



## Caring for 400,000 Older Adults



### Our Mission:

Advancing solutions for exceptional care and successful living.

### Our Vision:

The leader in quality, innovation, and value.

## Employing 35,000 Ohioans



is a nonprofit trade association representing the full continuum of providers of mission-driven and values-based aging services

### Our members operate

- Skilled nursing facilities
- Adult day care
- Senior housing services
- Hospice
- Life plan communities
- And more

### Advocacy

- Lobbying at the state and federal level
- Grassroots programs
- Tracking legislation critical to our members

### We provide:

#### Education

- Professional development
- Training at the staff & executive level
- Learning tools and resources

#### Regulatory

- Member toolkits and resources
- Citation guides
- Expert advice

## What are some of the challenges we face at LeadingAge Ohio today?

For those providing long term services and supports, securing adequate reimbursement has become increasingly difficult. At both the state and federal level, LTSS providers compete with other providers for increasingly scarce public dollars. At the same time, baby boomers continue to age into retirement with insufficient caregivers. A strong economy has fostered fierce competition, pushing our diminished workforce to the brink and causing turnover rates to soar.

LeadingAge Ohio members and the people they serve also deal with a complicated Medicaid eligibility process in Ohio that can be totally dependent on individual County Job and Family Services agencies. When complications or delays occur, providers can be held accountable for enormous care costs and families can suffer in limbo.

It can also be challenging for our association to advocate for the full continuum of aging services as the needs for each individual provider are different. However, we are uniquely positioned to appeal to traditional and non-traditional businesses seeking an alliance with senior service providers. This will require us to further define our role.

## Where Do We Want to Be?

- **Make Ohio the leader in quality, innovation and value**
- **Confirm LeadingAge Ohio as the trusted voice on aging in the Buckeye State & continue to grow as an association**

### ADVOCACY

Establish targeted government, media and education relationships in order to influence policy and boost reputation as the top resource in aging policy. Create strong inter-agency relationships to build support for current and future endeavors. Facilitate grassroots age-friendly initiatives and increase member recognition.

### TECHNOLOGY & WORKFORCE

Introduce members to opportunities to balance workforce with technology solutions. Work to enhance training for supervisors and consider new tools for recognizing and serving employee needs. Establish outcomes to measure success and increase engagement with LeadingAge Ohio.

### IDENTITY

Increase understanding of LeadingAge Ohio and its members' work to become more attractive to industry innovators and future members. Increase assertiveness to build a stronger media presence and increase recognition of the association. Lead in reshaping the aging population health model and create new models of care. Build alliances to increase the association's sphere of influence.

## Strategic Plan Initiatives for 2019 – 2021

### **INCREASE Public Recognition**

- Increase public recognition of LeadingAge Ohio and its members with improved communications strategies and by building stronger relationships with the media

### **BUILD Workforce/Education Partnerships**

- Build and expand on the Careers That Love You Back, Dementia/Elder Care Certification and Apprenticeship programs around the state

### **BROADEN Advocacy Efforts**

- Expand member participation in advocacy efforts to pursue positive changes for aging services at the state and federal level

### **STRENGTHEN Relationship Building with Public Officials**

- Include public officials in member and LeadingAge Ohio events and improve communications with public officials to ensure they have a familiarity with who we are and what's important to us

### **INITIATE Hospital/College Relationship Building**

- Begin reaching out to local hospitals and higher learning institutions to encourage partnerships

### **DEVELOP a Statewide Media Push**

- Develop and implement a new age-friendly communications plan to improve public knowledge of aging issues and LeadingAge Ohio

### **EXPAND Membership Workforce & Education Strategies**

- Continue to provide member education and expand assistance regarding hiring strategies