



Life Plan Community Weekly: Recap of LeadingAge Updates

July 23, 2021

LeadingAge LPC Members Featured on Senior Housing News Webinar. On Friday, July 16, 2021, Jill Vitale-Aussem (CEO, [Christian Living Communities](#)), Sean Kelly (CEO, [Kendal Corporation](#)) and Nate Schema (VP of Operations, [The Evangelical Lutheran Good Samaritan Society](#)) spoke during a Senior Housing News webinar on the Future of Nonprofit Senior Living. The discussion ranged from a strategic focus on DEI and authentic culture, to rebooting the workforce model for CCRCs, to M&A activity and portfolio diversification into on-site dialysis clinics, HCBS and EMR interoperability. Jill observed that we “need to rethink our hospitality culture and... reframe ‘residents’ as ‘citizens’” as part of her drive to foster ever more autonomy and involvement for the people who live in our communities. Sean praised our dedicated and dynamic workforce, and stressed that the staffing model needs to fundamentally change; he said that workers should all along have been ‘held up as heroes.’ When posted, you can download and listen to the webinar [here](#).

ICAA Releases Forum Report on Wellness and the Middle Market. The International Council on Active Aging, along with thought-leaders from a variety of aging services organizations, has issued a provocative [report](#) summarizing their Forum on Wellness and the Middle Market in May. Recognizing the delicate balance between minimizing costs and offering a wellness lifestyle experience that appeals to the diverse and broad demographics of the middle market consumer, the Forum focused the discussion on a well-supported by smaller workforce, a la carte lifestyle options, a revisioning of dining services and greater inclusion of “non-resident” community members in the patronage of the amenities. Core components of strategy for development of this model should include value, people, culture, place, and planning. A summary article on this forward thinking report is forthcoming.

NIC Posts Executive Survey Insights in Wave 30. The National Investment Center reported on July 15, 2021 the findings of their latest [Survey](#). Key findings showed promising occupancy improvements in all levels of care, and especially in Assisted Living; that a majority of respondents do not plan to make COVID vaccines mandatory (54%); that the biggest challenge presently is attracting and retaining staff (45%) ; and that increasing wages (63%) is the most effective method for doing so. Beth Mace, Chief Economist for NIC, will speak on this report and other key trends (you may recall her [Middle Market study](#) last year) in senior housing and services on our member call next Wednesday, July 28 2021.

Coming Soon for LPCs:

Continuing Care at Home Network Meeting. The CCaH Network of LeadingAge will be holding monthly meetings to discuss sales/marketing and operational topics of CCaH programs the 2nd Thursday of each month from 2:30 to 3:30 pm. The next meeting is scheduled for Thursday, August 12th. [Zoom Link](#). Those with existing CC@H programs, or those interested in starting one, are welcome to attend.

LPC Advisory Group August Session. The newly-launched LPC Advisory Group continues in August with a session on Market Opportunities and Growth. Hear from industry experts on

general market trends for LPCs, CC@H, HCBS, Medicare Advantage, and PACE. This session is designed to give you a ‘taste of’ what options may be available to your organization in your market. Deeper dives into each service segment may be planned for future sessions. **Date TBA, last week of August.**

Continuing Care at Home Virtual Conference. All are welcome to attend the first CC@H Virtual Conference, September 13-14, 1:00 PM to 4:30 PM EST. Conference sessions will host educational content on trends and niche topics for this model. Details will be forthcoming; email Lisa Hoffman at lhoffman@phoebe.org for more.

Thinking About Strategic Planning? You Need These New Resources

Those of us who work in the aging services sector know there's never been a more important time to bolster our organization's strength. That's why LeadingAge is rolling out a new package of [Governance Resources for Aging Services](#)—designed to directly address the unique challenges and opportunities our members face. The first of four self-guided resources is designed to lead you through annual strategic work with your boards. [LeadingAge members receive 50% off the purchase price](#)

COVID-19 Related Updates:

Discussion on vaccine as a condition of employment heats up. Check into Monday's Update Call. As vaccination rates continue to sputter across the country, more and more organizations are looking into making vaccines a condition of employment. Dr. Robin Jump will join us on **Monday, July 26 at 3:30 PM ET** to discuss the AMDA joint statement on recommending mandatory vaccines and will be available to talk about why we need to continue our concerted push to motivate staff to get vaccinated to protect those that we serve. If you haven't signed up for the Monday and Wednesday Update Calls yet, you can join the calls by [registering here](#).

