



*Administrator*  
Washington, DC 20201

June 7, 2024

Katie Smith Sloan  
President and CEO  
Leading Age  
2519 Connecticut Avenue, NW  
Washington, DC 20008

Dear Katie Smith Sloan:

Thank you for your letter regarding the Nursing Home Staffing Campaign that has been referenced in conjunction with the Centers for Medicare & Medicaid Services' (CMS) issuance of the Minimum Staffing Standards for Long-Term Care Facilities and Medicaid Institutional Payment Transparency Reporting final rule<sup>1</sup> on April 22, 2024. We appreciate hearing from you on this important issue.

CMS is developing a \$75 million national nursing home staffing campaign to increase the number of nurses in nursing homes, thereby enhancing residents' health and safety. Through this campaign, CMS will be providing financial incentives for nurses to work in nursing homes. We will also be working with states to make it easier for nurse aides to enroll in state-approved nurse aide training programs. These activities will be supported through a large awareness campaign and a CMS webpage to serve as the hub for information.

Currently, we are conducting comprehensive research to help inform the structure of these and other components of the campaign. For example, and per your question, we are researching the types of strategies and messages that could be implemented to motivate individuals to come work in nursing homes. As we move forward with this campaign, we would appreciate hearing from Leading Age to provide updates and obtain feedback. In the meantime, we encourage you to review some of the information that was posted when the finalized rule for minimum staffing was released, such as the Fact Sheet and Frequently Asked Questions. This information is posted on the CMS Nursing Home Resource Center<sup>2</sup> and contains additional information, such as the timing of a few milestones.

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<sup>1</sup> <https://www.federalregister.gov/public-inspection/2024-08273/medicare-and-medicicaid-programs-minimum-staffing-standards-for-long-term-care-facilities-and-medicicaid>.

<sup>2</sup> <https://www.cms.gov/about-cms/what-we-do/nursing-homes>.

Thank you again for your letter and for your continued commitment to improving the quality of care in nursing homes. CMS shares that commitment and looks forward to continued discussions with Leading Age on the Nursing Home Staffing Campaign effort. Please do not hesitate to reach out with any additional questions or concerns.

Sincerely,

A handwritten signature in blue ink that reads "Chiquita Brooks-LaSure". The signature is written in a cursive, flowing style.

Chiquita Brooks-LaSure