

2024 Accomplishments

In 2024, LeadingAge Texas focused on meeting your needs by delivering timely information, tailored education, leadership development opportunities, and meaningful connections with peers statewide. By collaborating with like-minded organizations and the broader aging services community, we continued to advance opportunities for aging well in Texas and beyond through advocacy, innovation, education, and collective action.

ADVOCACY & PUBLIC POLICY

- Pitched and successfully persuaded Texas Attorney General Ken Paxton to join the suit against CMS and the Biden Administration to halt the CMS staffing mandate
- Provided testimony to the Texas Legislature on several interim charges related to healthcare staffing, healthcare costs, and property tax exemptions for senior-serving communities
- Established priorities for the 89th legislative session
- Hosted virtual meetings with legislative offices and key leadership March - November to discuss legislative and other policy priorities
- Negotiated Continuing Care Retirement Community modernization policies with the Texas Department of Insurance (TDI)
- Submitted recommendations to Texas HHSC for the Assisted Living Facility and Long-Term Care Ombudsman rule re-writes
- Submitted recommendations to the Texas Department of Housing and Community Affairs regarding the Qualified Allocation Plan (QAP)
- Developed press responses addressing Governor Abbott's Task Force on the Healthcare Workforce
- Hosted a successful Emergency Preparedness in Long Term Care Settings Webinar in collaboration with Texas Assisted Living Association
- Presented at the South East Texas Regional Advisory Council Annual Conference about long term care coordination with emergency responders and emergency power regulations
- Continued advocating to make online training an option for the classroom portion of Nurse Aide Training & Competency Evaluation (NATCEP)
- Continued advocating for flexibilities and exceptions to the Nursing Facility Administrator requirements and Administrators in Training
- Continue participating in weekly virtual meetings with Texas HHSC leadership on policy development and guidance
- Participated in several rule projects at Texas HHSC
- Continued participation in HHSC Nursing Facility Provider meetings, HHSC Assisted Living Collaboration workgroup, and NASHP workgroup
- Provided input on Nursing Facility Change of Ownership (CHOW) policies
- Submitted comments regarding Medicare Prospective Payment System and Consolidated Billing for Skilled Nursing Facilities
- Established quarterly touchpoint with Regional HUD representatives to assist senior affordable housing members advance their issues at a regulatory level

LEADERSHIP & WORKFORCE DEVELOPMENT

- Leadership Collective - the 2024 cohort graduated after participating in four classes featuring eight site visits all while exploring self-development & creating connections
- Continue to meet with stakeholders, legislators, and Governor Abbott's office to develop various workforce initiatives
- Promoted and refined LeadingAge Texas Health Plan, Inc. (HPI) to address the rising cost of health insurance, with enhanced benefits and an upcoming transition to Blue Cross Blue Shield Texas in 2025, offering expanded options and greater value for members and their employees
- Supported professional development by providing conference scholarships, enabling employees from 8 communities to attend through the EIA Scholarship Fund, fostering growth and learning opportunities
- Engaging the next generation of aging services professionals by promoting student membership programs that offer access to career development resources and key contacts
- Continued enhancements to our Career Center, a complimentary resource for members, offering essential tools and resources to support recruitment efforts
- Shared LeadingAge Member Stories, providing successful examples of attracting and retaining direct-care workers

EXPANDING AWARENESS

- Launched upliftaging.org, a resource for aging services in Texas to guide consumers through the full range of care options and connect them with LeadingAge Texas' not-for-profit members
- Produced the Uplift Aging Podcast to share stories of those who live and work in our member communities, offering unique insights into the aging services field
- Educated the public and decision-makers through robust media involvement, resulting in tens of stories in news outlets
- Developed and promoted monthly 'Bright Spots' campaigns, featuring social media toolkits and PR initiatives to inspire and empower the aging services field while advancing our collective mission
- Coordinated media interviews and the publication of multiple articles highlighting LeadingAge Texas members
- Partnered with Dash Media to amplify the narratives of older adults, showcasing their unique experiences and perspectives within aging services while bringing members' stories to life
- Shared positive resident-centric stories and relevant industry news

