

COVID-19 Support

- Continuously provided crucial, proactive oversight, and key contacts to help members stay compliant and connected.
- Hosted weekly & bi-weekly 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 weekly updates on point of care testing, PPE availability, and re-opening solutions.
- Secured an additional COVID-19 Laboratory contract to support high sensitivity cheek swab testing — a priority request for dementia care residents.
- Developed talking points prompting members to share their stories and struggles with local, state, and federal leaders.
- Curated and shared solutions from trusted sponsors & business members.

Advocacy

- 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.
- Filed 2021 Legislative Priorities for the 87th Texas Legislative Session.
- Hosted LeadingAge Texas Virtual Lobby Days to connect members across the state with their legislatures and staff.
- Participated in monthly listening sessions with HHSC to develop future rules related to visitation.
- Tracking 90+ bills filed in the Texas Legislature that potentially impact members.
- Engaged with legislators virtually and in-person to advocate for member interests.
- Provided oral and written testimony to the Texas Legislature on priority bills.
- Remain involved in HHSC rule-making projects including Administrator in Training rules and CNA training and certification rules.
- Participated on the HHSC Nursing Facility Payment Methodology Advisory Committee to develop new Medicaid payment methodology in response to implementation of PDPM.
- Hosted virtual policy briefing for legislative staff in collaboration with Texas Assisted Living Association and Texas Health Care Association to discuss 2021 priorities and COVID-19 response.

Membership

- Welcomed Greater Bethlehem out of Dallas as an Aging Services Member.
- Welcomed 7 Associate Business Members who provide valuable products & services to members.
- Welcomed 3 Associate Individual Members, including students and professors.
- Welcomed UTA College of Nursing and Health Innovation as an Organizational Member.
- Shared positive resident-centric stories and relevant industry news from members.
- Published and distributed the 2021 Membership Directory for members to communicate with one another and to stand together on issues affecting the aging services field.

Programs

- Fostered virtual peer-to-peer learning through committee, peer group, interest group, and task force membership, discussion calls, social media engagement, & national LeadingAge Community.
- Hosted the first all-network meeting for members across the state to come together virtually to learn and share.
- Successfully launched HPI plan year two with enhanced benefits and competitive pricing for 12 employers and 1400 lives.
- Continuing to grow and expand benefits for LeadingCare Network Texas, a network formed by members to collectively negotiate with managed care plans.
- Launched the 2021 Awards Program, which remains strong in recognizing members, volunteers, & programs from across the state.
- Finalized the Leadership Collective curriculum to prepare for the program's application period opening in the spring.

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 during the Spring 2021 Virtual Networking Event.
- Provided scholarship opportunities for continuing education and professional growth for member employees.
- Engaged student members, providing access to career development & support, resources, and key contacts.

Professional Development

- Provided the first quarter of two yearlong webinar series: Cultivating LTC Leaders and Standards of Care.
- Promoted educational opportunities for members via the LeadingAge Learning Hub.
- Accepted applications for the EIA Scholarship to support registration fees for members (scholarships to be awarded in mid-April).

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.

Generating Value

- Generated savings on pharmacy, rehab, IT, and covid testing & laboratory services through SPCP.
- Generated additional value to our SPCP portfolio by adding CalTech and VoiceFriend as preferred partners.
- Successfully implemented the new National GPO partnership effective January 1st, 2021, providing increased food savings as well as expanded coverage.
- Launched a group purchasing newsletter for members to find savings & solutions on products & services.
- Provided support during Winter Storm Uri; finding solutions for water, fuel and food shortages, and clean up efforts.

REGISTER YOUR TEAMS

forward



2021 Virtual Annual Conference & Solutions EXPO May 25+26

www.leadingagetexas.org/Conference

In educational sessions, during networking events and in the EXPO, you'll have many opportunities to exchange insights with others who share your interests and face similar challenges.

Take advantage of the Community Rate discount thru May 4! Includes registration for up to eight people for one low price.

Cultivating LTC Leaders: Topics in Regulatory, Legal and Compliance Management Monthly; First Tuesdays • 1 - 2 pm CT • Webinars

www.leadingagetexas.org/LTCLeaders

This 12-month 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 12-month webinar series focuses on nursing facility systems of care and managing common conditions treated in the LTC setting.

Selling During a Pandemic (And We are ALWAYS in a Pandemic!)

April 21 • 12 - 4 pm CT • Webinar

www.leadingagetexas.org/SellingDuringPandemic

Using actual case studies, real world senior living-based stories, and illustrative exercises, this deep-dive session is designed to introduce the participant to a completely new way to approach selling in our wonderful industry!

COVID-19 Discussion Calls

First & Third Tuesdays • 1 - 2 pm CT • Zoom Meeting

www.leadingagetexas.org/2021COVIDCalls

These special discussion forums include practical information, resources, lessons learned, and strategies from a variety of member organizations, as well as updates from LeadingAge Texas and other speakers.

C-Suite Virtual Roundtables

Third Thursdays • 3 - 4 pm CT • Zoom Meeting

www.leadingagetexas.org/CSuiteCalls

C-Suite Members are invited to join in on a Zoom call to share what's working, what isn't, and ultimately to help each other in these astonishing circumstances.

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!

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.

GROUP PURCHASING

www.leadingagetexas.org/Savings

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

BUSINESS MEMBERS

www.leadingagetexas.org/BusinessMembers

Check out our business member directory to find products and services your community needs.

WAYS TO ENGAGE

www.leadingagetexas.org/Engage

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

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!

SPONSORS

www.leadingagetexas.org/Sponsors

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

