



April 2019



LeadingAge Affiliates with Visiting Nurses Association of America and ElevatingHOME

LeadingAge took an exciting and strategic step last week in entering into an affiliation agreement with Visiting Nurses Association of America (VNAA) and ElevatingHOME. From our initial conversations several months ago, it was clear that we had much in common with these two organizations (EH is the parent of VNAA). Mission, deep roots in community, a drive towards quality, a commitment to our staff, clients and residents and constant attention to what's on the horizon.

The affiliation will be final following a VNAA/EH member vote as required by their bylaws, which will happen later this year. With the ink dry on the affiliation, these two organizations and their members will be part of LeadingAge. During this transition, we are welcoming VNAA/EH members into LeadingAge, treating them as members and encouraging their engagement.



LeadingAge will launch a biennial survey of its members in June 2019. The survey initiative is designed to produce a host of meaningful data that LeadingAge and its members can use to conduct data-driven planning and decision making.

COLLECTING BASELINE DATA AND THEN ANALYZING TRENDS

The Member Survey will help LeadingAge build a standardized information infrastructure to capture periodic, real-time information about its members. For example, findings from the 2019 survey will provide important baseline information about the LeadingAge membership, including data on the:

- Services our members provide;
- Characteristics of the residents and clients that our members serve;
- Makeup of the workforce of LeadingAge members nationally and at the state level, etc.

COMPARE YOURSELF TO OTHERS IN THE FIELD

After LeadingAge analyzes the survey data collected in 2019, we will provide members with a snapshot of the LeadingAge membership.

FIND OUT NATIONAL AND STATE-LEVEL WORKFORCE TURNOVER RATES

First-year survey findings will allow LeadingAge to document the number of full-time and part-time



employees by position, working at LeadingAge organizations around the country as well as national and state turnover rates by position. For example, if a member finds that its turnover rates are high in comparison to others, the organization can use that information to develop strategies for improvement.

REAP THE BENEFITS OF DATA-DRIVEN ADVOCACY

LeadingAge and its state affiliates can take their advocacy to the next level when they have up-to-date data describing the field of long-term services and supports (LTSS), including the services you offer, and the people you serve and how they pay for services.

LAY THE GROUNDWORK FOR THE FUTURE

The 2019 survey is crucial because it will help establish a baseline of data about LeadingAge members and the nonprofit sector of the LTSS field. With this baseline data in hand, LeadingAge will be able to use future surveys to track national and state trends in the LTSS field, conduct in-depth research on specific trends, and realign its member services and resources to help members address those trends.

WATCH FOR THE SURVEY IN JUNE 2019

In June, our member organizations will receive one survey for each of their settings, including skilled nursing, assisted living, market-rate housing, affordable housing and home and community-based services such as home health care, non-medical home care, adult day and hospice. The surveys will be sent directly to the individuals responsible for overseeing the day-to-day operations of these settings and the home and community-based services within each organization.



[Registration](#) is open for or the *Collaborative Care and Health IT Innovations Summit*, to be held **June 23-25, 2019**, in Baltimore, MD. LeadingAge CAST is convening this premiere health information technology conference to unite long-term and post-acute care (LTPAC) executives and information technology leaders with acute care providers, payers, and technology vendors serving older adults and people with chronic conditions.

The Summit also brings significant value for health information exchange intermediaries, consultants, system integrators, and solution providers. Together, these diverse parties will discuss how technology is connecting the healthcare ecosystem in the era of innovation, health and payment reforms.

LeadingAge CAST, LeadingAge, and partners in the LTPAC Health IT Collaborative are co-organizing this gathering, previously known as the Long-Term and Post-Acute Care (LTPAC) Health IT Summit, with CAST as the lead convener for the second year in a row.

LTSS Center Releases Findings

LeadingAge wanted to get a better idea of how older adults view quality of life and aging, particularly should they develop physical or cognitive impairments and need long-term services and supports (LTSS). So, we teamed up with NORC, a research institution at the University of Chicago, to survey a representative sample of 1,200 older adults between the ages of 60 and 72.

Those [survey results](#), which we unveiled during the LeadingAge Leadership Summit in March, contain new information that challenges many commonly-held views about how baby boomers want to age. We think members will find the survey findings very enlightening as their organizations plan to serve future consumers.

