

COVID-19 Support

- Continuously provided crucial, proactive oversight, and key contacts to help members stay compliant and connected.
- Hosted monthly open forum 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.
- Continued to provide updates on point of care testing, PPE availability, and re-opening solutions.
- Partnered with the HRSA Geriatrics Workforce Enhancement Program (GWEP) at the University of North Texas Health Science Center (HSC) to promote and support the goals of Project ECHO to provide COVID-19 vaccine education to the nursing home workforce.
- Continued to curate and share solutions from trusted sponsors & business members.

Advocacy

- Continued to meet regularly with leadership at HHSC & DSHS on COVID-19 response in aging services and long-term care facilities including issues related to visitation, testing, supplies, infection control guidance, and resident well-being.
- Passed priority legislation during the 87th Texas Legislative Session.
- Tracked 90+ bills filed in the Texas Legislature that potentially impact members.
- Provided oral and written testimony to the Texas Legislature in support of and opposition to various bills impacting aging services providers.
- Engaged with legislators virtually and in-person to advocate for member interests.
- Provided information and resources to members on requesting American Rescue Plan funding from local governments.
- Participated in monthly listening sessions with HHSC to develop future rules related to visitation.
- Remained involved in HHSC rule-making projects including Nursing Facility Administrator, CNA training and certification, emergency, and outbreak management rules.
- Participated on the HHSC Nursing Facility Payment Methodology Advisory Committee to develop new Medicaid payment methodology in response to implementation of PDPM.

Membership

- Installed the 2021-2023 Executive Committee who will carry out the strategic vision & goals set by the board & membership.
- Welcomed Liberty Manor, a new campus with Volunteers of America, as an Aging Services Member.
- Welcomed 3 Associate Business Members who provide valuable products & services to members.
- Welcomed 2 Associate Individual Members, a student and a university professor.
- Shared positive resident-centric stories and relevant industry news from members.
- Partnered with SRG Services to advertise the not-for-profit difference and member locator in regional guides.

Programs

- Fostered virtual peer-to-peer learning through committee, peer group, interest group, & task force membership, discussion calls, social media engagement, and national LeadingAge Community.
- Opened the 2021 ArtsInspire™ Contest for submissions which continues to highlight the talents of senior Texans & encapsulates the idea that the arts inspire ageless creativity.
- Successfully launched HPI plan year two with enhanced benefits and competitive pricing for 13 employers and over 1400 lives.
- Continuing to grow and expand benefits for LeadingCare Network Texas, a network formed by members to collectively negotiate with managed care plans.
- Selected and honored the 2021 Award winners for providing impactful leadership, innovative programming, & outstanding support for aging Texans and the not-for-profit staff who serve them.
- Opened the Leadership Collective application for the 2021 - 2022 cohort. The EIA Board will review the applications and the selected participants will be announced in July.
- Launched Through Our Hearts: Pandemic Reflections from Texas Senior Living, a project aimed to provide a rich archive of stories & art that can be used for reflection, inspiration, and human connection.

Professional Development

- Provided the second quarter of two yearlong webinar series: Cultivating LTC Leaders and Standards of Care.
- Launched registration for the 2021 Leadership Conference - the association's first in-person event since February 2020.
- Finalized the Leadership Collective curriculum to prepare for the 2021 - 2022 cohort's first class in September.
- Promoted free educational opportunities for members via the LeadingAge Learning Hub.

Annual Conference & Solutions EXPO

- Produced the 2021 Virtual Annual Conference & Solutions EXPO with over 350 attendees, exhibitors, & speakers, 18 educational sessions, and expanded opportunities to network and collaborate with colleagues during the live dates and beyond.
- Welcomed over 50 Business Members as exhibitors who demonstrated the latest products & services the aging services industry has to offer.
- Awarded 15 members a scholarship to attend the 2021 Virtual Annual Conference & Solutions EXPO through EIA's Herb Shore Scholarship Fund.
- Celebrated the 2021 Award winners throughout the conference through a virtual ceremony and interactive awards exhibits.
- Highlighted our trusted 2021 Annual Partners & Sponsors throughout the virtual venue and beyond.

