



April 26, 2024

Chiquita Brooks-LaSure

Administrator

Centers for Medicare & Medicaid Services

7500 Security Boulevard

Baltimore, MD 21244-1850

Dear Administrator Brooks-LaSure:

CMS unveiled plans to invest \$75 million to bolster staffing in nursing homes across the country. This finalized effort, in the Minimum Staffing Standards for Long-Term Care Facilities and Medicaid Institutional Payment Transparency Reporting Final Rule, released April 22, is touted as a Nursing Home Staffing Campaign to raise awareness and provide financial incentives for nurses to work in the nursing home sector. LeadingAge is extremely concerned about nursing home providers' realistic ability to meet the new requirements. However, we are encouraged to see a targeted campaign that promotes awareness of career pathways and puts real dollars behind recruitment and training. We have a relatively short window before the rule is in effect during which this campaign is essential. We very much want to learn more about your plans and to work with you to help ensure that the campaign yields real results.

Specifically, we are curious about the awareness campaign. What strategies and messages will you employ to disseminate information about these programs and the progress made to attract individuals to pursue careers in nursing homes? How will the financial incentives be structured and allocated to individuals and what type of specific commitment would be expected to ensure that nurses will move into nursing home workforce? Will wages and salaries be directly augmented, and will there be a timeline for the financial incentives? We are also interested in the preliminary findings and insight from the comprehensive research being conducted to inform the program's structure.

We hope that this campaign is the first of multiple steps from the Administration that bring significantly more resources to ensure access to nursing home care is not restricted or limited, and providers are able to comply with the new requirements.

LeadingAge would like to be a partner in this first step and work with CMS along the Nursing Home Staffing Campaign path. We look forward to meeting and learning how we can work together.

Thank you,

A handwritten signature in black ink that reads "Katie Smith Sloan". The signature is written in a cursive style with a large, stylized "K" and "S".

Katie Smith Sloan

President and CEO

*LeadingAge represents more than 5,400 nonprofit and mission-driven aging services providers and other organizations that touch millions of lives every day. Alongside our members and 36 partners in 41 states, we use applied research, advocacy, education, and community-building to make America a better place to grow old. Our membership encompasses the continuum of services for people as they age, including those living with disabilities. We bring together the most inventive minds in the field to lead and innovate solutions that support older adults wherever they call home. For more information, visit [leadingage.org](https://www.leadingage.org).*