LeadingAge Catalysts

Each month during 2019, [LeadingAge Catalysts](#) will recognize a member demonstrating excellence in a variety of areas, from providing supports for people living with dementia, to launching creative community partnerships and workforce practices.

In March 2019, The Ebby House at Juliette Fowler Communities in Dallas, TX was selected as our LeadingAge Catalyst. The Ebby House, created in 2013 and 100% donor-funded, serves women aged 18-24 who have aged out of foster care and are survivors of abuse or neglect. The two-year program provides housing on the Juliette Fowler Communities' campus, access to health care, career guidance and much more. Through the organization's "Grandfriends" program and other initiatives, the young women build relationships with the older adult residents as well. More information about The Ebby House may be viewed via this link: <https://www.leadingage.org/catalysts/march-2019-leadingage-catalyst>

To nominate a LeadingAge member, please use this form: <https://www.leadingage.org/leadingage-catalysts-nomination-form>.

Prospective Payment System Calculator Tool Updated

LeadingAge has updated Medicare Part-A Skilled Nursing Facility (SNF) Prospective Payment System (PPS) calculator and the Medicare Part B therapy rate calculator to help members assess and estimate the impact of final payment changes for FY 2019, that began on Oct. 1, 2018. Access to this tool requires login via [My.LeadinAge](#).

Data Privacy and Impact

In May of 2018, General Data Protection Regulation (GDPR) went into effect across the European Union, which pertains to data collection regulation when it's not being used for the purpose of rendering goods or services. While GDPR is specifically European legislation, many organizations who may collect information on international individuals are working to comply with the regulations' standards, including LeadingAge, to proactively protect ourselves from compliance risks especially as GDPR is popularly becoming the framework for similar legislation that may be enacted in the United States.

What do you need to know:

- LeadingAge addressed our Privacy Policies and processing principles to ensure compliance with GDPR, while at the same time provide complete transparency on what data is being collected and processed, as well as what activities and purposes and the activities the data will be involved in.
- LeadingAge conducted a security audit in 2018, which resulted in implementation of a process to regularly assess and updates our security measures (based on current legislative requirements) and have documented our current security measures. Following the assessment

of our security processes, LeadingAge initiated an internal campaign to raise awareness among internal stakeholders to ensure cognition of data privacy rights, compliance requirements, and securities.

- LeadingAge has complied with enacting and maintaining an internal record of processing activities, documenting whose personal data is being processed, for what purposes and to whom we may be transferring the data to.
- A multi-phased strategic plan has been drafted to adopt (and adapt to) an array of long-term objectives including data protection, risk mitigation, breach response and security processes across the organization.
- One other area to note, that while LeadingAge does not have a Data Protection Officer (circumstantially required to be assigned by GDPR), the Vice President of Information Systems and Operation Solutions is responsible for overseeing the data protection strategy and implementation; whereas, the Directory of Technology Services and Data Services own the operational execution of the protection strategy.

In summary, LeadingAge has, and will continue to, develop policies and process to address the institutional risk around personal data, and will work to ensure that the data we collect on individuals conducting business with LeadingAge will remain secure and purposeful. For additional information, please contact the Vice President of Information & Operations Solutions for LeadingAge, Diane Pappafotis at Dpappafotis@Leadingage.org.

New and Improved Member Resources

LeadingAge released a number of new resources during March to help members thrive in a managed care world, select technology tools, implement trauma-informed care, and ensure that their team members are well informed about the latest trends in our field. Take a moment to review these new offerings:

Thriving in a Managed Care World: The March/April edition of [LeadingAge magazine](#) explores how LeadingAge members are responding to the growth of managed care by forming networks, innovating in transitions of care, and building managed care plans of their own.

Safety Technology Selection Tool: The LeadingAge Center for Aging Services Technologies updated its [Safety Technology Selection Tool](#) to help you choose the best safety technology for your organization.

Trauma-Informed Care: [Implementing Trauma-Informed Care: A Guidebook](#) provides strategies for compliance with Phase 3 of the Requirements of Participation.

LeadingAge Learning Hub: There's always something new on the LeadingAge Learning Hub, our online learning platform designed to address the professional development and education needs of aging services professionals. Check out our new QuickCast on [What To Do About Bed Bugs?](#) Learn about how to [Preserve Your Aging HUD Property](#). Or check out our upcoming webinars on [Recognizing the Financial Implications of PDPM](#) and [Get Ready for Advocacy: Housing Priorities Explained](#).