

HCAM 2023 YEAR IN REVIEW



598
TOTAL
MEMBERS

358
skilled
nursing
members

240
assisted
living
members

100
associate
partners

148
MICHIGAN LEGISLATORS
Received Thelma Dolls/Cardboard Cutouts



HCAM launched the "Meet Thelma" campaign to celebrate seniors and others who rely on skilled nursing and assisted living settings.

Thelma characterizes the typical LTC resident — a female in her mid-80s. She carries our message that strong, viable nursing facilities and assisted living communities are must-have options for Michigan's seniors.

HCAM UPDATED THE MISSION STATEMENT, LOGO AND TAGLINE

to best reflect the association serving both skilled nursing and assisted living



MISSION

As Michigan's most influential advocate for skilled nursing and assisted living providers, HCAM's mission is to drive initiatives and deliver solutions, enabling providers to advance excellence in senior care.

MICHIGAN IS AGING

The median age in Michigan is more than 40, up from 35.5 in the previous U.S. Census.

Michigan has the 13th oldest population in the country, up from our previous ranking of having the 29th oldest population.

95

LTC BILLS
TRACKED

LEGISLATIVE ADVOCACY

Ensure legislators continue to prioritize
Michigan's LTC profession and
preventing adverse legislation from being law



MEDICATION AIDES

Public Acts 273 and 274 of 2023!
HCAM completed a major initiative
that will offer providers a much-
needed tool to attract and retain
a strong caregiver staff.

**Medication Aides are now
permitted in nursing facilities!**

OPPOSE AFC LICENSING CHANGES

House Bill 4841 would add unnecessary,
burdensome staffing, training & reporting
requirements to the Adult Foster Care
Licensing Act. HCAM joined the bill sponsor's
workgroup to help strengthen the rules
without negatively impacting the sector.

OPPOSE FEDERAL STAFFING MANDATE

HCAM, working with the American
Health Care Association, is actively
advocating against staffing ratios,
using member survey and other data
to develop and share messaging
state-wide and beyond.

ATTEND CONGRESSIONAL BRIEFING

Several staff and board members joined
more than 500 industry colleagues in
Washington, D.C. at the AHCA/NCAL
Congressional Briefing. The group had
productive meetings with legislators and
staff, industry leaders and colleagues.



\$63.5 To providers
MILLION from Medicaid
Rate Increase

HCAM advocated for a Medicaid interim rate increase. Governor Whitmer signed an appropriations bill to **increase the interim rate by 2%**, from 2.5% to 4.5%, retroactively applied to January 1, 2023.

\$681 To staff from the Direct
MILLION Care Worker wage
increase since 2020

DCW Wage Increase & Expansion

On October 1, SNF direct care workers became eligible for an \$.85/hour increase up to \$3.20/hour

NEW! Certain non-clinical staff are newly eligible for an \$.85/hour increase.

The wage increase also applies to DCWs at licensed AFCs and HFAs that provide Medicaid-funded fee-for-service personal care services.

QAAP PAYMENT PLANS

HCAM asked MDHHS to allow more time for providers to make Quality Assurance Assessment Program (QAAP) payments. The department committed to working with providers on payment plans.

2023 FOCUS

To mitigate workforce and financial challenges, HCAM advocated for several forms of additional financial resources for providers

INITIAL SETTLEMENTS

In March, MDHHS agreed to an HCAM request to distribute initial settlements for providers' FY 2021 and 2022 cost reports, giving 80% of the cost settlements due.

In November, feedback about ongoing facility cash flow concerns prompted the department to amend the settlement policy to **allow providers to receive 100% of the initial settlement.**



REIMBURSEMENT SYSTEM

HCAM is working with the state to create a new Medicaid reimbursement system to better support workforce stability plus provide adequate funding and predictability for providers.

AWARDS

The 2023 HCAM Long-Term Care Awards of Excellence honored individuals and teams in the skilled nursing and assisted living sectors across Michigan.

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Teams of Excellence



We honored the teams at Boardman Lake Glens and Regency at Grand Blanc for unwavering commitment to delivering quality care and for advancing the positive image of the LTC profession in the community.



