

LeadingAge Texas 2021 Accomplishments

In 2021, 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 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 and weekly newsletters to help members navigate COVID-19.
- Hosted 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.
- 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 Health Plan, Inc. to address retention rates and the rising cost of health insurance.
- Engaged student members, providing access to career development & support, resources, and key contacts.
- Shared LeadingAge Member Stories, providing successful examples of attracting and retaining direct-care workers.
- Provided scholarship opportunities for continuing education and professional growth for member employees.
- Hosted breakout discussions during key member events focused on boosting employee morale.

Tools & Resources

- Provided CMS Five Star Reports & resources to improve rates.
- Added various trends & market snapshot reports to the Member Tools & Resources Page.

Programs

- Fostered virtual peer-to-peer learning through committee, peer group, & interest group membership, discussion calls, social media engagement, and online LeadingAge Community.
- Refined Health Plan, Inc. with enhanced benefits and competitive pricing for 13 employers and over 1400 lives.
- Continued to develop Leading Care Network Texas, a network of members to collectively negotiate with managed care plans.
- Hosted an all-network event for members across the state to come together virtually to learn and share.
- Selected and honored the 2021 Award winners for providing impactful leadership, innovative programming, & outstanding support for aging Texans & the staff who serve them.
- Announced the 2021 ArtsInspire™ Contest winners and provided an online celebration toolkit; continuing to highlight the talents of senior Texans & encapsulate the idea that the arts inspire ageless creativity.
- Selected the incoming 2021 Class of Leadership Collective Fellows who began their formation in November.
- Developed 2022 'Bright Spots' Campaigns, designed to inspire and empower the aging services field through monthly social media & PR initiatives.
- Promoted the iN2L iNSIGHT Project, a CMP reinvestment project grant designed to reduce social isolation.
- Launched 'Through Our Hearts' to provide a rich archive of stories & art for reflection, inspiration, and human connection.

Generating Value

- Secured a National GPO partnership, providing additional food savings & expanded coverage focused on senior living.
- Continue to generate significant savings on pharmacy, rehab, IT, and testing & laboratory services through SCPC.
- Achieved savings on 93% of cost studies through Value First.
- Continue to identify additional opportunities to save with the expanded National GPO partnership through Value First.
- Ensure Texas' interest continues to be represented with George Linial, President & CEO serving as Chair of Value First.
- Provided members with a group purchasing newsletter to identify savings & solutions.

PUBLIC POLICY

LeadingAge Texas remains the leading voice for not-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.

- Engaged with legislators virtually and in-person to advocate for member interests on multiple issues throughout the special legislative sessions.
- Filed 2021 Legislative Priorities and passed priority legislation for the 87th Texas Legislative Session.
- Tracked 90+ bills filed in the Texas Legislature that potentially impacted members.
- Provided oral and written testimony to the Texas Legislature in support of and opposition to various bills impacting members.
- Hosted LeadingAge Texas Virtual Lobby Days to connect members across the state with their legislatures and staff.
- Participated in HHSC Assisted Living rules reorganization project.
- Participated on the HHSC Nursing Facility Payment Methodology Advisory Committee to develop new Medicaid payment methodology in response to implementation of PDPM.
- Participated in the Quality Incentive Payment Program (QIPP) Year 6 workgroup and continue to meet with HHSC leadership on issues related to QIPP Year 5.
- Coordinated news interviews on the long-term care staffing shortage and the publication of multiple articles.
- Remain involved in HHSC rule-making projects including: Nursing Facility Administrator, CNA training & certification, permanent emergency rules, and outbreak management rules.

LeadingAge Texas 2021 Accomplishments

PUBLIC POLICY

continued

COVID-19

- Met 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
- Secured American Rescue Plan Act funding for nursing homes, assisted living, and other long-term care providers.
- Provided oral and written testimony to the Texas Legislature in support of American Rescue Plan funding and opposition to COVID-19 vaccine related bills impacting members.
- Continued advocating for COVID-19 funding relief at the state and federal level for providers.
- Provided information and resources to members on the application process for HRSA Provider Relief Funding and reporting of federal funds.
- Participated in monthly listening sessions with HHSC to develop future rules related to visitation.

Highlighting the Not-for-Profit Difference

- Partnered with SRG Services to advertise the not-for-profit difference and member locator in guides.
- Participated in and provided toolkits for various social media campaigns to further our collective missions.
- Shared positive resident-centric stories and relevant industry news from members.

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 Cultivating LTC Leaders and Standards of Care.
- Generated opportunities for scholarships funded by EIA to support registration fees for members.
- Promoted free educational opportunities for members via the LeadingAge Learning Hub.

Annual Conference

- 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.

Strengthening Leadership

- Produced the 2021 Leadership Conference - the association's first in-person event since February 2020.
- Finalized the Leadership Collective curriculum and welcomed the 2021-2022 cohort into their yearlong leadership journey.

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.

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!

BRIGHT SPOTS 2022 CAMPAIGNS

www.leadingagetexas.org/Campaigns

- Monthly PR & social media campaigns created to inspire and empower you to share the "Bright Spots" in aging services!

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!

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!

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.