MEMBER SERVICES & SUPPORT

- Produced the 2024 Annual Conference & Solutions EXPO, our signature event, with enhanced networking opportunities, impactful keynote speakers, diverse concurrent sessions, and a vibrant exhibitor showcase to engage and inspire attendees
- Hosted the 2024 Leadership Conference focused on communication and sustainable change
- Installed the 2024-2025 Board to advance the association's strategic vision and goals
- Promoted the Member Community to enhance connections, resource sharing, and collaboration
- Hosted impactful educational events throughout the year, designed around members' requests and interests, covering diverse topics
- Conducted statewide networking events, connecting provider and business members in person at various member communities
- Fostered peer-to-peer collaboration through Professional Networks, both online & in-person
- Expanded the membership; welcomed 6 aging services members, 21 associate business members, 4 educators, 2 individual members, and 3 student members
- Presented the 2024 Awards program, celebrating excellence among 5 individuals and 2 communities in aging services
- LeadingAge Texas Health Plan, Inc. (HPI) celebrated its 5th year of providing members with affordable healthcare benefits, supporting 13 member organizations and over 1,000 employees
- Achieved savings on over 98% of member cost studies through Value First and continue to generate significant value on pharmacy & rehab services through Senior Communities Purchasing Connection (SCPC)
- Value First's national GPO partnership and expanded portfolio resulted in a 27% growth in member utilization compared to the previous year
- LeadingCare Network Texas continues its work supporting members through its contracting relationships with managed care payors
- Partnered with LeadingAge New York to provide members with 5-Star Reporting and interactive data tools, empowering non-profit aging services organizations to analyze performance, benchmark against peers, demonstrate value, and drive improvements
- Shared resources from business members, sponsors and trusted advisors
- Further bolstering our association's support by securing sponsorship from 17 Partners and Sponsors, providing essential support to our members and advancing our mission
- Highlighted our trusted 2024 Annual Partners and Sponsors throughout the year, connecting members with the latest products and services
- Provided emergency support in response to Hurricane Beryl and developed a vendor contact list to strengthen member communities' future preparedness

LeadingAge in 2024

Supporting members on critical issues in key areas, LeadingAge achieved policy wins, launched exclusive member services, and expanded events based on your feedback. Check out just a few of our national accomplishments this year. We focus on what matters to you.



National Advocacy That Serves Your Interests

From promoting fair regulations to improving the sector's funding, our policy and PR experts keep members' needs and concerns in focus for policymakers and advance our field's interests.

TESTIFIED BEFORE CONGRESS

to expand and preserve affordable senior housing.

SUED HHS ON STAFFING MANDATES

as part of multi-faceted effort to stop implementation.

SHAPED LEGISLATION

that improves and reforms hospice care.

3,700+ ACTIONS TAKEN

by LeadingAge advocates to lobby Congress.

Solutions to Build Knowledge and Strengthen Skills

Online, on-demand, in-person: Our resources cover relevant topics to help your organization succeed.

WEEKLY NATIONAL POLICY CALLS

with updates on important national issues from LeadingAge experts.

NEW TOOLS & RESOURCES

on AI, staffing mandates, Medicare Advantage, and other key issues.

500,000 WEBSITE VISITS

to access the sector's best information, analysis, and thought leadership.

Creating Connections So You Can Grow Yours

Members learn from members—and we create myriad opportunities to ensure networking happens seamlessly, wherever affinities emerge.

8 NEW PEER GROUPS

that provide real-time connections on key topics.

15 MEMBER NETWORKS

offer critical updates and analysis across the continuum.

FELLOWSHIP PROGRAM

for new CEOs that provides mentoring and skills to succeed.

NEW PROGRAMMING

for continuing care at home and hospice providers.

Enriching Careers, Advancing Our Sector

6,500+ people gathered for our Annual Meeting and Leadership Summit, and we're growing our leadership programs, live online learning, and on-demand resources for members.

16% INCREASE

in the number of organizations participating in leadership programs.

15,000+ PEOPLE

have accessed live and on-demand learning opportunities.

LAUNCHED LEADERSHIP AWARD

to recognize members who support communities in remarkable ways.

Your needs continue to be our top priority as we look forward. We're leading a range of public advocacy efforts, developing more virtual members-only networks, and expanding free, exclusive, or discounted access to even more professional development to deepen your organization's impact. Thank you for being a part of the LeadingAge community!