

AAHSA—The Power of Membership

2008 ACCOMPLISHMENTS



In 2008, AAHSA helped members like you proactively address issues facing not-for-profit aging-services providers. From reimbursement and survey and certification to staff retention and housing with service expansion, we are committed to giving you the information and support you need to survive today and thrive in the future. Together with your state association, AAHSA is here to help you create the future of aging services.

Public Policy and Grassroots Advocacy

- Persuaded the Centers for Medicare and Medicaid Services (CMS) to reconsider a proposed change in the calculation of Medicare payment rates for skilled nursing facilities (SNFs), which would have cut SNF payments by \$770 million.
- Ensured a full 3.4% Medicare payment update for SNFs in 2009. This update will raise facility payments by \$780 million.
- Defeated a proposed freeze in Medicare payments to home health care providers, who will receive the full 2.9% payment update in 2009.
- Secured full inflation adjustments in payments to hospices and prevented cuts to special needs plans and programs of all-inclusive care sites.
- Succeeded in getting language included in the major political party platforms addressing long-term care financing and services.
- Gained joint endorsement of our long-term care financing reform principles by coalitions representing seniors and persons with disabilities.
- Achieved Senate introduction and House passage of AAHSA's housing bill, which will solve numerous issues that providers face in preserving affordable senior housing communities.
- Promoted legislation, signed into law, to establish a National Housing Trust Fund. This is the first new source of financing for affordable housing development in 20 years.
- Defeated a moratorium on Medicaid regulations that would have led to \$18 billion in federal spending cuts.
- Achieved enactment of our delegated processing amendment, eliminating bureaucratic barriers that plague mixed-finance housing projects.
- Defeated proposed funding cuts for senior housing and home and community-based services.
- Advocated for increased resources to meet the needs of a rapidly growing senior population.
- Exercised a lead role in the growing success of the *Advancing Excellence in America's Nursing Homes* campaign.

Information Access

- Showcased hundreds of member innovations and best practices in *FutureAge*, AAHSA's award-winning magazine.
- Prepared a resource entitled *Doctor at Your Door – The Senior Housing Community's Guide to Medical House Call Programs*, to help affordable senior housing properties partner with medical house call programs to support frail and disabled residents who are aging in place.
- Released a report entitled *Process Evaluation of Implementation of Lutheran WellSpring Alliance of the Carolinas*, to support the respective facilities in implementing WellSpring and to assist staff, corporations or facilities in understanding the journey and processes of WellSpring.
- Developed a report and supplementary toolkit entitled *Assessing State Investments in Culture Change*, targeted to state policymakers, legislators, regulators and other stakeholders interested in encouraging state policymakers to invest in culture change initiatives.
- Produced and disseminated weekly and quarterly newsletters providing updates and information about nursing homes, home and community-based services, housing, technology, research and Quality First.
- Authored a chapter entitled "Expanding Affordable Housing with Services for Older Adults: Challenges and Potential" published in *The Assisted Living Residence: A Vision for the Future*.
- Developed a *Board of Directors Resource Digest* featuring articles, guides and tools to address the challenges and responsibilities of not-for-profit boards.

Help When You Need It

- Provided individual assistance to nearly 1,000 members via AAHSA's member services hotline.
- Created materials to facilitate board involvement in Quality First and to assist members in featuring their organizations' quality achievements via video on their Web sites.
- Presented seminars and programs for trustees in our member organizations that are focused on the latest governance issues critical to aging-services organizations.
- Published four new Better Jobs Better Care resources and tools, including a special issue of *The Gerontologist*, which providers can use to reduce direct care worker turnover and build a quality workforce.

Education Through Shared Learning

- Produced three high-quality national conferences—featuring more than 250 educational offerings—where more than 10,000 individuals gathered to learn from experts and one another.
- Partnered with Ziegler Capital Markets to produce the *AAHSA Ziegler 100*, a comprehensive report profiling the patterns of growth and change among the largest not-for-profit providers.
- Held 14 audio conferences on timely topics, providing a cost-effective way for members to learn and extending AAHSA's educational offerings beyond traditional programs.
- Graduated 32 emerging leaders in aging services from the Leadership AAHSA class of 2007 and welcomed 31 to the class of 2008 for a year of intense study and leadership development.
- Launched a Women in Leadership task force to guide AAHSA's educational offerings on gender-specific leadership and create networking opportunities for women leaders.
- Expanded member networks to help members share their knowledge and insights with one another efficiently and effectively.

Eye to the Future

- Issued a report advocating a redesign of the survey and certification system and recommending 31 interim changes to improve the existing system.
- Testified before the Senate Special Committee on Aging to make recommendations that address the long-term care workforce crisis.
- Worked with the state of Vermont to develop and evaluate a new model of housing with services for the low-income elderly.
- Received House committee approval of an amendment requiring a federal study of the removal of barriers to the development and implementation of aging-services technologies.
- Developed eight case studies about the value providers can find in collaborating with corporate and university partners to test emerging technologies in their organizations.

Money-Saving Programs

- Partnered with MedAssets to establish the largest national purchasing pool for not-for-profit providers. This program offers members access to more than 400 contracts for products and services that organizations need.
- Enhanced AAHSA's Insurance Program to offer members exclusive access to General Liability/Professional Liability line accounts that may be eligible for a dividend payment beginning in 2008.
- Expanded our Insurance Program to serve the entire continuum of aging-services providers by eliminating minimum premiums and developing service-specific underwriting guidelines.

AAHSA's Five Big Ideas

AAHSA's Five Big Ideas were developed in 2005 to encapsulate our major policy agenda in simplified format. These ideas are based on accumulated beliefs, experiences and successes of members who are developing innovative programs that have broad policy implications. They were designed to advance Quality First and reflect our research, advocacy and leadership agenda.

In 2008, AAHSA did much to advance these ideas and move forward in our quest to create the future of aging services. Viewed through the lens of the Five Big Ideas, a sampling of the year's accomplishments in each of the five areas includes:

QUALITY

Created materials to facilitate board involvement in Quality First and to assist members in featuring their organizations' quality achievements via video on their Web sites.

TRANSITIONS

Prepared a resource entitled *Doctor at Your Door – The Senior Housing Community's Guide to Medical House Call Programs*, to help affordable senior housing properties partner with medical house call programs to support frail and disabled residents aging in place.

Authored a chapter entitled "Expanding Affordable Housing with Services for Older Adults: Challenges and Potential" published in *The Assisted Living Residence: A Vision for the Future*.

TALENT

Testified before the Senate Special Committee on Aging to make recommendations that address the long-term care workforce crisis.

Worked with the state of Vermont to develop and evaluate a new model of housing with services for the low-income elderly.

Published four new Better Jobs Better Care resources and tools, including a special issue of *The Gerontologist*, which providers can use to reduce direct care worker turnover and build a quality workforce.

FINANCE

Succeeded in getting language included in the major political party platforms addressing long-term care financing and services.

Gained joint endorsement of our long-term care financing reform principles by coalitions representing seniors and persons with disabilities.

Technology

Received House committee approval of an amendment requiring a federal study of the removal of barriers to the development and implementation of aging-services technologies.

Developed eight case studies about the value providers can find in collaborating with corporate and university partners to test emerging technologies in their organizations.



The members of the American Association of Homes and Services for the Aging (www.aahsa.org) serve as many as two million people every day through mission-driven, not-for-profit organizations dedicated to providing the services people need, when they need them, in the place they call home. Our 5,300 members 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.

