

Stronger Together





2025 LeadingAge State Highlights

As the Trusted Voice for Aging in Maryland, LeadingAge Maryland continues to offer a full slate of learning, leadership development, advocacy, and networking opportunities.

Here are just a few highlights from our work together in 2025:

ADVOCACY & EXPANDING AWARENESS

Advocated on a variety of state regulations and plans and educated the public and decision makers through media involvement

-  > 30 bills engaged on
-  > 40 Legislative Reception attendees, including legislators, state agency officials, and members
-  11 media stories
-  5 meetings in DC with Maryland representatives

TRUSTED SOURCE

Support and assistance to our members on a wide range of operational and regulatory issues

Weekly Digest

52 curated
60% open rate

Social Media

1,925 followers

Distribute quarterly reports and resources
CMS Five Star | Hospice Trends

COLLABORATIVE DISCOVERY



Engaged in grant funded initiatives to improve opportunities for aging well in Maryland affordable senior housing including staff and resident training, and analysis of health-housing integration models

22 staff and **49** residents trained in harm reduction and overdose prevention across **7** communities and **10** organizations

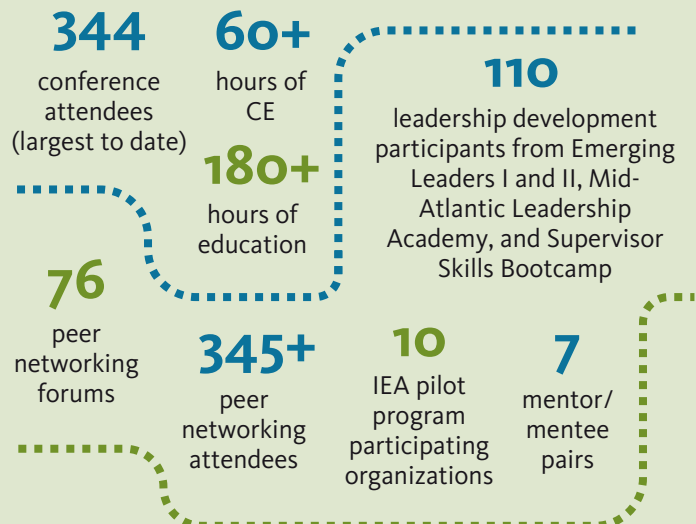
4 communities outfitted with overdose prevention cabinets ensuring access to lifesaving supplies

104 staff trained across **10** organizations and **40** communities in trauma-informed care, behavioral health and resident centered engagement

WORKFORCE DEVELOPMENT, CONNECTION & SHARED LEARNING



Helping members ensure they have strong leaders at every level



INAUGURAL PROGRAMS

Assisted Living Excellence Symposium
Certified Dementia Care Practitioner Training
Inclusive Excellence Accreditation (IEA)
Mentorship Program
Neurocognitive Wellness Symposium



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2025 LeadingAge Highlights

LeadingAge championed members on critical issues, delivered policy victories, rolled out new services, and expanded its events.

Here are just a few highlights:

INNOVATION & LEARNING

Advanced technology, education, and events that empower providers and unite our field.

The Center for Aging Services Technologies (CAST) is driving the sector's conversation on AI and technology integration

2,000

new Learning Hub accounts created

96%

satisfaction rate among national conference attendees

LEADERSHIP & PEER SUPPORT

Expanded networks and leadership opportunities to strengthen the sector's current and future workforce.

15%

growth in member network participation

24%

increase in subscribers across LeadingAge's 13 peer groups

135

people participated in LeadingAge's leadership programs

23

Geriatric Workforce Enhancement Programs are working with LeadingAge to establish CNA apprenticeships

ADVOCACY WINS

Protected critical funding, shaped federal policy, and amplified provider voices nationwide.



Fully reversed the nursing home minimum staffing mandates



Stopped proposals to impose per capita Medicaid caps and end the use of provider taxes



Obtained improvements from the Department of Housing and Urban Development to help preserve affordable housing for older adults

Submitted **130+** regulatory relief recommendations

718

members participated in Policy Pulse calls

270

lobbying meetings with lawmakers and other federal officials

326

member Lobby Day visits

5,600

advocates contacted Congress

VISIBILITY & INFLUENCE

Leveraged expertise to reach national audiences, raising awareness of aging services and member priorities.

1,050

stories featuring LeadingAge and members appeared in media outlets like The New York Times, The Wall Street Journal, and NPR

Our team fielded **370** media queries from local, regional, and national news outlets

525K+

web visits to LeadingAge.org

32,000+

resources downloaded

An average of **2,610** people engage with LeadingAge's members-only newsletters each week, up 51% from 2024