



2009
aahsa

In 2009, AAHSA worked diligently to fulfill its promises to our members: to inspire, to serve and to advocate. We provided the information and support you need to survive in the current economic and policy environments, while preparing to thrive in the future. Together with your state association, we are creating the future of aging services.

INSPIRE

Motivated by the commitment of our members who have been in their communities for generations, AAHSA significantly broadened its base of support to advance key public policy positions by generating thousands of contacts with Congress via call-in days, e-mail messages and personal meetings. We also developed strong stakeholder coalitions to include organizations representing service providers, elderly consumers, persons with disabilities and staff. In addition, we have reached our members in multiple ways, including:

Education and Training

- Assembled more than 10,000 individuals - a record number - to learn from experts and one another at three, high-quality national conferences featuring over 250 educational offerings.
- Reached thousands of members via nine audio conferences on pertinent topics, providing a cost-effective supplement to traditional programming.
- Showcased more than 150 member innovations and best practices in our award-winning magazine – *FutureAge* - that has a current circulation of 17,000.
- Continued to lead the Advancing Excellence in America's Nursing Homes Campaign, producing five Webinars on staff stability, resident satisfaction, restraint reduction and staff training for greater impact. Developed technical assistance tools to reach nearly 10,000 nursing home staff.
- Trained over 18,000 member employees in risk management with 99 percent neutral to highly satisfied rating through Aon Quality Institute, with 10 percent premium credit applicable to

the General Liability/Professional Liability for participating program insureds.

Leadership Development

- Convened multiple forums for leaders to learn and share, including chief executive officers, chief financial officers, chief operating officers, women leaders, trustees and emerging leaders.
- Graduated 32 leaders in aging services in the fourth year of the increasingly successful Leadership AAHSA program.
- Expanded networking and educational opportunities for boards of directors and trustees in our conference programs, audio seminar series, online resources and new governance listserv, reaching over 800 trustees.
- Collaborated with our business partners to share their expertise in a series of online white papers on timely topics, including financial decision-making, assessing community need and marketing in tough economic times.
- Published the sixth edition profile of the largest not-for-profit providers, documenting our members' significant leadership role in the growth and change of the aging-services field.

Shared Knowledge through Policy Analysis and Research Findings

- Issued a report, commissioned by the AAHSA Talent Cabinet, advocating for national core competencies for the long-term care professional workforce.
- Published "*Who Decides?*" a report from AAHSA's Future Needs of Consumers' Cabinet on consumers' needs and expectations, along with a corresponding research digest and PowerPoint presentation.
- Published more than two dozen reports and articles on trends and data about our field on topics ranging from nursing home administrator tenure and education levels to

prevalence of electronic information systems in nursing homes. In addition, we addressed core competencies for professionals in long-term care, states' role in developing the long-term care workforce and expansion of affordable housing with services.

- Reached a wide range of audiences including researchers, the aging network, academics and technology companies through formal presentations.

Policy Development

- Served as a founding member of the Eldercare Workforce Alliance, funded by major foundations and focused on advancing policy to strengthen the long-term care workforce.
- Advanced U.S. Department of Housing and Urban Development and U.S. Department of Health and Human Services collaboration in creating a major national demonstration of housing with supportive services.
- Received funding from a number of foundations and government agencies, including The Tsao Foundation in Singapore, Scan Foundation and Agency for Healthcare Research and Quality (AHRQ) to conduct research and evaluation in the areas of workforce and housing with services.

Applied Research

- Leveraged CAST and IFAS collaboration on research initiatives and jointly obtained AHRQ funding to evaluate the impact of telemonitoring of hypertension in nutrition centers serving seniors.

Recognition

- Acknowledged dozens of leaders within the AAHSA member organizations through the AAHSA awards program.
- Sponsored awards for the American Hospital Association to recognize exemplary programs

in palliative care, the National Association of Health Care Assistants to recognize the talents and contributions of direct-care workers and for Generations United to recognize exemplary intergenerational programs.

SERVE

AAHSA increased the value of membership through routine and timely communications on issues of importance and by providing technical assistance to advance our members' interests in Congress, the Administration, the media and the marketplace. We worked with the media to produce an unprecedented number of stories that appeared in more than 230 media outlets, including *The New York Times*, *The Wall Street Journal* and *National Public Radio*.

