



**IHCA  
INCAL**  
INDIANA HEALTH CARE ASSOCIATION  
INDIANA CENTER FOR ASSISTED LIVING

# 2020 ANNUAL REPORT

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[IHCA.ORG](http://IHCA.ORG)

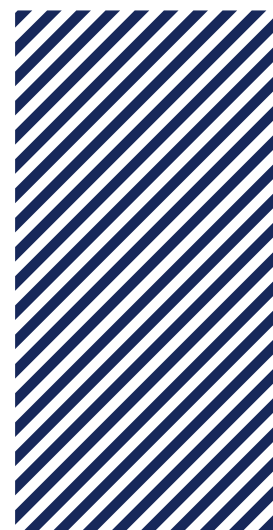


# 2020 ANNUAL REPORT

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Over the past year, our world, our nation and our state have witnessed unprecedented times. The COVID-19 pandemic has put enormous pressure on the entire health care system however its impact on the long-term care sector has been most devastating. Despite the immense challenges, our members have never given up. Instead, they swung into action from day one. Over the course of the pandemic, they have demonstrated incredible resilience and have stepped up in extraordinary ways to protect the lives of our most vulnerable citizens. Their heroic efforts and unwavering commitment deeply inspire our team at IHCA/INCAL every day to rise to the challenge and commit our full strength to address their pressing needs, and be their strongest allies today, tomorrow and beyond.

**The 2020 IHCA/INCAL Annual Report highlights the impact of our key initiatives and demonstrates how each area of our Association is laser focused on delivering strong support to our members keeping their needs front and center every single day.**





## IHCA/INCAL BY THE NUMBERS

Membership is the lifeblood of our Association. Membership dues remain our primary source of revenue and as such our ability to retain and grow our membership directly reflects the value of the diverse services and benefits we offer to our members.

**444**

**SKILLED NURSING & ASSISTED LIVING  
MEMBERS**

**39,025**

**RECORD TOTAL SNF MEMBERSHIP  
BED COUNT**

**16**

**CONSECUTIVE YEARS  
WITH NO INCREASE IN  
REGULAR MEMBERSHIP DUES**

**127**

**ASSOCIATE MEMBERS**

**14,406**

**RECORD TOTAL AL MEMBERSHIP  
BED COUNT**

## COVID-19 RESPONSE

We recognized early on that these unprecedented times required agility, adaptability and quick action from our end. The snapshot below sheds light on how our response to COVID-19 has been swift and multidimensional.

## POWERFUL ADVOCACY ON ALL FRONTS

### FURTHER STRENGTHENED RELATIONSHIPS

with key government officials and entities and established IHCA/INCAL as the leading expert and voice of Indiana's long-term care providers.

### CONTINUAL COMMUNICATION

with state government officials & legislative leaders led to changes in several policies, PPE distribution and creation of new workforce pipelines.

### SECURED A 4.2% RATE ENHANCEMENT

for all Indiana nursing facilities effective March 1 - Dec. 30, 2020.

### SECURED A 2% TEMPORARY RATE INCREASE

for COVID-ready NFs as well as a \$115 add-on for COVID-positive residents in COVID-ready NFs effective May 1 - Aug. 31, 2020.

### SUCCESSFULLY ADVOCATED FOR A CHANGE IN MEDICAID ELIGIBILITY POLICY

to close the gap in coverage for residents transitioning from managed care to fee-for-service Medicaid and supported a pilot for residents to access assisted living services faster.

### EXTENDEND THE MANAGED CARE PROHIBITION

for the nursing facility-eligible population by one year (through June 30, 2021).

### COLLABORATED WITH AHCA/NCAL

and successfully halted the progression of the Medicaid Fiscal Accountability Rule.

## SERVED AS THE GO-TO RESOURCE FOR MEDIA



Educated members of the national and local media and rallied their support on important issues confronting LTC providers by regularly participating in media interviews. In doing so, we expanded our reach to new frontiers and new audiences.

