

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