

Policy and Advocacy Accomplishments

LeadingAge New York in 2025

With year-round advocacy, frequent touchpoints with policy makers, a consistent presence in the media, and amplification of these efforts in social media, our member issues have gotten the attention of the Governor and the Legislature. We were able to secure Medicaid investments for members for the third year in a row, including new funding for nursing homes. We defeated several pieces of legislation that would have been costly and burdensome to members, and secured positive reforms. We continued to maintain a high level of member support and education, and again secured grant funding to help address member workforce needs.

The LeadingAge New York Board also adopted a new three-year strategic plan. Based on extensive research through a member survey, focus groups of members and businesses and direct interviews with other relevant stakeholders, this plan seeks to support and enhance a financially strong association, support strong volunteer leadership, represent the well-being of all categories of members and the people they serve, and provide thoughtful stewardship of LANY's mission and resources into the future.

Advocacy Activity and Wins

Secured \$460M in Funding for Members: Secured significant Medicaid investments for nursing homes, assisted living programs (ALPs), and adult day health care (ADHC) for a third year in a row, including \$160M in new Medicaid funding for nursing homes (\$445M total, counting continuation of FY25 funding) and a continuation of the \$15M Assisted Living Program (ALP) Medicaid investment enacted in FY25. In addition, our advocacy helped to preserve adult care facility (ACF) programs that serve low-income residents which were proposed to be eliminated.

Greater Advocacy Engagement: Conducted two member advocacy days in Albany that generated more than 130 meetings with state legislators, the Governor's staff, Director of the Division of Budget, and key Department of Health officials, including the Commissioner -- a 30 percent increase over last year. Organized a high-visibility press conference attended by more than 10 legislators and several LANY members and family members of nursing home residents. Delivered testimony in two budget hearings, and coordinated testimony for members in a regional hearing. Strengthened digital advocacy by members and related stakeholders, through multiple social media campaigns, digital letter-writing drives, infographics, and more. Our network of advocates sent over 16,000 digital letters to

the Governor and state legislators on budget and legislative issues, nearly *doubling* our last year's numbers.

Developed tools to help members host legislators at their organizations and build relationships ahead of the budget and legislative session begins and participated in many of those member-driven meetings. Co-hosted a fundraiser for several members of the NYS Legislature and attended several others.

At the federal level, joined LeadingAge and several coalitions in advocacy efforts to protect Medicaid, oppose Medicare cuts, address immigration-related workforce issues, protect affordable housing funding, and oppose harmful aspects of H.R. 1.

Legislative Wins: Tracked over 1,000 bills during legislative session and classified 140 as a “priority” based on their movement and potential positive or negative impacts on our members. Defeated seven high-impact bills that threatened to pass both houses of the Legislature and would have harmed members by imposing higher monetary penalties or new, costly and administratively burdensome requirements. Key victories included combating efforts to eliminate partial-cap MLTC plans; helping to block a state hospital-at-home program that would have diverted revenue from home care agencies; halting bills that would have restricted access to psychotropic medications in nursing homes and created a right to electronic monitoring in nursing homes and assisted living; and securing vital amendments to a workplace violence bill to eliminate duplicative requirements.

Of the 10 high-impact bills relevant to LeadingAge NY members that were passed by the Legislature and sent to the Governor for action, LeadingAge NY supported five and opposed three. Two of the bills we supported were signed into law, including our Continuing Care Retirement Community (CCRC) reform legislation -- with some agreed upon chapter amendments reflecting two of our three priorities – and legislation we advanced to allow NPs and PAs to sign medical evaluations of ALP residents. Two of the three bills we opposed were vetoed. Notably, LeadingAge NY was instrumental in securing a veto of a bill requiring nursing homes to have on-site morgue space in the event of an emergency.

Ensured Access to Workforce Investments for Long-Term Care Providers: Secured a change in the qualification determination for service commitment sites in the Career Pathways Training Program to enable more nursing homes to participate. Worked to ensure a more equitable roll-out of the statewide training initiative grant application process.

LANY Priorities in the Master Plan for Aging: Played a key role in the development of numerous recommendations included in the MPA final report released this year, reflecting the significant contributions of the association and our members.

Improved Survey Processes: Worked closely with the Department of Health to improve the nursing home and ACF/assisted living survey processes, in response to member concerns, leading to the adoption of several recommendations and renewed dialogue with regulators.

Regulatory Reform: Submitted dozens of regulatory reform recommendations to federal and state regulators, including proposed improvements in the nursing home staffing mandate, COVID infection prevention requirements, and Health Equity Impact Assessment requirements for nursing homes and ADHC providers. LANY advocacy resulted in proposed amendments by DOH to nursing home administrator licensure regulations that will expand the pool of qualified candidates and reduce unnecessary requirements.

