

2022 Accomplishments

In 2022, LeadingAge Texas made your needs a priority through access to timely information and education, leadership development opportunities, connection to peers across the state, and continued COVID-19 response and support. Through collaboration with like-minded organizations and broader aging services community, we are continually working to expand opportunities for aging well in Texas and beyond through advocacy, education, innovation, and collective action.

ADVOCACY & PUBLIC POLICY

- Continue to meet regularly with Texas HHSC leadership on regulatory issues in aging services and long-term care facilities
- Provided testimony and legislative recommendations to the Texas Legislature on multiple interim charges related to long-term care financing, access to care across the continuum, and workforce
- Remained engaged with legislators and staff on the issues facing LeadingAge Texas members
- Established legislative priorities for the 2023 session including initiatives to strengthen the workforce, fund Medicaid to meet the cost of nursing facility care, protect charitable organizations property tax exemption & address unnecessary administrative burdens for providers
- Garnered legislative support and authors to file 2023 priority legislation
- Recommended changes to the Medicaid rate methodology for nursing facilities through participation in the HHSC Nursing Facility Payment Methodology Advisory Committee
- Participated in various rulemaking projects administered by Texas HHSC including assisted living rule reorganization and nursing home administrator requirements
- Joined the Nursing Shortage Reduction Coalition comprised of over 20 organizations to advocate for workforce legislation in 2023
- Provided several recommendations that were included in the Rider 146 Nursing Home Workforce Report
- Attended political events on behalf of the LeadingAge Texas PAC

EXPANDING AWARENESS

- Educated the public and decision makers through robust media involvement, resulting in tens of stories in outlets like The Texas Tribune, Houston Chronicle, KXAN, KVUE, Skilled Nursing News, McKnight's Senior Living, and others
- Coordinated media interviews and the publication of multiple articles highlighting LeadingAge Texas members
- Presented State Representative Jeff Leach and State Senator Beverly Powell with Legislative Leadership Awards at the Annual Conference
- Partnered with SRG Services to advertise the not-for-profit difference and jobs across member communities in Texas
- Held the 2022 ArtsInspire™ contest and ceremony; garnered media attention to highlight the talents of seniors across the state
- Shared positive resident-centric stories and relevant industry news
- Launched 12 'Bright Spots' campaigns, designed to inspire & empower the aging services field through social media & PR initiatives:
 - #FreeFromAgeism
 - #CareIsLove
 - #OpeningDoors
 - #CareersInAging
 - #OlderAmericansMonth
 - #GoingGoldforSeniorLiving
 - #LATXAwards
 - #AgingServicesWorkforceNow
 - #NationalWorkforceDevelopmentMonth
 - #AgelessCreativity
 - #NotforProfitDifference
 - #ActforOlderAdults

COVID-19 RESPONSE & SUPPORT

- Continuously synthesized and distributed the most up-to-date, crucial information to help members stay proactive, compliant, and connected
- Continued advocacy for COVID-19 relief funding for providers
- Provided information & resources to members on the application process for HRSA Provider Relief Funding & reporting of federal funds
- Hosted discussion calls providing practical information, resources, lessons learned, and expert guest speakers
- Provided ongoing email updates containing emergent information, guidance, resources, and answers to member questions
- Continued to identify and communicate supply chain updates to assist members with resources

LEADERSHIP & WORKFORCE DEVELOPMENT

- Continue to meet with stakeholders, legislators, and Governor Abbott's office to develop various workforce initiatives
- Leadership Collective - helping members develop effective leaders at every level of their organization (15 graduates from 12 communities)
- Provided conference scholarship opportunities for professional growth:
 - 20+ direct-care workers awarded scholarships via the 2022 Clinical Excellence Scholarship funded by a CMP Grant
 - 14 members awarded scholarships via the EIA Scholarship Fund
- Engaging the next generation of aging services professionals
 - Promoted student membership program and access to career development, resources, and key contacts
 - Invited student members to attend Leadership Conference
- Promoted and refined LeadingAge Texas Health Plan, Inc. (HPI) to address retention rates and the rising cost of health insurance
- Equipped members with tools they need to attract future leaders, including free access to the LeadingAge Texas Career Center
- Shared LeadingAge Member Stories, providing successful examples of attracting and retaining direct-care workers

MEMBER SERVICES & SUPPORT

- Launched the Member Community, an online platform for members to connect, share and store resources, generate ideas, and solve problems
- Fostered peer-to-peer collaboration through Professional Networks
- Hosted educational events on topics most requested by members:
 - Survey Success
 - Infection Prevention
 - Fall Prevention
 - Governance
 - Housing Professionals
 - Restorative Nursing
 - MDS Mastermind
 - Recreation & Activities Professionals
 - SNF Compliance
 - Ethical Considerations in Long-Term Care
- Hosted the member-exclusive 2022 Leadership Conference
- Produced the 2022 Annual Conference & Solutions EXPO with expanded opportunities for networking & collaborating with peers:
 - 460+ attendees
 - 80+ exhibitors
 - 2 keynotes; 34 concurrent sessions; 1 power session
- Expanded the membership; welcomed 8 aging services members, 33 associate business members, 1 management company, 1 organizational member, and 4 student members
- Installed the 2022-2023 Board who will carry out the revised strategic vision and goals of the association & membership
- Produced the 2022 Awards program, recognizing six individuals and one community for excellence achieved in leadership, diversity, governance, service, and innovation
- Expanded LeadingAge Texas Health Plan, Inc. (HPI) by adding a new member and partners: USI Southwest & Imagine360
- Enhanced LeadingCare Network Texas' quality program and expanded contracting relationships with managed care payors
- Hosted quarterly roundtable discussions for CEOs, EDs, & other leaders
- Provided quarterly CMS Five Star Reports & resources to improve ratings
- Developed and distributed social media toolkits for monthly 'Bright Spots' campaigns to further our collective missions
- Shared resources from business members, sponsors, & trusted advisors
- Value First's national GPO partnership and expanded portfolio allowed for a 35%-member utilization growth year over year
- Achieved savings on over 93% of member cost studies through Value First and continue to generate significant value on pharmacy, rehab, & IT services through Senior Communities Purchasing Connection (SCPC)
- Highlighted our trusted 2022 Annual Partners and Sponsors throughout the year: connecting members with the latest products and services

2022 LeadingAge Accomplishments

The Trusted Voice for Aging.

