LeadingAge Texas 2020 Accomplishments

In 2020, LeadingAge Texas made your needs a priority through COVID-19 support, education, networking, resources, & money-saving programs. LeadingAge Texas continually works to provide leadership through collaborations with like-minded organizations & by fostering relationships aimed at helping you better serve your residents.

MEMBER SERVICES
Value-added member services continue to grow as membership remains strong; including over 200 voting members & 150 associate members, directly serving over 20,000 senior Texans.

COVID-19 Support
- Continuously provided crucial, proactive oversight, and key contacts to help members stay compliant and connected.
- Hosted weekly COVID-19 Discussion Calls providing practical information, resources, lessons learned, and strategies from member organizations and speakers.
- Provided extensive resources, articles, and tools on a webpage to help members navigate COVID-19.
- Delivered weekly newsletters to provide the latest COVID-19 information and resources.
- Hosted bi-weekly virtual roundtable discussions for c-suite members to ask questions and share lessons learned.
- Curated and shared solutions from trusted sponsors & business members to help members get through the COVID-19 crisis.
- Developed talking points prompting members to share their stories and struggles with local, state, and federal leaders.
- Attended twice weekly calls with Texas HHSC to distribute the latest updates and information to members.
- Provided weekly updates on point of care testing, training, and PPE availability.
- Developed several statewide press releases.
- Secured numerous laboratory contracts to help supply members with testing resources.
- Frequently surveyed members to glean insight and share lessons learned and best practices.

Workforce
- Updated the Center for Workforce Solutions with resources to equip providers with tools they need to attract future leaders, including free access to the LeadingAge Texas Career Center.
- Promoted internships, and the Student CareerFair during the LeadingAge national Annual Meeting, connecting members with the next generation of aging services professionals.
- Engaged student members, providing access to career development & support, resources, and key contacts.

Programs
- Fostered peer-to-peer learning through committee, peer group, interest group, and task force membership, networking events, social media engagement, & national LeadingAge Community.
- Refined and grew LeadingAge Texas Health Plan, Inc. to provide better health insurance benefits to members at more affordable prices.
- Continued to develop Leading Care Network Texas, a network of members to collectively negotiate with managed care plans.
- Held spring networking events across the state featuring timely topics & collaborative learning environments.
- Announced the 2020 ArtsInspire™ Contest winners; continuing to highlight the talents of senior Texans & encapsulate the idea that the arts inspire ageless creativity.
- Selected and honored the 2020 Award winners for providing impactful leadership, innovative programming, & outstanding support for aging Texans & the not-for-profit staff who serve them.

Tools & Resources
- Provided CMS Five Star Reports & resources to improve rates with the Quality Apex data analysis tool.
- Added various trends & market snapshot reports to the Member Tools & Resources Page.

Generating Value
- Worked to help members save over $7 million by taking advantage of significant cost savings through group purchasing with Value First & SCPC.
- Achieved savings on 93% of cost studies, particularly on food costs.
- Signed on new Value First participants who are finding an average savings of over $100,000 on frequently used products & services.
- Ensure Texas’ interest continues to be represented with George Linial, President & CEO serving as Chair of Value First.
- Generating savings on pharmacy, rehab, IT, and covid testing & laboratory services through SCPC.
- Secured a National GPO partnership with a January 1, 2021 effective date, providing additional food savings and expanded coverage with a portfolio focused on senior living.
- Provided extensive resources, articles, and tools on a webpage to help members navigate COVID-19.

PUBLIC POLICY
LeadingAge Texas remains the leading voice for for-profit aging services in Texas. The success of our efforts is made possible through strategic coordination of LeadingAge Texas members working at the grassroots level alongside our team of experts in Austin.

