



# 2024 Annual Report



## We Support Strengthening the LTC Workforce

- ▶ Filed a lawsuit against HHS and CMS as well as championed bipartisan legislation that would block the Biden Administration's unrealistic federal staffing mandate for nursing homes that would worsen access to care.
- ▶ Working with coalition partners, advocated for common sense policies and federal funding to increase supply of LTC workers and expand career pathways.
- ▶ Developed additional provider resources and tools as part of AHCA/NCAL's Careers in Caring campaign to support staff recruitment and retention.
- ▶ Saw an increase of more than **108,000 jobs** added to the long term care sector in 2024.

**108,000 jobs added**



## We Ensure the Economic Health of the Sector

- ▶ Continued to support sustainability of Medicare and Medicaid, including managed care, through education and advocacy efforts.
- ▶ Alongside coalition partners, urged policymakers to protect residents by holding Medicare Advantage plans accountable for unfair practices.
- ▶ Successfully improved CMS' Skilled Nursing Facility Prospective Payment System with a more than **4 percent** Medicare Part A rate increase in FY 2025.

**4% Medicare increase**



## We Improve the Quality of Care

- ▶ Recognized more than 800 skilled nursing and assisted living members for quality improvement through the National Quality Award Program in 2024. Increased 2025 National Quality Award Intent to Apply submissions by **9.5%**.
- ▶ Added assisted living providers to the Long Term Care Data Cooperative to track resident outcomes.
- ▶ Successfully advocated for rational changes to the survey process to support quality improvement.

**800+ Quality Award Recipients**



## We Are a Resource to Our Members

- ▶ Remained a powerful political voice by hosting more than **180 facility tours** with members of Congress, including those on key committees as well as House and Senate Leadership.
- ▶ Enhanced the Assisted Living Regulatory Resource center, featuring a state bill tracker tool and regulation mapping tool.
- ▶ Supported members locally through the state affiliate technical assistance program, state Medicaid campaigns, and Medicaid education offerings.

**180** facility tours



## AHCA/NCAL Members

- ▶ **Number of member facilities:**

**14,800+**

- ▶ **Maintained Current Total Membership Bed Count:**

**1.3 million+**

- ▶ **Record Number of Assisted Living Members:**

**5,300+**



## Special Recognitions

- ▶ Celebrated the retirement of Mark Parkinson and announced new AHCA/NCAL President & CEO Clif Porter

[WATCH LIVE STREAM HERE](#)

- ▶ AHCA/NCAL recognized on The Washington Post's [Top Workplaces 2024](#) list



- ▶ **Clif Porter, President & CEO**

McKnight's Pinnacle Awards, Industry Ally award

The Hill's Top Lobbyists 2024 List

- ▶ **Mark Parkinson, Principal**

McKnight's Pinnacle Awards, Career Achievement Award 2024

The Hill's Top Lobbyists 2024 List