



2019 *LeadingAge*[®]
Ohio

Annual Report

Advancing solutions for exceptional care
and successful living.

WORKFORCE | ADVOCACY | IDENTITY

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www.leadingageohio.org

Columbus, Ohio

WORKFORCE

LeadingAge Ohio believes that supporting the long-term services and supports (LTSS) workforce should be a major priority, not just for our association but for the State of Ohio. 2019 offered us the chance to lead on programs that benefit both our current and future workforce. **With over 70% of Ohio long-term care providers experiencing staffing shortages, these programs are critical.**

CAREERS THAT LOVE YOU BACK

2019 saw the launch of the 'Careers That Love You Back' campaign, designed to promote young student awareness of careers in the aging services/post-acute care workforce sector and to combat ageism. This program is being piloted around the state, with a larger launch planned for 2020. Additional information is available at careersthatloveyouback.org.

ELDER CARE AND DEMENTIA CARE CERTIFICATIONS

Through the Ohio State University Alber Enterprise Center and Good Shepherd Home in Fostoria, elder care and dementia care certifications have been piloted in Ohio schools and are poised for replication statewide. These certifications allow students to enter the workforce with an advanced credential, and the skills needed for a career in aging services.

APPRENTICESHIPS

Through partnerships with Ohio community colleges, LeadingAge Ohio was able to help connect students to registered apprenticeships in healthcare and aging services through Department of Labor funding. LeadingAge Ohio held launch events around the state, including at Sinclair Community College and Lorain County Community College. LeadingAge Ohio plans to expand apprenticeships and pursue development of an Associate's Degree in Gerontology in 2020.

INNOVATIVE PROGRAMS & MEMBER SUPPORTS

We are proud to offer our members innovative experiences and opportunities each year. In 2019, LeadingAge Ohio expanded its programming to keep our member organizations strong and equipped for success.

57
IN-PERSON EDUCATION
EVENTS OFFERED, WITH

267
MEMBERS ORGANIZATIONS
PARTICIPATING

'LEADING FAITHFULLY'
ELDER ABUSE EDUCATION
SESSIONS HELD IN

New in 2019

**cleveland dayton
columbus & toledo**

New in 2019

INTERACTIVE 'COST OF POVERTY
EXPERIENCE' EVENTS HELD FOR
MEMBERS IN COLUMBUS AND
SPRINGFIELD

23

ORGANIZATIONS
HONORED AS
EMPLOYERS OF
CHOICE

24
FREE 'IN THE KNOW'
WEBINARS, WITH

12 New in 2019

1200+
MEMBER PARTICIPANTS

Over 400 New in 2019

64
MEMBERS JOINED THE
STARS PROGRAM, WITH

19 New in 2019

46
MEMBERS JOINED
THE ART & WRITING
PROGRAM, WITH

303
STARS AWARDS

865
ARTIST
PARTICIPANTS

800+
HOSPICE/NF 911
CONSULTATIONS

56
MEMBERS IMPROVED
OVERALL NF 5 STAR
RATINGS

54
MEMBERS IMPROVED
NF QUALITY 5 STAR
RATINGS

ADVOCACY

LeadingAge Ohio's member Advocacy Committee and staff were active in advocating for a strong budget and quality legislation that supports our member priorities.

- Successfully advocated the legislature to include an increase for Ohio long-term care providers in the state budget bill - **achieved through a quality incentive program**
- Successfully advocated the legislature to include an increase to the PASSPORT program and the Assisted Living (AL) Waiver program in the state budget bill - **the first increase to AL Waiver since its creation over a decade ago**
- Hosted more than 15 separate legislative visits to member facilities
- Had over 90 meetings with the Administration and state legislative offices to discuss policies that affect LTSS providers
- **Hosted Lieutenant Governor Husted, Chancellor of the Ohio Department of Higher Education Randy Gardner, and state legislators at an apprenticeship kickoff at Lorain County Community College**
- **Hosted Ohio Department of Aging Director Ursel McElroy, Chairman of the Ohio House Aging & LTC Committee Steve Arndt, and Rep. Bill Reineke at Good Shepherd Home for a panel discussion on workforce improvements**
- Continued to strengthen the LeadingAge Ohio PAC and took a proactive approach to grassroots by building relationships with candidates at their specific fundraisers, as well as district meetings and visits

IDENTITY

LeadingAge Ohio made strengthening our members' identity a priority in 2019. LTSS providers should be seen as employers, economic engines, and drivers of innovation in their local communities and across the state. Increased focus on providing strong communications has positioned LeadingAge Ohio to build upon these efforts in 2020.

- Developed an Aging 101 presentation for members to use to better educate their local communities on aging services and post-acute care
- Conducted an Economic Impact Study through the University of North Carolina to further examine the economic impact of LeadingAge Ohio members and the potential they have for creating jobs and expanding their tax base; results will be released in 2020
- Began publication of a legislative newsletter, *The Aging Advocate*
- **Appeared in featured stories in publications across Ohio, including *The Columbus Dispatch* and *the Dayton Daily News*, and appeared regularly in Statehouse-specific news sources *Hannah News*, *Gongwer*, and *The Cleveland Plain Dealer's Capitol Letter***
- Built relationships with public officials through increased social media engagement
- **Initiated an ongoing social media digital marketing campaign**
- Completed a comprehensive website update



100+

MEETINGS WITH LEGISLATORS
& THE ADMINISTRATION

\$205M

OHIO BUDGET INVESTMENT IN
A QUALITY INCENTIVE
PROGRAM

3.25%

INCREASE TO THE ASSISTED LIVING
WAIVER & PASSPORT RATES

40+

UNIQUE STORIES WRITTEN
ABOUT LEADINGAGE OHIO

5M+

PEOPLE READ PUBLICATIONS
FEATURING STORIES ABOUT
LEADINGAGE OHIO



Founded in 1937, LeadingAge Ohio is a nonprofit organization that represents over 400 long-term care organizations and hospices, as well as those providing ancillary health care and housing services, in more than 150 Ohio towns and cities. The continuum of care reflected by the member organizations serve an estimated 400,000 elderly Ohioans daily and employ more than 35,000 persons statewide.