

Third Quarter 2014 Accomplishments

Advocacy/Policy

- NCAL staff continue to track closely and analyze implementation of the HCBS final rule, which impacts home and community-based settings under the Medicaid 1915 (c), 1915 (i), and 1915 (k) waivers. Communications Director Rachel Reeves created talking points for state affiliates to use as they communicate with their state agencies and legislators on the issue. NCAL staff also met via phone with CMS officials to discuss HCBS final rule compliance issues related to locked/secured memory care units. Staff will continue to monitor state implementation of the rule.
- NCAL's Risk Management Workgroup is working with the Customer Relations Committee to create tools that help both providers and consumers on the issue of falls and fall prevention. The committees met by phone to flesh out an outline for the tools and are moving forward in a joint effort.
- A White House Conference on Aging will be held next year. The conferences are held every ten years. The White House recently appointed a chair for the event. AHCA/NCAL staff met with organizers in September. Unlike past conferences, this conference is not funded so there will be no gathering of delegates in Washington. Rather, there will likely be regional meetings across the country and possibly some virtual meetings via the web. AHCA/NCAL is closely monitoring the event and will be involved whenever possible as assisted living is likely to be a topic of discussion at the conference.
- NCAL continues to move forward with the development of a new initiative known as the Senior Living Executive Council (SLEC). Modeled after AHCA's CPAC to some degree, SLEC will convene C-level executives of the largest assisted living providers in Washington, D.C., to create a new powerhouse group for grassroots lobbying and networking opportunities specific to the assisted living sector.
- The newly updated NCAL *Guiding Principles for Assisted Living* were posted on the NCAL website and promoted in NCAL Connections.

Quality

- Currently, 113 communities have signed up for the National Patient Safety Organization for Assisted Living, collaboration between NCAL and the NJHA PSO.
- The *Guiding Principles for Dementia Care* were updated and approved by the NCAL Quality Committee.
- The newly updated NCAL *Guiding Principles for Quality in Assisted Living* were posted on the NCAL website and promoted in NCAL Connections.
- Lindsay Schwartz presented to the National Council of Health Care Agents on the PSO collaboration.
- NCAL worked with the INTERACT team on the official release of INTERACT for Assisted Living. NCAL and Florida Atlantic University issued a joint release on August 7 announcing the new tools.
- The 2014 NCAL Performance Measure Survey solicited submissions from members during the third quarter, and approximately 830 surveys were received.

Workforce

- In conjunction with the American Assisted Living Nurses Association (AALNA), NCAL held the “Caring Together” quarterly conference call for assisted living nurses to discuss OSHA related issues.
- The newly updated NCAL *Guiding Principles for Leadership* were posted on the NCAL website and promoted in NCAL Connections.

Membership

- At the end of the third quarter, NCAL member beds stood at 167,482; an increase of 8,600 beds since the beginning of the year. The goal for 2014 is 4% and our current numbers place membership growth at 5.4%. NCAL expects this growth to continue.
- In the third quarter, NCAL staff presented at conferences and meetings in Iowa, Michigan, Nebraska, Ohio, Illinois, South Dakota, North Dakota, Virginia, New Mexico, Indiana, Minnesota, and Nevada.
- The 2014 National Assisted Living Week® was a great success. The 2014 theme, “The Magic of Music” inspired communities across the country to tap into their musical surroundings and highlight the power that music can have. The NALW Facebook page

was re-vamped and increased followers by 25 percent during the third quarter. NALW was also successful through product sales.

- Marketing for NCAL's 2015 Spring Conference began in the third quarter. The curriculum was finalized, logistical details were determined and marketing pieces began development in preparation for the registration launch in the fourth quarter.
- The Advisory Panel that determines the agenda and topics of NCAL's highly popular "In-House Counsel Roundtable" at the American Health Lawyers Long Term Care and the Law Conference met in the third quarter. Possible speakers and topics were identified for the 2015 conference event.

Customer Relations

- *Faces for Assisted Living*, NCAL's photo gallery of assisted living residents, solicited submissions from members during the third quarter, and approximately 115 photos were received. NCAL staff is continuing to roll out the photos on the NCAL website.
- In September, NCAL held a webinar led by the Consumer Financial Protection Bureau on their new manual for assisted living and nursing center providers on preventing financial fraud against seniors. The webinar is now available on-demand for members.
- The Customer Relations Committee put together a resource for providers on how to maximize AHCA/NCAL's Consumer Fact Sheet on Antipsychotic Use. Their list of ideas, "15 Ways to Use the Consumer Fact Sheet," was posted on NCAL's Quality Initiative website and promoted in NCAL communication materials (e.g., NCAL Focus and NCAL Connections).
- The newly updated NCAL *Guiding Principles for Providing Information to Consumers* were posted on the NCAL website and promoted in NCAL Connections.

Governance

- NCAL's candidates for the 2014-2015 NCAL Board of Directors were credentialed by the AHCA/NCAL Credentialing Committee. Nine candidates are running for seven at-large Board positions, along with one candidate each for the positions of Chair, Vice Chair and Secretary/Treasurer. Elections will be held in October.

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