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.
- Participated in and provided toolkits for various social media campaigns to further our collective missions.

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 LeadingAge Texas Health Plan, Inc. (HPI) to address retention rates and the rising cost of health insurance.
- Hosted breakouts discussing boosting employee morale & engagement during the 2021 Virtual Annual Conference.
- Engaged student members, providing access to career development & support, resources, and key contacts.

Generating Value

- Generated significant savings on food, facilities, medical, pharmacy, & IT services through Value First and SCPC.
- Generated additional value to our SCPC portfolio by adding Remedi SeniorCare as a SCPC preferred vendor.
- Continue to identify additional opportunities to save with the expanded National GPO partnership through Value First.
- Provided members with a group purchasing newsletter to identify savings & solutions on products & services.
- Launched registration for the 2022 Solutions EXPO to provide opportunities for members to easily access savings & solutions.



2021 Leadership Conference

Aug 25 - 27 • Renaissance Austin Hotel • Austin

www.leadingagetexas.org/LeaderCon

With engaging sessions in a peer-centered environment, this unique, retreat-style conference will be the perfect combination of entertainment and education, with a little relaxation thrown in for good measure. Group discounts are available!

2021 ArtsInspire™ Week of Celebration

Oct 4 - 8 • Online

www.leadingagetexas.org/ArtsInspire

Get involved and join us in showcasing how the arts inspire ageless creativity during this week of celebration and beyond!

2021 Texas Night Out - Happy Hour in Atlanta

Oct 24 • Atlanta, GA

www.leadingagetexas.org/2021NightOut

Are you registered to attend the 2021 LeadingAge Annual Meeting & EXPO in Atlanta? RSVP to kick-off your conference and enjoy high-end bites while connecting with your peers from back home.

Cultivating LTC Leaders: Topics in Regulatory, Legal and Compliance Management

Monthly; First Tuesdays • 1 - 2 pm CT • Webinars

www.leadingagetexas.org/LTCLeaders

This webinar series addresses hot topics in nursing home operations to develop skills in managing current clinical- regulatory, legal, and compliance risks.

Standards of Care: Driving LTC Clinical Quality

Monthly; Third Tuesdays • 1 - 2 pm CT • Webinars

www.leadingagetexas.org/StandardsOfCare

This webinar series focuses on nursing facility systems of care and managing common conditions treated in the LTC setting.

COMMITTEE & PEER GROUP INVOLVEMENT

www.leadingagetexas.org/Groups

Committees & peer groups will be established for 2022 and we want you! Get involved & submit your interests today.

MEMBER NEEDS & SATISFACTION SURVEY

www.leadingagetexas.org/MemberSurvey

Your time spent on this annual survey provides us with valuable information to help us better serve you & your organization!

FALL NETWORKING EVENTS

www.leadingagetexas.org/NetworkingEvents

We are seeking presentation proposals & hosts for consideration at our Fall Networking Events. Submit your proposals & interests today!

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.

www.leadingagetexas.org/2021COVIDCalls

These special discussion forums include practical information, resources, lessons learned, and strategies for member organizations.

www.leadingagetexas.org/CSuiteCalls

Join in to share what's working, what isn't, and ultimately to help each other in these astonishing circumstances.

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.

www.leadingagetexas.org/ValueFirst

Value First & our preferred vendors offer collective buying power and savings for members. Learn more today!

ONLINE MEMBERSHIP DIRECTORY

www.leadingagetexas.org/2021Directory

Use this publication to communicate with one another, find services & solutions from our trusted Business Members, and to stand together on issues affecting the aging services field.

WAYS TO ENGAGE

www.leadingagetexas.org/Engage

Access a variety of opportunities to connect with others & engage in the association.

SPONSORS

www.leadingagetexas.org/Sponsors

Our valued annual sponsors support the association & provide the latest products, services, and technology to advance the missions of our members.

