

In 2015, LeadingAge increased its advocacy capacity, launched the Thrive initiative, expanded the suite of tools to measure your performance and market position and stimulated innovation in many ways. Aligned with our Strategic Initiatives, LeadingAge accomplished the following in 2015 on your behalf:

## Strengthen NFP Organizations

- Launched Thrive – An extensive and evolving repository of resources in the focal areas of Community Engagement, Governance, Philanthropy, Quality, Strategic Partnerships, Strategic Planning and Workforce/Leadership Development
- Produced two national conferences, reaching 8,600 people and achieving over 92% participant satisfaction
- Analyzed and filed comments on the potential impact of nursing home requirements of participation, Medicaid managed care, Medicare payment for home health and hospice services, bundled Medicare payments for hip and knee replacements and overtime pay requirements
- Expanded the suite of interactive data-driven tools to include Home Health Quality Metrics and Nursing Home 5-Star Analysis Reports

## Develop Strong Leaders

- Reached over 1,900 governing body members through board presentations, direct assistance and educational events including three, highly-rated “Governing for Strategic Success” retreats; launched online governance assessment tool
- Expanded the 10th class of Leadership Academy fellows, growing the number of program graduates to 347
- Developed two *Competency Development Guides* to support workforce development of personal care attendants and mid-level managers across settings and staff positions
- Established a new member service for online, in-house staff development

## Lead Innovation

- Convened a Cabinet to identify innovative solutions to ensure that America’s seniors have quality, affordable places to call home with services they need to age in place with choice and dignity; convened a stakeholder meeting about the importance of housing/service models
- Disseminated a *Housing and Health Partnership Toolkit* to help affordable senior housing properties and health care providers work together to promote health and independence
- Offered a five-month learning experience to help member organizations implement innovations through education, research, field work and virtual coaching sessions
- Advanced emerging dementia care and culture change models through multiple member initiatives

## Expand Financing Options

- Completed economic modeling of several Pathways options, conducted fourteen Hill visits, and convened meetings among diverse organizations interested in long term care financing
- Initiated four, state-level Pathways collaboratives around Long-Term Service and Supports Financing
- Successfully advocated for Medicare reimbursement (Doc Fix) and Senate reauthorization of Older Americans Act legislation
- Achieved inclusion of provisions in a Senate tax bill to extend and strengthen low-income housing tax credits

## Advance Technology

- Released a Functional Assessment and Activity Monitoring portfolio of tools to help providers implement functional assessment and activity monitoring technologies
- Published CAST Commission proceedings entitled *Accelerating Innovation: “Harnessing the Power of Technology for the Success of LTPAC Organizations and the People they Serve”*
- Developed a new tool to help incorporate information technology into an overall strategic plan entitled: *“Strategic IT Planning for Long-Term and Post-Acute Care (LTPAC) Providers: A “How-To” Workbook”*
- Revised the CAST Medication Management portfolio with an expanded product/vendor matrix and four additional case studies

## Engage Consumers

- Introduced a new annual award—Older Adult of Distinction—to recognize a remarkable older adult for extraordinary volunteer contributions to a LeadingAge member and the broader community
- Launched a member directory enabling members to showcase their services to over 9,400 visitors, with increased viewing time of directory listings by 40% over last year
- Initiated the development of a formal relationship with the National Continuing Care Residents’ Association (NaCCRA)
- Featured a variety of website, magazine and e-newsletter consumer-centric articles/resources

*Check out our new member-only benefits at [LeadingAge.org/Member\\_Services](http://LeadingAge.org/Member_Services)*