- Appointed to Texas HHSC Nursing Facility Payment Methodology Advisory Council to develop new Medicaid payment system for nursing homes.
- Appointed to Texas HHSC Quality Incentive Payment Program (QIPP) Year 5 Quality Metrics Workgroup.
- Submitted written testimony to the Texas Legislature on several interim charges related to COVID-19, health care costs, quality in nursing facilities and other LTC settings, and regulatory reform.
- Established legislative priorities for the 87th legislative session.
- Submitted recommendations to Texas HHSC for safe visitation in collaboration with Texas Assisted Living Association and Texas Health Care Association.
- Submitted Frontline Employee Hazard Pay Grant Program proposal to Governor Greg Abbott.
- Continued advocating to make online training an option for the classroom portion of Nurse Aide Training & Competency Evaluation (NATCEP). Implementation slated for April 2021.
- Advocating for flexibilities and exceptions to the Nursing Facility Administrator requirements and Administrators in Training.
- Continued participation in HHSC Nursing Facility Provider meetings, STAR+PLUS meetings, HHSC Assisted Living Collaboration workgroup, and NASHP workgroup.
PROFESSIONAL DEVELOPMENT
LeadingAge Texas is committed to developing quality, relevant, & timely education for aging services professionals at all levels.

- Provided webinars as easy-access education options, including full series like PDPM Master Class & Practical Strategies for COVID-19 & Beyond: A Clinical Excellence Series.
- Generated opportunities for scholarships funded by both EIA & grant monies via CMP reinvestment funds.
- Promoted educational opportunities for members via the LeadingAge Learning Hub.

Annual Conference
- Crafted the one-day “Pivoting Together: A LeadingAge Texas Virtual Experience” to provide connection, solutions, and education to members in place of May’s originally-scheduled in-person Annual Conference.
- Pivoted to re-craft the 61st Annual Conference & Solutions EXPO as a virtual experience offering educational sessions, a 60-booth Solutions EXPO, and opportunities to network for the 360 in attendance.
- Supported registration fees for 40 attendees through the 2020 Clinical Excellence Scholarship funded with grant monies via CMP reinvestment funds. Additionally, supported registration fees for 25 attendees through the 2020 EIA Scholarship.

Strengthening Leadership
- Produced and sold out the 19th Annual Leadership Conference centering on Change Leadership.
- Celebrated the 11th class of the Leadership Institute; the 17 graduating Fellows of the 2020 Class joined the ranks of over 100 members who make up the Leadership Institute Alumni.
- Facilitating a rebrand and re-crafting of the Leadership Institute curriculum; the EIA Board is working on launching the Leadership Collective in 2021.

COVID-19 RESOURCES
www.leadingagetexas.org/COVID19
Access up-to-date COVID-19 resources including state and federal updates, testing & training resources, timely education, and toolkits to support your organization and staff.

MEMBER TOOLS & RESOURCES
www.leadingagetexas.org/Resources
Access our member-exclusive tools & resources including guides, trends & surveys, regulatory updates, workforce solutions, & more!

WORKFORCE
www.leadingagetexas.org/Workforce
Visit the LeadingAge Texas Center for Workforce Solutions for workforce-specific materials & resources.
careers.leadingagetexas.org
Visit the LeadingAge Texas Career Center, a job board tailored to your niche talent pool: aging services professionals.

SAVINGS & SOLUTIONS
www.leadingagetexas.org/SavingsSolutions
Check out the Savings and Solutions Page to view the knowledge, products, and services available to you & your organization.

GROUP PURCHASING
www.leadingagetexas.org/Savings
Value First & our preferred vendors offer collective buying power and savings for members. Learn more today!

SPONSORS
www.leadingagetexas.org/Sponsors
Our valued annual sponsors support the association and provide the latest products, services, and technology to advance the missions of our members.

BUSINESS MEMBERS
www.leadingagetexas.org/BusinessMembers
Check out our business member directory to find products and services your community needs.

WAYS TO ENGAGE
www.leadingagetexas.org/Engage
Access a variety of opportunities to connect with others & engage in the association.

GROW OUR NETWORK
www.leadingagetexas.org/MemberCampaigns
Know other non-profit senior living providers who may be interested in joining our membership? Connect us & receive rewards!