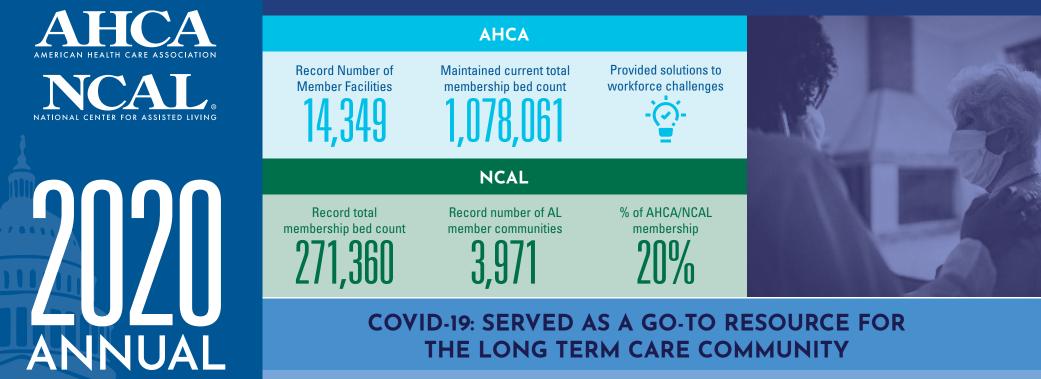
WE ARE A STRONG ORGANIZATION



COVID-19: SERVED AS A GO-TO RESOURCE FOR THE LONG TERM CARE COMMUNITY

Launched Temporary Nurse Aid and Temporary Feeding Aid training programs with over 100,000 TNAs and nearly 1,000 TFAs

Provided 100 updated resources, 200+ blog posts, and 24 webinars to help navigate through COVID-19

Created #CareNotCOVID to encourage people to share personal stories and messages of support to LTC residents. Resulted in more than 27,000 site visits and **50,000** page views

Developed strong relationships with key government organizations and established AHCA/NCAL as the leading experts in and voice of the LTC profession

Produced and distributed *Stories* of Care newsletter to over 10,000 contacts to spread positive stories and boost morale of LTC staff

Launched a national media campaign to encourage support of the sector. Developed ourseniorcare.org to help families research and find viable LTC options for loved ones, and saveourseniors. org to advocate for continued aid and funding

Utilized strong relationships to advocate for the needs of LTC • Federal financial aid from the **CARES Act Provider Relief Funds** • **PPE** to aid the fight against COVID-19

• Priority vaccine distribution and testing

Coordinated with AHCA/NCAL members to provide vital feedback to **CDC** for implementing the pharmacy partnership program for distributing the COVID-19 vaccine

IMPROVING LIVES by **DELIVERING SOLUTIONS** for QUALITY CARE www.ahcancal.org

REPORT



NATIONAL CENTER FOR ASSISTED LIVING

DANNUAL REPORT

WE ENSURE THE ECONOMIC HEALTH OF THE SECTOR

Launched Population Health Management Innovation Lab with **six modules**

Established members' Population Health Management & Managed Care opportunities in **239** long term care facilities in Iowa



WE ARE A POWERFUL POLICY VOICE

Attained a 2.2% full Medicare market basket increase

Successfully advocated for MFAR to be withdrawn

PDPM Transition did not decrease Medicare's margins

Avoided Medicare and Medicaid cuts on the Hill

WE IMPROVE QUALITY CARE: DOING THE RIGHT THING, THE RIGHT WAY

Delivered solutions to federal policy makers on infection control and regulatory oversight of nursing homes

Increased the number of active Quality Award recipients



AHCA/NCAL WEBSITE AND SOCIAL MEDIA

Numbers as of 12/16/20

Updated AHCA/ NCAL website to better serve members with the most relevant, upto-date information: WWW.AHCANCAL.ORG

Significantly increased website traffic

643,000 new users

2.3 MILLION website views

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