## ADDRESSED WORKFORCE CHALLENGES



### LED THE DEVELOPMENT OF THE PERSONAL CARE ATTENDANT (PCA) PROGRAM

to provide temporary staffing assistance to clinical staff during the pandemic. More than **3,000** PCAs have been trained during the COVID-19 pandemic.

### ADVOCATED FOR AND HELPED OBTAIN A WAIVER

to bridge the training for PCAs and TNAs to become full CNAs.

## TRANSFORMED INFRASTRUCTURE & EMBRACED TECHNOLOGY TO ENHANCE MEMBER EXPERIENCE

### ESTABLISHED COVID-19 INFORMATION HUB:

A one-stop-shop to help members navigate through COVID-19

**560**

TOOLS, RESOURCES AND POLICY  
GUIDANCE SUMMARIES FOR MEMBERS

**56,789**

VISITS TO [IHCA.ORG/COVID19/](https://ihca.org/covid19/)

### PIVOTED STRATEGY

Efficiently shifted to delivering virtual education offerings in an on-demand format

**350+**

PARTICIPANTS AT OUR FIRST-EVER  
VIRTUAL ANNUAL CONVENTION & EXPO

### LAUNCHED myIHCA

Modernized our core system via a dynamic self service online hub that allows members and non-members to maximize their IHCA/INCAL online experience.

### REDESIGNED IHCA.ORG

To make it more intuitive and navigable

**247%**

INCREASE IN WEB TRAFFIC

**78,825**

NEW USERS



## EXPANDED MEMBER SERVICES

### CREATED NEW AVENUES TO FOSTER COLLABORATION



**32**

WEBINARS FOR LTC  
PROVIDERS WITH IDH



**55+**

MEETINGS HOSTED WITH  
IHCA/INCA BOARD



ESTABLISHED MONTHLY  
TOUCHPOINTS WITH OMPP  
TO WORK THROUGH  
REIMBURSEMENT ISSUES

### REAL-TIME GUIDANCE ON



- 2567 FORM REVIEWS
- PLAN OF CORRECTION
- TAG REMOVAL
- INTERPRETING

### SIGNIFICANTLY INCREASED MEMBER COMMUNICATIONS



**200+**

EMAIL UPDATES TO KEEP  
MEMBERS UPDATED ON COVID-  
19 DEVELOPMENTS



**24x7**

RESPONSE AND CONSULTATION  
WITH MEMBERS UPON REQUEST



## MOMENTS OF PRIDE

### ECHO COHORT FACILITATOR

IHCA/INCAL director of regulatory & clinical affairs was appointed facilitator and subject matter expert for Indiana's ECHO cohort in a learn all teach all interactive setting for nursing homes to help stop the spread of COVID-19.

### INDIANA NATIONAL GUARD TRAINING

IHCA/INCAL director of regulatory & clinical affairs provided in-person infection control training to each of the Indiana National Guard members to assist in preparing for deployment into nursing homes in Indiana in response to the COVID-19 pandemic.

IHCA/INCAL members were selected to train National Guard medic teams to become PCAs in order to develop National Guard Strike Teams to serve long-term care facilities in need.

## UPSKILLING THE PROFESSION

### SWIFTLY PIVOTED EDUCATION EVENTS PROGRAMMING TO VIRTUAL AND ON-DEMAND FORMATS

**2,726**

CONTINUING EDUCATION  
CREDITS  
GRANTED

**250+**

ONLINE & ON-DEMAND  
EDUCATION EVENTS MADE  
AVAILABLE TO MEMBERS

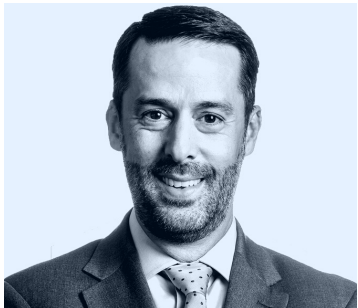
**5**

VIRTUAL  
CONFERENCES AND  
WORKSHOPS

# A Big Thank You to Our Board Members

We deeply appreciate the support and guidance of our board to help us deliver strong results like these for our members and the long-term care profession.

Looking forward to continued success  
in 2021 and beyond.



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