AAHSA also established the AAHSA Savings and Solutions Center, to provide technical assistance and education for members in the procurement of goods and services, with a goal of generating both savings and efficiencies. Nearly 1,000 members are taking advantage of this Center already.

In addition, AAHSA has been responsive to member needs through:

Technical Assistance

- Provided technical assistance to thousands of members, including assisting with regulatory issues, program development and procurement of goods and services to achieve cost savings.
- Developed a training program for family caregivers of residents of affordable senior housing properties to enhance their caregiving knowledge and skills and to strengthen the property: family partnership.
- Published an interactive version of the Center for Aging Services Technologies' State of Technology Report and a paper on the adoption of electronic information systems in U.S. nursing homes.

Expanded Opportunities for Member Engagement and Information Sharing

- Expanded the availability of member listservs to twenty, serving additional member types and increasing member networking to over 4,300 members, consumers and business partners.
- Prepared and disseminated monthly e-newsletters, providing updates and member-specific information on nursing home

regulations, housing, technology, home- and community-based services research findings, CCRCs and assisted living.

- Prepared a resource entitled, "*In the Place They Call Home: Expanding Consumer Choice Through Home and Community-Based Services*" to help members in the development of home and community-based services.
- Initiated and expanded AAHSA's social media presence through Facebook, Twitter and LinkedIn to facilitate member connections and disseminate AAHSA messages to a broad audience. Already, more than 1,000 members, consumers and business partners are part of AAHSA's social media groups and over 600 individuals follow AAHSA's various Twitter feeds.
- Achieved over 1.75 million page views for AAHSA's Web site, aahsa.org.

ADVOCATE

AAHSA made great strides this year on the policy and advocacy front. We enhanced our profile on Capitol Hill by spearheading the inclusion of a vital expansion of access to long-term services and supports for the elderly and adults with disabilities in national health care reform proposals. Known as the CLASS plan, this provision is designed to provide a necessary benefit to consumers and control Medicaid spending for the government within a fiscally responsible national insurance framework.

In addition, we advanced the interests of our members and those they serve in a number of ways:

Funding and Reimbursement

- Helped secure emergency funding for state Medicaid programs, averting state Medicaid cuts for nursing homes and home- and community-based services. We are working diligently to save the market basket as part of health care reform and to ensure that members are reimbursed for the complex care that many of them provide.
- Achieved \$765 million in FY 2009 funding for senior housing programs, representing \$30 million more than FY 2008.

- Helped to prevent a proposed 4 percent cut in 2009 Medicare payment to hospice providers.
- Gained an additional \$100 million for senior nutrition programs in the economic stimulus package, in addition to a 6.4 percent increase in 2009 senior nutrition program appropriations.

Reporting and Transparency

- Advocated for changes in the Centers for Medicare and Medicaid Services' Five-Star Nursing Home Rating System to remove data distortions, increase accuracy in reporting and expand the categories to include customer satisfaction.
- Improved Medicare reporting for nurse staffing costs and increased reimbursement for non-therapy ancillaries are included in pending health care reform legislation.

Program Development and Enhancement

- Introduced landmark senior housing reform legislation in the House, making programs more practicable for both sponsors and residents.
- Introduced the "Medicare Adult Day Services Act of 2009" in the House, to expand the reimbursement and care options for adult day service providers.
- Succeeded in incorporating several important health information technology provisions related to aging services in the American Recovery and Reinvestment Act.

Workforce Development

- Advanced health care reform provisions for training health care professionals at all levels in geriatrics, chronic care management and long-term care. Training opportunities for direct care workers in nursing homes, assisted living and home care services were addressed.
- Assisted the Senior Community Service Employment Program 2009 Fellows Program to promote stronger relationships with long-term care providers.



The members of the American Association of Homes and Services for the Aging (www.aahsa.org) help millions of individuals and their families every day through mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home. Our 5,800 member organizations, many of which have served their communities for generations, offer the continuum of aging services: adult day services, home health, community services, senior housing, assisted living residences, continuing care retirement communities and nursing homes. AAHSA's commitment is to create the future of aging services through quality people can trust.