## WE ARE A STRONG ORGANIZATION

### AHCA

<table>
<thead>
<tr>
<th>Record Number of Member Facilities</th>
<th>Maintained current total membership bed count</th>
<th>Provided solutions to workforce challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>14,349</td>
<td>1,078,061</td>
<td><img src="image" alt="Light Bulb Icon" /></td>
</tr>
</tbody>
</table>

### NCAL

<table>
<thead>
<tr>
<th>Record total membership bed count</th>
<th>Record number of AL member communities</th>
<th>% of AHCA/NCAL membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>271,360</td>
<td>3,971</td>
<td>20%</td>
</tr>
</tbody>
</table>

## COVID-19: SERVED AS A GO-TO RESOURCE FOR THE LONG TERM CARE COMMUNITY

- **Launched Temporary Nurse Aid and Temporary Feeding Aid training programs** with over 100,000 TNAs and nearly 1,000 TFAs.
- **Provided 100** updated resources, **200+** blog posts, and **24** webinars to help navigate through COVID-19.
- **Created #CareNotCOVID to encourage people** to share personal stories and messages of support to LTC residents. Resulted in more than **27,000** site visits and **50,000** page views.
- **Developed strong relationships with key government organizations** and established AHCA/NCAL as the **leading experts** in and **voice of** the LTC profession.
- **Produced and distributed Stories of Care newsletter** to over **10,000** contacts to spread positive stories and boost morale of LTC staff.
- **Launched a national media campaign** to encourage support of the sector. Developed [ourseniorcare.org](http://ourseniorcare.org) to help families research and find viable LTC options for loved ones, and [saveourseniors.org](http://saveourseniors.org) to advocate for continued aid and funding.
- **Utilized strong relationships to advocate for the needs of LTC communities**, including:
  - Federal financial aid from the CARES Act Provider Relief Funds
  - PPE to aid the fight against COVID-19
  - Priority vaccine distribution and testing
- **Coordinated with AHCA/NCAL members** to provide vital feedback to CDC for implementing the pharmacy partnership program for distributing the COVID-19 vaccine.
Updated AHCA/NCAL website to better serve members with the most relevant, up-to-date information: WWW.AHCANCAL.ORG

WE ENSURE THE ECONOMIC HEALTH OF THE SECTOR

Launched Population Health Management Innovation Lab with six modules
Established members’ Population Health Management & Managed Care opportunities in 239 long term care facilities in Iowa

WE ARE A POWERFUL POLICY VOICE

Attained a 2.2% full Medicare market basket increase
Successfully advocated for MFAR to be withdrawn
PDPM Transition did not decrease Medicare’s margins
Avoided Medicare and Medicaid cuts on the Hill

WE IMPROVE QUALITY CARE: DOING THE RIGHT THING, THE RIGHT WAY

Delivered solutions to federal policy makers on infection control and regulatory oversight of nursing homes
Increased the number of active Quality Award recipients

2020 ANNUAL REPORT

IMPROVING LIVES by DELIVERING SOLUTIONS for QUALITY CARE
www.ahcancal.org

AHCA/NCAL WEBSITE AND SOCIAL MEDIA

Numbers as of 12/16/20

Updated AHCA/NCAL website to better serve members with the most relevant, up-to-date information: WWW.AHCANCAL.ORG

Significantly increased website traffic

643,000 new users
2.3 MILLION website views

Numbers as of 12/16/20