LeadingAge Sends Letter Urging HRSA to Release the Provider Relief and unused PRF being considered in Infrastructure debate: Thursday, Katie sent a [letter](#) to HRSA Administrator Diana Espinosa stressing the urgent need providers have for further pandemic relief. A recent [GAO report](#) notes HRSA's inaction and lack of transparency on the distribution of these PRF dollars. GAO recommends in the report that the Secretary of Health and Human Services should provide projected time frames for the planned spending of COVID-19 relief funds in the Department of Health and Human Services' spend plans submitted to Congress.

Everything you need and want to know about Provider Relief Reporting. All members who received Provider Relief Fund payments between April 10 and June 30, 2020 are now required to submit reports on the use of those funds. These reports are due September 30. LeadingAge is hosting a [webinar](#) on July 27 from 2:00 -3:30 PM ET with CLA, to assist aging services providers in understanding the new reporting requirements and strategies for how to approach the required reporting. This webinar will also help prepare assisted living and Medicaid providers who received later PRF payments and are required to report in the next reporting period. While you're at the link you can check out all the other offerings in the LeadingAge Learning Hub!

COVID-19 Data Tracker Weekly Review: On Friday, the CDC [released their COVID-19 data tracker weekly review](#). CDC updated their data on reported cases, SARS-CoV-2 variants, testing, vaccinations, hospitalizations, and deaths. CDC also posted recent CDC COVID-19 publications. The weekly review contained specific analysis on how the [conditions](#) in which people live, learn, work, and play can affect a

wide range of health risks and outcomes. Differences in the prevalence of many risks and outcomes differ by metropolitan and non-metropolitan* areas. Long-standing systemic health and social inequities have put some rural residents at increased risk of getting or having severe illness from COVID-19. The COVID-19 [cumulative death rate](#) in non-metropolitan areas has exceeded that of metropolitan areas since December 2020.

Interim Public Health Recommendations for Fully Vaccinated People: CDC [updated their interim guidance for fully vaccinated individuals](#). Specifically, CDC updated considerations for people who are immunocompromised. People who are immunocompromised should be counseled about the potential for reduced immune responses to COVID-19 vaccines and to follow [current](#) prevention measures (including wearing [a mask, staying 6 feet apart from others](#), they don't live with, and avoiding crowds and poorly ventilated indoor spaces) to protect themselves against COVID-19 until advised otherwise by their healthcare provider.

No changes (yet) to 1135 waivers: Many of you are hearing from local hospitals that the 3-day stay waiver has ended. **CMS has not announced termination of the 3-day stay waiver.** With yesterday's extension of the national public health emergency due to COVID-19, the 3-day stay waiver and all other 1135 federal blanket waivers remain in effect unless otherwise noted by CMS. Our small call with CMS was cancelled today but we continue to monitor and will keep you updated.

What Severe COVID-19 Does to the Brain: NIH [released new research on COVID-19's effects on the brain](#). Neurological effects were extremely common, appearing in about 80% of patients who had been hospitalized with COVID-19. The most common symptoms reported by patients were headache, which affected 37% of participants, and loss of taste or smell, which affected 26%. The most common neurological problems observed in patients by hospital staff were acute encephalopathy (affecting 49% of patients), coma (17%), and stroke (6%). Patients whose neurological symptoms were observed by hospital staff were more likely to die in the hospital than people with self-reported neurological symptoms — likely because symptoms reported by hospital staff occur in more severe cases of COVID-19. The researchers also found that people with pre-existing neurological conditions such as chronic migraines, brain or nerve diseases, or dementia were more likely to have neurological symptoms of COVID-19 than other people were.

Public Health Emergency renewed. As expected, HHS Secretary Becerra renewed the national COVID-19 Public Health Emergency this afternoon. The renewal is good for 90 days and available [here](#). With this extension, the 1135 federal blanket waivers issued by CMS are also extended. We know that CMS is continuously monitoring the waivers and may make changes based on what they feel the necessity of these waivers may be. We will share updates should CMS make any changes.

Advocacy Alerts and Hill News:

Infrastructure Update. The Senate engaged in a bit of political jockeying Thursday, as Majority Leader Schumer called for cloture on the bill that will carry the bipartisan infrastructure bill once it is finalized. Cloture means that 60 Senators vote to debate the bill; in this case, Sen. Schumer was asking for that "vote to debate" before the bill was introduced, in an effort to encourage the negotiators to come to a final draft. The cloture vote failed on a party line vote, 50-50. Sen. Schumer then changed his vote to "Nay" so that he could bring the cloture vote up again at a future time. So the bipartisan negotiators will continue to negotiate their bill and the pay-fors that will cover the cost, and the

reconciliation bill or series of bills will remain in the wings. We are waiting on the budget resolution that requires only a majority vote to be brought up, which will trigger the bill that is expected to have the HCBS, Medicare, child care, and other “soft” infrastructure provisions.

