

# LeadingAge Member Benefits

## What's New for 2015

### *It's a good time to be a member —*

in 2015 we are adding more exclusive member benefits. Look for new financing opportunities, grants for your great ideas, market intelligence, better governance, sage advice, hot topics and discounts on must-do programs.

## STRENGTHEN GOVERNANCE & LEADERSHIP

**Governing for Strategic Success** — A new governance program led by renowned governance speaker and author **Jamie Orlikoff** will roll out summer 2015. The retreat will prepare boards and senior leadership for strategic planning discussions to help move forward in the rapidly changing aging services environment. Three full-day retreats will be offered in June, July and August in Denver, Philadelphia and Chicago.

**Leadership Educator Program** — A new program designed to develop skilled leadership educators within the LeadingAge membership. Led by **Judy Brown Ph.D.**, lead facilitator for the LeadingAge Leadership Academy, this three month program will help forge new educators to help advance leadership education in the not-for-profit aging services field.

## PLAN STRATEGICALLY, EXECUTE SKILLFULLY

**Thrive** — A top priority goal for 2015 and beyond is to help members thrive in the changing aging services landscape. To do this, we are creating information and resources to help members strengthen leadership and mission-driven business practices as well as retain a quality workforce and innovative care delivery models.

**Technology Planning and Selection Tools** — LeadingAge's technology center, CAST, will be releasing new tools to help members plan for and select functional assessment and activity monitoring technologies as well as tools to help members to plan for technology during the strategic planning process. In addition, CAST will update its EHR, Telehealth and Medication Management tools.

**Sounding Board** — Members can tap the experience and wisdom of seasoned leaders in our field. A select group of CEOs, executive provider members and LeadingAge staff are available to provide knowledge, advice and insights to LeadingAge members. This resource group brings years of experience in strategic planning, governance, corporate reorganization, finance, development, repositioning, strategic partnerships, succession planning, trends and much more.

## JUMPSTART INNOVATION

**LeverAge** — A new national financing program brought to you through a partnership with LeadingAge, National Cooperative Bank and Grantmakers in Aging. *LeverAge* will help fill a lending gap that has grown in recent years by offering affordable, flexible and longer term debt for projects that expand services. Members can participate in two ways—they can invest through mission deposits to the program, or they can apply for *LeverAge* loans for qualifying projects.

**Innovations Fund** — Since 2013 LeadingAge has awarded nearly \$400,000 in innovation grants to members. The fund is made possible through member contributions, fundraising and matching funds from the New Courtland Foundation. The next round of grants will be announced mid-2015.

## CONNECT WITH CONSUMERS

**Content Engine** — LeadingAge and the PBS 50+ website Next Avenue will provide members with exclusive, ready-to-use content for newsletters, websites, blogs, etc. For a special price for LeadingAge members of only \$3600 for a 12-month subscription, members can get 8 articles a month with exclusive rights, written by journalists and experts.

## IMPROVE QUALITY

**WeCareConnect** — LeadingAge has partnered with Aging Enriched Services (AES) to provide a new post-discharge, follow-up service that helps extend care for up to 90 days. Phone, mobile and web-based technologies are used to collect patient feedback, track patient progress and well-being to reduce re-hospitalizations and improve outcomes. LeadingAge members receive a special discounted rate.

**LeadingAge Insights** — An exclusive set of business intelligence tools to help members understand performance and market position. New for 2015—Home Health Metrics.

## MAKE CONNECTIONS

**Networks, Networks, Networks** — Join any of our dozens of member networks to interact with your LeadingAge peers—get answers, offer solutions, bounce ideas, share learning. Get involved in a network—sign up at [My.LeadngAge.org](http://My.LeadngAge.org).

Go to [LeadingAge.org/member\\_services](http://LeadingAge.org/member_services) for more information on these exciting new member benefits!