

## Accomplishments To Date

Since the earliest days of the COVID-19 outbreak, **we have been leading a robust government relations and public affairs effort that has yielded substantial policy outcomes at the federal level and helped condition the public conversation at the state level.** This includes:

- \$2.5 billion in resources from HHS in the first tranche of funding
- \$4.9 billion in resources from the most recent round of HHS funding
- \$640 million in resources from suspension of the Medicare sequestration cut
- Billions for PDPM, clean payment rule and waiver of the 3-day stay
- Waivers for staff to cross state lines to help alleviate workforce shortages
- Dedicated shipments of PPE to long term care providers
- Federal guidance on visitation restrictions to limit provider responsibility

## The Fight Is Not Over

While significant progress has been made, now is not the time to become complacent. In the next few months and over the next year, **Congress and HHS will make decisions that will shape the industry for years to come and perhaps determine its very survival.** These decisions include:

- \$90 billion remains in the HHS fund for providers and we are working tirelessly to ensure we are included in future disbursements.
- Congress is very likely to pass another stimulus bill before July 4 and we must be included. We will make a hard push for funding for testing, PPE, and enhanced reimbursement rates for COVID-19 positive residents.
- Immunity is critical to our survival and may be included in the upcoming stimulus bill.
- Massive amounts of oversight will occur over the next year and we must have a plan to tell our story and defend ourselves.

## Proven Path To Success

In addition to direct communication with Congressional leadership, HHS, CMS, the White House and others, this has been achieved through persistent earned and paid media engagement that has delivered a tailored message to targeted policy makers. **Through weekly messaging toolkits, we have provided state associations and individual members with tailored communication materials to spread our message. Paid media has also delivered our message in a targeted way.** This includes:

- Digital advertising that reached 190,000 unique users resulting in 3.6 million video views.
- Television advertising on cable news in the Washington, D.C. market.
- More than 6,000 media hits worth more than \$50 million in publicity value.
- Securing print coverage in outlets such as The Associated Press and CNN has resulted in local coverage in hundreds of publications in virtually every state.





### Next Objectives & Approach

While much has been achieved, there is a need to build on our momentum and reach the broader public across the country. Through a new \$15 million advertising campaign, we will seek to achieve two primary goals **1.)** continue to win policy fights in DC and **2.)** shape national opinion of the sector through national cable ads. The highlights of this plan include:

- National and D.C.-specific digital advertising that will reach more than 850,000 Americans across the country and in local markets on cable at a high frequency
- Large national cable television buys focused on reaching targeted audiences and policymakers during specific windows, such as during the holiday season when many families make decisions regarding long term care
- A reserve fund that can be deployed as needed to meet emerging challenges.

**Throughout this campaign, the AHCA/NCAL team will continue to support, supplement and amplify local efforts by state associations and individual member companies by providing frequent material and collateral updates, and earned media support. All ad creative will be made available to state associations and can be updated with state-specific end boards. State affiliates can then purchase local advertising in coordination with PLUS.**

### Funding Future Success

We hope to fund this \$15 million effort through the following revenue streams:

- A \$10/bed assessment for SNF beds in all states – this will raise the necessary resources to fund this campaign (this assessment will be made once in 2020 and once in 2021 to support an ongoing two-year campaign).
- The remaining funds will be drawn from AHCA/NCAL's board reserves and raised from individual vendors.

**With your help we can continue to drive a targeted message through proven tactics and continue to meet the unprecedented demands of this historic challenge.**