10 Gerry Baker Heroes of Health Care

HCAM celebrated professionals whose commitment to residents and co-workers goes well beyond the already high standard LTC workers set every day.



8 David Lebenbom Memorial Scholarships for Nursing Facilities



HCAM awarded eight \$2500 scholarships. Pictured (l to r):

- **Kaylee Metcalf**, North Woods Nursing Center
- **Jeremiah Miller**, Fisher Senior Care & Rehab
- **Tiffany Willett**, Bay Shores Senior Care & Rehab
- **Erin Hamilton**, St. Anthony Health Care Center

Winners unable to attend the Awards Luncheon:

- **Jillian Barnett**, MediLodge of Grand Blanc
- **Katrina Gangl**, Marquette County Medical Care Facility
- **Virginia Mundy & Ennette Gates Taylor**, Hartford Nursing & Rehab Center

NADONA named **Heather Perry**, NexCare WellBridge Senior Living, as **Regional Nurse Leader of the Year**.

AHCA/NCAL named **Marty Duncan**, Lakeview Assisted Living in Battle Creek, as the **2023 NCAL Noble Caregiver**.

13 Bronze | 2 Silver

HCAM members achieved these AHCA National Quality Awards

22

MEMBERSHIP-WIDE EDUCATIONAL EVENTS

on key topics including Billing, Unwinding the PHE, Life Safety, Reimbursement and more.



CNAOnline Progress!

HCAM succeeded in getting program approval in Michigan, held pilot classes and is now strategically expanding sites across the state!

RECORD-HIGH ATTENDANCE

Convention & Expo

brought over 700 people together, both in person and virtually, to network with peers, learn from industry leaders and share their passion for delivering excellent LTC for Michigan's senior population.

Spring Leadership Conference had over 350 virtual and in-person attendees

U.P. Conference had almost 100 virtual and in-person attendees

1,900

people boosted their knowledge and skills at HCAM educational offerings to better serve nursing facility and assisted living residents

GRANTS

HCAM continues to find ways to support membership with grant opportunities

Apprenticeship Training

The HCAM Department of Labor & Economic Opportunity Apprenticeship Grant supported more than 30 apprentices in receiving on-the-job training including nurse aide training, leading to additional skills, expertise and new roles. **HCAM increased the grant to \$3,000/applicant, upping the value for providers and employees in 2024.**

Dementia Training

HCAM is working with the Michigan Health Endowment Fund (MHEF) on grant opportunities focused on dementia training for assisted living providers.

Wound Care

Work is underway to resubmit an application for a Civil Monetary Penalty grant under the updated CMS criteria in 2024 that will bring expanded wound care training opportunities to members.

HCAM & MEMBER EVENTS

MORE
THAN
30

The Detroit News

Samuel: Michigan must support nursing home care | Opinion

For 15-plus years, I've advocated for skilled nursing facilities. Believe me when I say the sector is at a crossroads. We can continue to operate from crisis to crisis; or, through a coordinated approach with state policymakers, we can break the crisis cycle. Strong, viable skilled nursing facilities are an option we must have for Michigan's senior citizens.

MEDIA HAPPENINGS

Traditional media mentions including newspaper articles, op eds, radio and TV reports. Plus thousands of social media impressions.



HCAM, Thelma and Rep. Phil Green tour Stonegate Health Campus in Lapeer and meet Administrator Jennifer Flood.



Stratford Pines brings virtual reality therapy to its 10 senior care communities throughout Michigan.



Regency at Troy Grand Opening



HCAM spreads holiday joy by delivering gifts to MediLodge of Lansing residents.



Thelma cheers on residents at the Quality Care of Howell.



HCAM tours Anthology Senior Living in Novi.



Thelma meets Rep. Cam Cavitt.



HCAM and Thelma attend an event at Village at Silverbell Estates.



Visiting Hope Landing, an assisted living community in Charlotte



Senator Jonathan Lindsey joins Thelma, HCAM and the team from MediLodge of Marshall to meet residents and staff.