Infrastructure Action Alert. This week, we sent all LeadingAge members an action alert urging you to take action and ensure that Congress includes our key programs as part of the infrastructure negotiations. Here’s the summary:

Tell Congress: Include Investments for Older Adults and the Providers Who Serve Them
Congress has begun developing a \$3.5 trillion infrastructure investment package -- so NOW is the moment to make sure U.S. Representatives and Senators hear our voices!

The infrastructure package must include:

- \$400 billion for Home and Community-Based Services, including: sufficient funding to identify and serve older people who are eligible, increasing FMAP for HCBS by 10 points for 10 years, double investment in Older Americans Act supportive services, connecting HCBS and HUD-assisted units, incentivizing states to expand the PACE model, and investing in new models of care to support older adults in home and community.
- Enhanced federal investment in the LTSS workforce across the entire continuum of aging services, in order to support recruitment, training, advancement opportunities, and increased wages. Ensure equity in access to increased workforce funding across payment systems.
- \$7.5 billion for HUD’s Section 202 Supportive Housing for the Elderly program to expand the supply of affordable senior housing, increase the number of Service Coordinators, and provide internet in these homes.
- Expansion of Medicare to include dental, hearing, and vision services.

Now is the time to act: send a message to your U.S. Representative and Senators today! (LINK:)
<https://mobilize4change.org/HrCcAJg>

Short Policy Update. We periodically pull together updates on how our legislative priorities are faring and changing. [Here’s](#) one we just developed.

House Workforce hearing. During this week’s joint House Education and Labor Committee hearing on the direct care workforce, Chair Federica Wilson (D-FL), Subcommittee on Health, Employment, Labor, and Pensions and Chairman Mark DeSaulnier (D-CA), Subcommittee on Higher Education and Workforce, and the democrat subcommittee members, reiterated how the American Jobs Plan calls for robust investments to expand access to home and community-based services (HCBS) from Medicaid and strengthen the workforce through higher wages, better benefits, and sector-based job training and supports. They also discussed how the Direct Creation, Advancement, and Retention of Employment Opportunity (CARE) Act of 2021, mirrors the American Jobs Plan, which invests in recruiting, retaining, and advancing the direct care workforce pipeline.

LeadingAge continues discussions with CMMI on Future Care Delivery Models: LeadingAge policy staff met with the Patient Care Models Group at CMMI today to better understand models and approaches they are considering related to the SNF at home concept, palliative care and HCBS. We shared our perspective on where the current palliative care/hospice models have presented barriers to some seniors from participating. There appears to be a real interest in figuring out a model where PAC, LTSS and HCBS providers can participate alternative payment models. The meeting ended with more

questions. In particular, they are interested in what COVID flexibilities would be helpful to continue post-pandemic that will help providers deliver care and services more effectively. We will be discussing internally but also would love to hear from state partners and members.

\$103M from American Rescue Plan Dedicated to Reducing Burnout and promote mental health in the health care workforce: HHS [announced](#) Friday that the Health Resources and Services Administration would be administering \$103 million through 3 funding opportunities related to reducing health care worker burnout and promoting workforce mental health and wellness. There are three different funding opportunities. Health care providers appear eligible to apply for the first and third opportunities.

Important Announcements from LeadingAge:

Annual Meeting Registration is Open. It's time to reconnect at the [2021 LeadingAge Annual Meeting + EXPO](#). Our collective power is made greater through sharing, learning, and collaboration—so join us for the conversations and connections that will help us navigate our field, forever transformed by the last year. We'll get ideas and answers from the experts and from each other. This is where progress begins—and you need to be a part of it. [Watch a video](#) from LeadingAge Board Chair Carol Silver Elliott and [register today](#). Review the [full schedule of sessions](#) and make plans to join your colleagues in Atlanta.

Your Stories Matter: It's Time to Tell Them. Stories can teach, build empathy, engender trust, and generate support; compelling stories stay with people long after figures and charts have been forgotten. LeadingAge leverages the stories of our members—for advocacy, media, and member-to-member communications. With support from LeadingAge Gold Partner Greystone, we're collecting stories that demonstrate the humanity and direct impact of our work. [See our FAQs](#) for information on how the Story Collector works, and tips on how to get the most out of the tool. [Submit your story today](#).

Who on Your Team Should Apply to the 2022 Leadership Academy? (Maybe It's You!)

The nonprofit aging services field needs diverse, empowered leaders. Apply to LeadingAge's 2022 Leadership Academy and be part of a transformative program that can help unleash your natural talents. You'll join a growing network of leaders who are united by their skills, abilities, and determination to provide valuable leadership, even during difficult times. [Learn more and apply here](#). Application deadline is July 26.