

# LeadingAge® Maryland

## 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

**344**

conference attendees  
(largest to date)

**60+**

hours of  
CE

**180+**

hours of  
education

**110**

leadership development participants from Emerging Leaders I and II, Mid-Atlantic Leadership Academy, and Supervisor Skills Bootcamp

**76**

peer networking forums

**345+**

peer networking attendees

**10**

IEA pilot program participating organizations

**7**

mentor/mentee pairs

INAUGURAL  
PROGRAMS

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



## Stronger Together

### 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