their communities.
- » Updated our technology selection toolkits, developed our first Health Information Exchange tool portfolio and disseminated several provider case studies on technology implementation, impacts, challenges and lessons learned.

## RESEARCH ON THE FIELD OF AGING

- » Expanded our research portfolio to include 12 new studies on workforce, housing plus services, geriatric substance abuse, LTSS financing, climate change and intergenerational programming.
- » Published findings from our exploration of options for financing delivery models that use affordable senior housing as a platform for coordinating health and supportive services.
- » Conducted the first-ever national survey of the attitudes and expectations of older baby boomers regarding quality of life and aging.
- » Co-sponsored a Harvard University report documenting the nation's current housing landscape.

## STRONGER TOGETHER

- » Affiliated with the Visiting Nurse Association of America (VNAA) and ElevatingHOME to advance our expertise and membership in home health and hospice services.
- » Initiated partnerships with TimeSlips, an international network of caregivers and artists committed to bringing meaningful engagement to older adults and with U.N.I.T.E., a collaborative of tribal nursing homes.
- » Convened the Collaborative Care & Health IT Innovations Summit to drive technology solutions and capabilities.
- » Launched our LeadingAge Catalysts Program to recognize members demonstrating excellence in a variety of areas.

LeadingAge®

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