Courage. Catalyst. Stewardship. Community.



DEVELOPING WORKFORCE SOLUTIONS

- » Launched [Aging Services Workforce Now!](#)—an advocacy campaign—to bring the workforce crisis to the attention of the Administration and Congress. We brought together Senate and House congressional staffers to hear about policy opportunities to meet the needs of older Americans in the face of the persistent and severe workforce shortage, and coordinated efforts with state partners to raise our collective voice for workforce.
- » Developed workforce resources and turnkey member tools through an interdisciplinary [LeadingAge Workforce Team](#) and a State Partner Workforce Hive, resulting in valuable products focused on career ladders and lattices, compensation and benefits, organizational culture, wrap-around supports for staff, and more.
- » Celebrated the 16th year of our flagship [Leadership Academy](#), convened our second virtual [Fellowship Program for New CEOs](#), and welcomed dozens of summer interns to member communities in the 10-week LeadingAge Summer Enrichment Program, developed for undergraduate and graduate students of color to learn about aging services.
- » Launched new Learning Hub resources focused on workforce recruitment and retention: Values-Based Recruitment; The Unspoken Exodus of Women from the Workforce; Promoting Equity for the Direct Care Workforce; Unconventional Retention Strategies, and how technology can alleviate some workforce challenges.

BUILDING OUR COLLECTIVE VOICE

- » Expanded the [Opening Doors to Aging Services](#) initiative, which offers LeadingAge members tools to improve public perception of aging services, with a public service campaign [Keep Leading Life](#), and a new research-informed [Workforce Recruitment Communication Toolkit](#).
- » Advocated successfully to include a \$2.5 billion authorization for HUD's Section 202 program in the Housing for All Act. In addition, language in the Senate Appropriations Committee report included a request that CMS and the Office of the Assistant Secretary of Planning and Evaluation issue a report on expanding respite care in hospice.
- » Succeeded in efforts to include key provisions supporting older Americans in President Biden's Build Back Better legislation, which passed in 2021.
- » Received a \$1 million grant to improve nursing home care in America from The John A. Hartford Foundation. LeadingAge was selected because of the breadth of its membership across the continuum of nonprofit providers of aging services and its ability to build coalitions of stakeholders with diverse perspectives.
- » Maintained status as a "go-to" information source for *The New York Times*, the *Associated Press*, *USA TODAY*, *CNN*, *McKnight's*, *The Washington Post*, *National Public Radio*, and other national news outlets. With a promising setting-specific media approach, we successfully targeted hospice-focused publications and placed 11 stories that will serve as a foundation for the coming year's work.

SUPPORTING & EDUCATING MEMBERS

- » Continued collaboration with the CDC and Community Catalyst in a second-year grant for the Vaccine Equity and Access Project to increase national vaccine and booster education and uptake among staff, residents, and families in communities impacted most by COVID-19. [LeadingAge also awarded \\$80,000 in grants to members](#) for developing local community partnerships as part of the project.
- » Developed a [collection of governance resources](#) for members including Strategic Foresight and Strategy Development; Board Practices and Processes; Board Engagement in Diversity, Equity, and Inclusion; Board Oversight and Accountability; and Planning for a CEO's Future Transition: The Board's Role.
- » Established a Leaders of Color (LoC) network and online member community, which connects more than 150 leaders to ask questions and exchange best practices on DEI initiatives in their communities.
- » Grew the library of online learning resources for members with new live and on-demand educational offerings, serving more than 5,500 learners with timely content on hot issues through the [Learning Hub](#) this year.
- » Published [new resources on technology](#) to help housing members bring broadband connectivity to their communities, particularly significant in affordable senior housing and congregate housing organizations.
- » Released new [LTSS Center @UMass Boston research](#), including an impact report of climate change on older adults, a research brief on enhancing service coordination in HUD-Assisted Senior Housing, and articles on reimagining long-term care and assisted living in the *Journal of Post-Acute and Long-Term Care Medicine*.

STRENGTHENING PARTNERSHIPS

- » Gathered more than 5,000 providers and business partners for quality learning opportunities during the 2022 LeadingAge Annual Meeting + EXPO in Denver, Collaborative Care Tech Summit (virtual), and 2022 LeadingAge Leadership Summit in Washington, DC.
- » Engaged with providers around the world through the [Global Ageing Network](#), which hosted a series of webinars and roundtables addressing a myriad of topics that affect aging services globally.
- » Nurtured existing and new partnerships to address ageism in society by offering students meaningful educational opportunities in the new Creative Campus Program, and building a new partnership with the Department of Gerontology at Virginia Commonwealth University, Eden Alternative, and Pioneer Network—along with a generous grant from the RRF Foundation for Aging—that resulted in the Age and Ability Inclusion Toolkit to help create inclusive environments in senior living.
- » Continued a [fruitful collaboration](#) with United Negro College Fund to increase awareness about careers in aging services among under-represented racial and ethnic groups, and created the HBCUs-LTSS Careers Initiative, through which LeadingAge providers and leaders at historically Black colleges and universities (HBCU) and minority-serving institutions collaborate to develop a pipeline of racially and ethnically diverse managers and C-suite leaders in aging services.