

ADVOCACY, EDUCATION, COMMUNICATION
MEMBERSHIP, PARTNERSHIP, RESEARCH
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Together, We Accomplish More



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2020 / *LeadingAge™ PA*

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LeadingAge PA welcomed five new member organizations in 2020



LAUNCHED **LeadingAge PA ADVANTAGE+**
a cost-saving benefit exclusively for members

LAUNCHED LeadingAge PA Community Lounge used to discuss and share resources across membership groups
Community Lounge

CREATED the Share Your Heart social media campaign honoring the dedication & contributions of members keeping PA seniors safe



LAUNCHED the Heart of the Matter Blog, an extension of the Share Your Heart campaign,
Heart of the Matter BLOG

AWARDED \$95K to member communities and staff through
9 Paid College Internships and
27 Educational Scholarships



CELEBRATED Distinguished Service Awards in a new way with hand-delivered gift baskets to communities and special recognitions



DEVELOPED strategies and lead advocacy for limited liability protections related to the pandemic for senior service providers



ENHANCED the Learning Portal to include on-demand and continuing education-approved webinars

LAUNCHED a series of downloadable data tools including benchmarks, dashboards, and databases, and a 5-Star Dashboard with training tutorials



SUCCESSFULLY ADVOCATED against implementation of the Medicaid Fiscal Accountability Rule (MFAR)

IMPLEMENTED a membership dues freeze for 2021, joined by LeadingAge National



PROVIDED up-to-date COVID-related communications throughout the year with

>30 member update webinars and weekly emails to members

TESTIFIED in many Pennsylvania House and Senate committee hearings, and secured opportunities for members to provide remarks and testify



DEVELOPED a quality incentive Medical Assistance payment model for nursing facilities

AFFILIATED WITH Kairos Health Systems strengthening members' opportunities to enhance revenue and quality



HOSTED the Affordable Housing Forum to collaborate on next steps and best practices

ENHANCED website to meet member needs for COVID-19 information and resources

WORKED closely with state agencies to achieve regulatory flexibility during the pandemic

ENGAGED in robust media reach which resulted in more than 700 media hits and a strong voice in aging services

CREATED Member Toolkits for COVID, and Media Primer templates for communities

CREATED easy online access to critical COVID-19 resources offered by our business partners

REVIVED the Workforce Task Force and created toolkits for successful internships and career fairs

BROUGHT new life and energy to the Association through rebranding and revamping communications to more effectively reach membership

REVAMPED the Fellows in Leadership Program to an engaging, interactive virtual program

LAUNCHED the Higher Education Partnership Program, offering discounted tuition for members at five partner universities across the state

2020 ANNUAL CONFERENCE + EXPO
REIMAGINED the LeadingAge PA Annual Conference + EXPO into an exciting new virtual experience

SUCCESSFULLY ADVOCATED for **\$318M** in CARES funding to long-term care providers, including an unprecedented investment in non-medical assistance programs with

\$49M allocated to nursing facilities and **\$50M** for personal care and assisted living

KAIROS ADDED 9 NEW members, and negotiated rate increases of an average of **>25%** initial proposals from payors



FALL VIRTUAL EVENT - NOVEMBER 5, 2020

COMBINED the 2020 Workforce Symposium and Fall Finance Conference into a one-day Fall Virtual Event with education credits for both tracks

ORGANIZED 34 webinars in 2020 for more than **5,000** registrants, accounting for well over **500** continuing education hours

And these are only the highlights of what we can accomplish, together!

THANK YOU

To Our 2020 Sponsors!

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