Reducing Administrative Burden: Succeeded in reducing the frequency of HERDS COVID reporting, as well as the volume of information collected, for nursing homes and ACFs.

Ensured Member Needs and Perspectives Are Advanced Throughout the Continuum:

- Contributed to the development of a new ALP need methodology, streamlined ACF application processes, development of ALR Quality Measures, and interpretative guidance for ACF dietary and food service regulations through active engagement in DOH workgroups.
- Submitted comments on the proposed SNALR Voucher regulations, helping to ensure that this successful program continues to work well.
- Submitted comments on proposed CDPAS fiscal intermediary regulations, including a request to exempt PACE programs from new requirements.
- Submitted comments on the proposed changes to the Low-Income Housing Tax Credit (LIHTC) Qualified Allocation Plan (QAP) and regulations, including proposals on how to support the development of more affordable senior housing that includes age-appropriate features and services.
- Submitted recommendations for the State's Rural Health Transformation Plan and federal funding application, urging the state to include long term care services and supports in their application to the federal government.
- Submitted comments on 2026 Medicare Home Health Payment Rule and engaged membership in advocacy to oppose proposed rate cuts.
- Advocated on behalf of social adult day care, ADHC programs, and MLTC plans for streamlined implementation of the HCBS Settings rule, rate adequacy, Medicaid transportation, ARPA funding and the new MLTC minimum need requirement.
- Advocated for changes in the methodology used to determine acute labor supply shortages for purposes of the state's nursing home staffing mandate.
- Engaged in stakeholder meetings with DOH on the enrollment cap for NHTD waiver.

Leadership, Technical Assistance, and Peer Support

Unparalleled Member Technical Support: The policy and advocacy team answered approximately 100 member questions and requests in an average week. These requests involve varying degrees of complexity, ranging from straightforward regulatory questions to requests that require in-depth research, analysis and advocacy. Additionally, the policy team held 26 bi-weekly member calls throughout the year, to provide the latest developments for all service lines, and answer questions posed by membership. The team also held monthly Business Intelligence for engagement and education with our Business Members.

Leadership Development: Graduated 17 fellows in the 2024- 2025 IGNITE Leadership Academy, growing our future member leaders. Many alumni of the program have grown in their careers, are engaged in advocacy, and sit on the association's Cabinets and Board.

Member Education and Consulting: During 2025, ProCare was more active than ever, delivering a variety of services for our members to address emergent and proactive needs:

- Delivered 52 ATI trainings, enhancing clinical competency across member facilities
- Facilitated 8 Directors of Nursing (DNS) and Directors of Social Work (DSW). Regional Council meetings, driving collaboration and professional development.
- Advanced workforce development by training 90+ certified nurse aides (CNAs) and CNA educators.
- Provided 289 hours of expert support for survey preparedness and response.
- Launched and led DNS & DSW mentorship cohort, graduating 30 leaders.

Peer Support: Grew engagement on The LeadingAge NY CommUnity site, a forum where members can interact directly with one another and share resources.

Visibility and Influence

Expanding Media Presence on Key Member Issues: Secured earned media, which was timed in concert with key points in the budget process. Examples include quotes in a *Newsday* article on immigration and long-term care, and an article in *McKnight's* on the state's allocation of transformation grants, and coverage by an Albany news outlet regarding our testimony on the property-insurance challenges facing affordable senior housing providers. Assisted members with media engagement.

Amplifying Member Voices: Engaged in numerous activities to keep member issues front and center for policy makers. Testified at Health and Housing budget hearings and held a press conference with legislators. Submitted testimony on the unique challenges faced by affordable senior housing providers in relation to property insurance. Submitted letters to

the Public Health and Health Planning Council on proposed regulations and challenges experienced by members. Grassroots advocacy activities included flier drops, digital advertising, and digital letters. Coordinated efforts with members through Public Affairs Council.

Recognition: Named to City & State's inaugural list of Top Trade Associations.

Innovation and Learning

Bringing Members Together for Education and Networking: Increased attendance to over 100 registrants at the Affordable Housing Summit, bringing the attendance closer to pre-pandemic levels. Held successful Summits for both the Continuing Care Retirement Communities and Retirement Communities, with positive reviews regarding content and opportunity to network.

Developing the Middle Market: Worked with other LeadingAge state affiliates to update the Middle Market Playbook, which will serve as a resource to better serve this key housing market.

Workforce Development: Developed and provided a new "Journey to Excellence in Long-Term Care" program, funded by the Mother Cabrini Foundation. This program helps new Directors of Nursing and Directors of Social Work build skills and gain support in their leadership development. Building on this success, LANY was awarded a new \$200,000 Mother Cabrini Grant to develop a mentoring program for aide-level staff in different service lines.