

AHCA
AMERICAN HEALTH CARE ASSOCIATION

NCAL
NATIONAL CENTER FOR ASSISTED LIVING

2020 ANNUAL REPORT

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

WE ARE A STRONG ORGANIZATION

AHCA

Record Number of
Member Facilities

14,349

Maintained current total
membership bed count

1,078,061

Provided solutions to
workforce challenges



NCAL

Record total
membership bed count

271,360

Record number of AL
member communities

3,971

% of AHCA/NCAL
membership

20%



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 communities, including:

- 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

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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to be withdrawn**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, up-
to-date information:

WWW.AHCANCAL.ORG

Significantly increased website traffic

643,000
new users

2.3 MILLION
website views

