



LeadingAge[®]
Ohio

2021 Annual Report

Advancing solutions for
exceptional care and
successful living.

WORKFORCE | ADVOCACY | IDENTITY

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Columbus, Ohio

Rebuilding from COVID & responding to new challenges

With the shock of the pandemic's first onset in 2020 shifting to a new reality in 2021, few could have imagined the impact a global pandemic would have on Ohio's aging services providers. Issues like PPE and testing shortages were replaced with vaccine challenges, lasting financial pressures, and a historic workforce crisis. Public scrutiny of the aging services sector continues.



2021 was another year in which LeadingAge Ohio strived to serve members where they needed help most. Advocacy, education, and communications efforts were re-tooled to meet the needs created by a deadly pandemic and ever-changing regulatory and political environments. Through the challenges and changes, LeadingAge Ohio continued its work on behalf of Ohio's mission-driven and values-based providers, seeking to be the trusted voice for advocacy, workforce, and strategic innovation.

INNOVATIVE PROGRAMMING

LeadingAge Ohio provided members with expert support, quality education, and a return to some in-person events in 2021.

62

COVID-19 REPORTS &
THE SOURCE WEEKLY
NEWSLETTERS

RETURNED IN 2021

147

MEMBER
ORGANIZATIONS
PARTICIPATED IN
ANNUAL

CONFERENCE &
TRADE SHOW

RETURNED IN 2021

1400+

HOSPICE/NURSING
FACILITY '911' CONSULTATIONS
WITH STAFF EXPERTS

45

HOME HEALTH &
HOSPICE NEWSLETTERS

NEW IN 2021

112

PARTICIPANTS IN
THE VIRTUAL
RESIDENT ART &
WRITING SHOW

RETURNED IN 2021

19

COVID-19
UPDATE CALLS
WITH

371

MEMBER
ORGANIZATIONS
PARTICIPATING

68

EDUCATION
EVENTS
WITH

318

MEMBER
ORGANIZATIONS
PARTICIPATING

ADVOCACY

As providers have worked to rebuild from COVID-19 and navigate new and ever-changing challenges, LeadingAge Ohio's advocacy team worked with Governor DeWine's Administration and partners in the legislature daily to ensure that the issues that matter most to our members were at the forefront of policymaker thinking.

In 2021, LeadingAge Ohio:

- Executed a successful strategy during the SFY 22-23 state budget process that resulted in: the rebasing of Medicaid rates (\$125M each year of the biennium); an increase/future review of the quality incentive payment (QIP); an increase to adult day services providers (\$10M); and more.
- Conducted over 200 official and political visits with legislators and Administration officials.
- Began a six-month QIP Collaborative where provider teams meet monthly to track progress on QIP measures in an effort to boost scores for the July 1, 2022 rate-setting.
- Provided testimony and supported members in providing testimony before decision-making committees in the Ohio House and Senate.
- Raised over \$31,000 for the LeadingAge Ohio Political Action Committee (PAC) through creative fundraising strategies.
- Led and participated in coalitions with shared goals, such as: the Honoring Wishes Task Force, PACE Expansion Collaborative, Statewide Service Coordinator Network, the Ohio Aging Advocacy Coalition, and more.

IDENTITY

LeadingAge Ohio continued to provide a strong voice on behalf of its members, ensuring that the public, policymakers, and the media heard our members' side of every story.

In 2021, LeadingAge Ohio:

- Contributed to more than 100 unique media stories in local, state, and national outlets.
- Directed a media campaign to support advocacy goals that resulted in over 410,000 highly-targeted digital impressions and 31 letters to the editor being printed.
- Utilized a Hospice Alliance donation to launch a campaign to connect grieving Ohioans to bereavement resources in their local communities.
- Published LeadingAge Ohio's bimonthly legislative newsletter, *The Aging Advocate*, to state officials.
- Deployed social media to highlight LeadingAge Ohio efforts, member stories, and enhance relationships with policymakers.
- Held 17 Advocacy in Action calls sharing need-to-know policy and political updates for members.
- Produced and distributed an *Economic Impact Study of LeadingAge Ohio Members*, a *Blueprint for an Aging Ohio*, and released the fourth version of LeadingAge Ohio's yearly *Aging 101* guide.



200+

MEETINGS WITH
LEGISLATORS & THE
ADMINISTRATION

\$31K

RAISED FOR THE
LEADINGAGE OHIO
POLITICAL ACTION
COMMITTEE (PAC)

\$250M

GAINED FOR
MEDICAID REBASING
OVER THE BIENNIUM

100+

LEADINGAGE OHIO-
SPECIFIC NEWS
STORIES

410K

DIGITAL IMPRESSIONS
MADE DURING THE 2020-
2021 ADVOCACY-FOCUSED
MEDIA CAMPAIGN

WORKFORCE

Recruiting and retaining a stronger workforce in aging services has emerged as the number one priority of members. Already a challenge before the pandemic, COVID's effects were felt most strongly by Ohio's aging services organizations, drawing LeadingAge Ohio's attention even more onto this important focus.

"The pandemic heightened the workforce crisis in long-term care, striking at a time when providers were already seeking support for personnel struggles."

Kathryn Brod, President and CEO of LeadingAge Ohio



Retention Efforts

In 2021, LeadingAge Ohio developed a 2022+ Strategic Plan with strategic goals that include working to develop a number of resources and strategies to support workforce development, including:

- A toolkit of resources for member access to support staff health and wellness.
- A study of policies that either create barriers or expand access to aging workforce.
- Exploring innovative non-traditional employee benefits to more effectively meet employees' needs.
- A comprehensive Diversity, Equity, and Inclusion (DEI) strategy.

Employer Resource Networks (ERN®), which foster business engagement and provide tools for employees to navigate challenges to their successful employment (transportation, child care, domestic abuse, payday shortfalls, and more) were recognized as a priority by the DeWine Administration in its ARPA proposal for HCBS. LeadingAge Ohio had previously worked to increase usage of ERNs.

LeadingAge Ohio provides Frontline Supervisor Training to share leadership principles and best practices that are consistently applied by all supervisors. This program provides employees with a strong foundation to build a work environment that maintains respect, trust and accountability.

Recruitment Efforts

LeadingAge Ohio is participating in the Complete to Compete Ohio Attainment Coalition, a public-private coalition of more than 40 organizations from Ohio's education and workforce systems seeking to coordinate and collaborate on efforts to help Ohioans earn a living wage and close Ohio's skills gap. In 2021, LeadingAge Ohio supported Attainment Coalition efforts to finalize and launch its statewide action plan to increase attainment.

LeadingAge Ohio was chosen to participate in the High School Healthcare Preceptor Pilot program, which will utilize a \$400k CDC grant to connect high school students in urban and rural communities to careers in aging and health care, giving them the opportunity to earn an STNA or Elder Care Certification. LeadingAge Ohio members will serve as employers and partners in the program.

LeadingAge Ohio held a series of meetings with Ohio colleges and universities to elevate career pathways within aging services and connect members to internship needs.

The Careers That Love You Back campaign showcases 21 distinct career options in the fields of aging services and post-acute care. The program fosters an early awareness and interest in the field of aging services in grades K-6, laying the foundation for later career readiness and training. LeadingAge Ohio is working to expand Careers That Love You Back from young students all the way through the college level.

LeadingAge Ohio is planning a campaign that distinguishes and communicates the value of careers in aging and the importance of supporting aging services providers through PR, peer connections, and educational partnerships.