

A healthcare worker in full personal protective equipment (PPE) is shown in a clinical setting. The worker is wearing a yellow bouffant cap, clear safety goggles, a clear face shield, and blue nitrile gloves. They are wearing a white protective gown. The worker is holding a small, rectangular device, possibly a handheld diagnostic tool or a piece of equipment. The background is a bright, clinical environment with a window. A green semi-transparent box is overlaid on the left side of the image, containing the report's title and tagline.

2020 *LeadingAge*[®] Ohio Annual Report

Advancing solutions for
exceptional care and
successful living.

WORKFORCE | ADVOCACY | IDENTITY

(614) 444-2882

www.leadingageohio.org

Columbus, Ohio

SUPPORTING OUR MEMBER WORKFORCE



COVID-19 CHANGED THE WAY WE SERVE OUR MEMBERS

WHEN THE YEAR BEGAN, NONE OF US IMAGINED WE WOULD SPEND IT RESPONDING TO A GLOBAL PANDEMIC. OUR MEMBERS HAVE BRAVELY FACED A DEADLY NEW THREAT TO RESIDENTS, STAFF, AND FAMILIES EACH AND EVERY DAY, AND WE WERE PROUD TO STAND ALONGSIDE THEM. LEADINGAGE OHIO QUICKLY RESPONDED TO NEWS OF THE PANDEMIC AND ITS SPREAD IN OHIO, AND WORKED TO KEEP MEMBERS INFORMED AND EQUIPPED WITH THE TOOLS NEEDED TO FIGHT BACK.

LEADINGAGE OHIO TOOK THE INITIATIVE EACH DAY TO SUPPORT MEMBER EFFORTS TO FIGHT COVID, PROVIDING: HUNDREDS OF REPORTS AND ALERTS; CONSTANT REGULATORY SUPPORT FOR MEMBERS ACROSS THE CONTINUUM; PRESS RELEASES AND CRISIS SUPPORT FOR AFFECTED MEMBERS; VIRTUAL INFORMATIONAL MEETINGS FOR THE ENTIRE MEMBERSHIP AND SPECIFIC SERVICE LINES; AND ADVOCACY AT THE STATE AND FEDERAL LEVEL.

WHILE 2020 MAY FEEL LIKE A LOST YEAR, HISTORY WILL REVERE THE HEROES ON THE FRONT LINES OF CARE WHO SERVED DURING THIS CRISIS AND HONOR THE SACRIFICES OF STAFF, RESIDENTS, AND FAMILIES.

INNOVATIVE PROGRAMS & MEMBER SUPPORTS

270+
COVID-19 REPORTS

20+
ALL-MEMBER CALLS ON
COVID-19, WITH **3300+**
VIRTUAL ATTENDEES



48

ADMINISTRATORS-IN-
TRAINING FINISHED THE
CORE OF KNOWLEDGE

34

'HOUSING HAPPENINGS'
CALLS CO-HOSTED WITH
LEADINGAGE MARYLAND
NEW IN 2020

90

MEMBER ORGANIZATIONS
ATTENDED BEREAVEMENT
AND HR FORUMS NEW IN 2020

15
ACTIVITY PROFESSIONALS
NETWORKING MEETINGS
NEW IN 2020

EXPANDED SUPPORT AND
ADVOCACY ON BEHALF OF
ADULT DAY PROVIDERS
NEW IN 2020



57

IN-PERSON
EDUCATION
EVENTS, WITH

267

MEMBER
ORGANIZATIONS
PARTICIPATING

1600+

FALL EDUCATION
FEST ATTENDEES
NEW IN 2020

1900+
HOSPICE/NF '911'
CONSULTATIONS



12

VIRTUAL OPTUMRX
WEBINARS, WITH

1100+

MEMBER PARTICIPANTS

ADVOCACY

LeadingAge Ohio's advocacy team worked with Governor DeWine's Administration and partners in the legislature daily on the issues that matter most to our members, particularly related to the ongoing pandemic.

In 2020, LeadingAge Ohio:

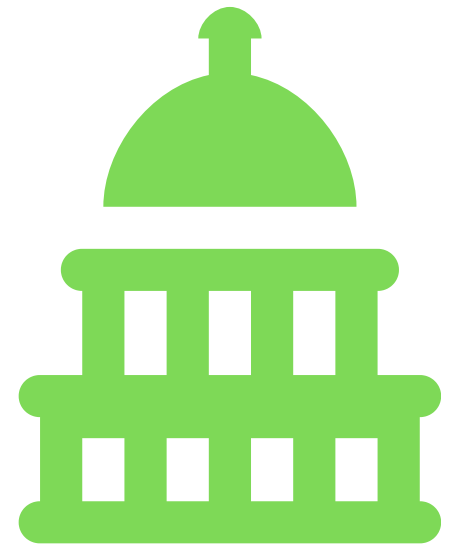
- Participated in over 100 in-person/virtual meetings on pandemic planning and aging services with Administration and Statehouse officials, including the Governor and directors of Health, Aging, Medicaid.
- Provided guidance to the Administration on re-opening/visitation rules, which was recognized by Governor DeWine during press briefings.
- Arranged over 20 grassroots and political visits with legislators, including fundraiser sponsorship for Speaker Bob Cupp and incoming Senate President Matt Huffman.
- Expanded virtual and outdoor offerings for LeadingAge Ohio Political Action Committee (PAC) fundraising, including a first-ever golf outing (over \$10k raised) and virtual wine tastings (over \$5k raised).
- Exceeded revised pandemic goal of \$15k PAC dollars raised, and made over 30 contributions totaling over \$20,000 to age-friendly legislators.
- Provided testimony on multiple bills to House and Senate committees, including a 'State of Aging' presentation with Scripps Gerontology Center to the House Aging & Long-Term Care Committee.
- Held monthly Advocacy in Action calls to keep members informed.
- Formed a brand-new Adult Day Subcommittee.

IDENTITY

Building upon success in 2019, LeadingAge Ohio provided a strong voice for Ohio's long-term services and supports, taking every opportunity to tell the stories of our members on the frontlines to hit back on negative perceptions of aging and providers.

In 2020, LeadingAge Ohio:

- Appeared in dozens of featured stories in media sources across Ohio and the nation, including the Associated Press, NBC4 (Columbus), the Columbus Dispatch, the Cincinnati Enquirer, and the Dayton Daily News, and appeared regularly in local and Statehouse-specific news.
- Distributed over 270 COVID-19 reports and maintained the COVID-19 hub on the LeadingAge Ohio website to keep members informed.
- Created and distributed an economic impact study through a partnership with the Kenan Institute of Private Enterprise at the University of North Carolina Chapel Hill which characterizes both challenges and the economic impact of member organizations.
- Began a digital campaign with industry-leading political marketing firm RedRock Strategies to support advocacy objectives.
- Continued distribution of the monthly LeadingAge Ohio legislative newsletter, *The Aging Advocate*, to state officials.
- Deployed social media to expand relationships with public officials.



100+

MEETINGS WITH LEGISLATORS
& THE ADMINISTRATION

\$20K

IN ELECTION-YEAR PAC
CONTRIBUTIONS MADE TO
AGE-FRIENDLY LEGISLATORS

150+

LOCAL, STATE, AND
NATIONAL STORIES WRITTEN
ABOUT LEADINGAGE OHIO

150M+

POTENTIAL REACH OF
LAO MEDIA STORIES IN 2020

\$3.7B

FOUND TO BE THE ANNUAL
ECONOMIC IMPACT OF
LEADINGAGE OHIO MEMBERS



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.