

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.

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Advocacy and support to serve your interests.

\$460M

in Medicaid funding increases for SNF, ALP, and ADHC providers.

12

harmful bills prevented from passing. Secured the passage of 2 bills authorizing key reforms, issued 40 memos on legislation affecting members.

16,000

digital letters to the governor and legislators. Held 130 meetings with state legislators and 2 member advocacy days.

100

average number of member calls per week for technical assistance, data, research, analysis, and more. Hosted 26 member calls for provider members and held 10 Business Intelligence calls for business members.

Networking and educational opportunities like no other.

8

Directors of Nursing and Social Work Regional Council meetings.

100

Affordable Housing Summit attendees marking progress toward pre-pandemic attendance levels.

33

Conferences and training events held with 1,100 attendees

452.25

continuing education credit hours offered including: 98 NAB; 11 NCTRC; 11 NCCAP; 45 LSW; 13.75 HRCI; 27.5 CPA; 92.5 ACFAL; 53.5 COA.

Solutions to help your organization stay strong.

\$600,000

highest savings for one member on Property & Casualty policy through Endorsed Vendor Gallagher.

40,000

reports viewed or analyses run from the various Data Tools. Secured an additional \$70,000 in expected revenue for 2026 from outside state sales.

26

full membership calls with an average of 170 members participating each week.

298

hours of expert support for survey preparedness and 52 ATI trainings conducted by the LeadingAge New York ProCare team.

Workforce development to strengthen member organizations.

90

CNA students trained and certified.

30

Graduates of the first cohort of Journey to Excellence DNS & DSW mentorship program.

17

IGNITE Leadership Academy Fellows graduated.

\$200,000

new grant secured from the Mother Cabrini Health Foundation to pilot Pathways to Success, a CNA and front line Aide development program.

Thank you for being part of LeadingAge New York. Your needs are our top priority. We're ramping up our advocacy activities for 2026 to address funding shortfalls and irrational regulatory burdens. We're planning more meetings and events and expanding public relations activity. You'll continue to get free, exclusive, or discounted access to even more professional development opportunities to enhance your impact.



Stronger Together

2025 LeadingAge Highlights

LeadingAge championed members on critical issues, delivered policy victories, rolled out new services, and expanded its events.

Here are just a few highlights:

INNOVATION & LEARNING

Advanced technology, education, and events that empower providers and unite our field.



The Center for Aging Services Technologies (CAST) is driving the sector's conversation on AI and technology integration

2,000
new Learning Hub accounts created

96%
satisfaction rate among national conference attendees

LEADERSHIP & PEER SUPPORT

Expanded networks and leadership opportunities to strengthen the sector's current and future workforce.



15% growth in member network participation

24% increase in subscribers across LeadingAge's 13 peer groups

135
people participated in LeadingAge's leadership programs

23
Geriatric Workforce Enhancement Programs are working with LeadingAge to establish CNA apprenticeships

ADVOCACY WINS

Protected critical funding, shaped federal policy, and amplified provider voices nationwide.



Fully reversed the nursing home minimum staffing mandates

Stopped proposals to impose per capita Medicaid caps and end the use of provider taxes

Obtained improvements from the Department of Housing and Urban Development to help preserve affordable housing for older adults

Submitted **130+** regulatory relief recommendations

718 members participated in Policy Pulsecalls

270
lobbying meetings with lawmakers and other federal officials

326 member Lobby Day visits
5,600 advocates contacted Congress

VISIBILITY & INFLUENCE

Leveraged expertise to reach national audiences, raising awareness of aging services and member priorities.



1,050 stories featuring LeadingAge and members appeared in media outlets like The New York Times, The Wall Street Journal, and NPR

Our team fielded **370** media queries from local, regional, and national news outlets

5 25K+ web visits to LeadingAge.org

3 2,000+ resources downloaded

An average of **2,610** people engage with LeadingAge's members-only newsletters each week, up 51% from 2024