

ARGENTUM PROJECTS & ACCOMPLISHMENTS – 2020



COVID-19 Related Initiatives

- Led advocacy for HHS Relief Funding and industry guidance and compliance
- Led advocacy for Testing and Vaccination Funding
- Led advocacy for Priority Vaccination Distribution and Priority Testing
- Partnered on development and managed Legal Liability Coalition on future legal liability protections and co-produced the Senior Living Litigation Workshop
- Developed industry guidance and toolkit for COVID-19 (Infection Control, PPE, etc.), the #1 visited page on our website
- Launched COVID-19 Weekly Newsletter on March 14
- Hosted 50+ COVID-19 focused Executive Roundtable Calls with industry leadership
- Hosted 15+ COVID-19 educational and guidance webinars since March 9
- Led build-out, hosted, and managed the HHS Provider Fund application portal
- Provided guidance, compliance, and customer support for HHS Provider Fund questions
- Coordinated and communicated CLIA certificate waiver option for rapid point-of-care testing
- Advocated and informed industry on DOL Exemptions from Paid Leave
- Led and funded the *Standing with Seniors* media campaign and grassroots efforts (*see more below*)
- Partnered, managed, and hosted industry-wide workforce campaign Senior Living FastMatch
- Argentum White Paper on *Managing COVID-19 Restrictions*
- Argentum White Paper on *The Need for a Smart Testing Strategy*
- Argentum report on *COVID-19 Community Access and Infection Control*
- Developed the Essential Caregiver Toolkit
- Assisted in development and launch of the *Executive Survey Insights: COVID-19*
- Launched COVID-19 Advisory Council, the Infection Prevention and Control (IPC) Work Group
- Developed and launched the Vaccine and Testing Task Force
- Assisted industry in the identification of new sources of critical supplies and new technologies
- Launched Senior Living FastMatch to recruit workers negatively impacted by COVID-19 shutdowns, especially in the hospitality, retail, and restaurant industry. The site generated more than 40,000 interested applicants.
- Provided guidance and advocated on behalf of senior living providers and their requirements for paid leave under the Families First Coronavirus Response Act (FFCRA)

Advocacy/Public Policy

- Led a 50-state initiative to establish liability protections for workers and facilities based on our model executive order; nearly half of all states adopted some level of protections.
- Included in the definition of health care workers in regulation to exempt from paid leave provisions, ensuring coverage in communities during the crisis; regulation later amended to focus on direct care staff.

- Included in the \$175 billion Public Health and Social Services Emergency Fund (PHSSEF) and eligible for 3 separate distributions: Medicaid-entities, private pay (2% of gross revenue), and a third distribution (additional beyond the 2%)
- Achieved a two-year extension of the medical expense deduction at the 7.5% threshold.
- Increased the minimum age for mandatory fund withdrawals from retirement accounts from 70 ½ to 72.
- An additional \$350 million was earmarked for the National Institutes of Health (NIH) to study Alzheimer’s disease and fund research for treatment, prevention and ultimately a cure.
- Supported the final passage and enactment of [H.R. 4334](#), the Supporting Older Americans Act, improving elder abuse prevention, promoting multigenerational opportunities, expanding the availability of services for those living with younger onset Alzheimer’s disease, and supporting age-friendly communities.
- Successfully blocked the implementation of the Medicaid Fiscal Accountability Regulation (MFAR), which was withdrawn on September 15. If it had been implemented, the rule could have subjected CCRCs to new provider taxes in the six- or seven- figure range each year, potentially leading some communities to discontinue nursing services entirely.

Communications

- Developed and launched Senior Living Professional e-newsletter serving community-level professionals
- Developed new format for Largest Providers report (dedicated digital 28-page report) and expanded list to Top 150 Providers, the largest industry report of its kind.
- Created toolkit and social campaign for Careers in Aging Week
- Created social campaign for Women in Leadership (Women’s History Month tiles and #celebratewomensleadership management)
- Created toolkit for Energy Star benchmarking
- Launched new State Partners newsletter
- Received approval for, selected Chair, and launched Argentum PR Committee
- Celebrated 2020 awards recipients virtually with videos, social campaign, press release
- Received over 25 nominations for Senior Living by Design awards

Diversity, Equity & Inclusion

- Launched an internal Equity & Inclusion group to map out strategy to advance and educate industry on multiracial diversity, equity and inclusion practices moving forward.
- Launched regular feature on Equity & Inclusion in *Senior Living Executive* magazine.

Events

- Executed first-ever virtual conference drawing 1,235 total registrants, 38 sponsors, and 205 suppliers in the Solutions Guide
 - 30 CEU-eligible sessions across 9 tracks

- 12 Hive Discussions on critical senior living topics
- 24 Industry Supplier Zoom Discussions
- Over 15 COVID-19 specific sessions
- Executed 12 Senior Living Insights webinars, complimentary for membership
- Executed over 14 COVID-19 webinars to inform and educate the industry on the pandemic

Media/Public Relations

Argentum mounted an aggressive COVID-19 media relations campaign early in the crisis.

- Earned Media
 - Working alongside more than a dozen relevant spokespeople and surrogates, the campaign resulted in 60+ earned media and placements in print, broadcast, and streaming outlets including Fox News, The Wall Street Journal, ABC News, The Washington Post, Yahoo! Finance, and Bloomberg among others
 - Shared regular and routine statements and information with trade media and other outlets regarding Argentum initiatives and positions.
- Paid Media
 - We launched a multi-week digital/mobile campaign using geofarming, targeting tens of thousands of unique DC influencers including key Hill staffers, lobbyists, elected officials, and reporters. This campaign garnered over 8 million impressions and 1.8 million video views.
 - The geo-farming campaign was followed up with a strategy focused on a broadcast media buy, supplemented with digital advertising and newsletter sponsorships, targeting key cable news networks, publications, and programs most likely to be read and watched by the White House and HHS officials. The ad shared on cable news networks aired over 5,100 times and it was estimated that each viewer saw the ad 4x.

Membership

- Reached an all-time high with 83 Premier Owner/Operator Members.
- Reached an all-time high percentage of members in top 100 senior living providers with 71%.
- Grew Executive Roundtable representation from 258 participants to 496 participants.
- Conducted over 40 Executive Roundtable calls over the course of the year.
- Conducted three Executive Advisory Board calls updating industry leadership on COVID-19.
- Launched the State Partner Member pilot program, drawing 294 new state partner members.

Quality Improvement

- Reviewed and commented on assisted living standards promulgated by ACHC and The Joint Commission.
- Co-sponsored APEX LIVE: Psychoactive Medication Use in Assisted Living.
- Maintained status as an ANSI Accredited Standards Developer to provide options for self-regulation and industry best practices.

- Adapted the CDAL examination for online proctoring.

Workforce Development

- Won a 4-year, \$6 million grant from the U.S. Department of Labor to develop and expand apprenticeships in senior living and healthcare occupations, with a goal of more than 7,200 apprentices over the course of the project.
- Signed on five employer partners to the registered apprenticeship program, with 785 apprentices enrolled and on track toward over 1,200 apprentices this year.
- Reached 825 Senior Living Works Ambassadors, professionals who are partnering with education providers and raising awareness of senior living across the country.
- Launched LEAD , Argentum's leadership and development program to train and develop rising corporate leaders in senior living, with 27 participants in the inaugural cohort.