



ADVOCACY 2021 YEAR IN REVIEW

BILLIONS IN FEDERAL
RELIEF

3 

NATIONAL
CAMPAIGNS

20 

LETTERS TO
WHITE HOUSE
ADMINISTRATION



\$300,000+

SILVER PAC CANDIDATE SUPPORT



500,000

COVID-19
TESTS SENT
EACH WEEK

1 

VACCINE
PRIORITY 1A
SECURED



300+

MEMBERS OF
CONGRESS
VISITED

7,200+ 

GRASSROOTS APPEALS

\$1 MILLION+ 

OF INDUSTRY ASSISTANCE
VIA ADVOCACY FUND



1,400+

ARGENTUM
ADVOCATES
ENROLLED

ABOUT ARGENTUM

Argentum is the leading national association exclusively dedicated to supporting companies operating professionally managed, resident-centered senior living communities and the older adults and families they serve. Since 1990, Argentum has advocated for choice, independence, dignity, and quality of life for all older adults.

Argentum member companies operate senior living communities offering assisted living, independent living, continuing care, and memory care services. Along with its state partners, Argentum's membership represents approximately 75 percent of the senior living industry—an industry with a national economic impact of nearly a quarter of a trillion dollars and responsible for providing over 1.6 million jobs. These numbers will continue to grow as the U.S. population ages.

Argentum's programs and initiatives are driven by its membership. For more information about joining Argentum, please visit **argentum.org/membership**. Learn more at **argentum.org**.

A RECORD OF ACHIEVEMENTS— AND A PLEDGE TO ACHIEVE MORE

It's hard to argue that any industry has been more directly impacted by the COVID-19 pandemic than senior living. Our challenges have been numerous: skyrocketing expenses and insufficient supply of PPE and testing, extensive, ever-changing, and conflicting regulatory guidance, and occupancy at its lowest on record.

A key part of overcoming these challenges has been our ability to wage successful advocacy campaigns. Advocacy helped secure billions in federal financial relief, compensating providers for the expenses and losses incurred by caring for our most vulnerable seniors. Advocacy helped send hundreds of thousands of rapid tests directly to communities, mitigating the spread of the virus and saving lives. Advocacy helped prioritize residents and staff for Phase 1A of vaccines and establish partnerships for on-site clinics. And advocacy helped win reasonable liability protections in dozens of states, ensuring providers and caregivers would not be threatened from suit in the midst of the pandemic. But we know there is much more work to do. And that's why we urge you to remain active and engaged in our advocacy efforts on behalf of our industry, the seniors we serve, and our caregiving workforce.

"Advocacy" means telling our story, connecting policymakers with the people who make our communities so special. Perhaps our most important advocacy effort this past year has been provider relief—a true lifeline for so many communities by helping sustain operations. Much of this would not have been possible had it not been for the Advocacy Fund: It fueled three highly successful—and unprecedented—campaigns to educate lawmakers, ensuring relief was saved, released, and ultimately received by senior living providers.

Argentum is your voice on Capitol Hill and in statehouses throughout the country. The Advocacy Fund helps power this voice, through our lobbying efforts and public relations, supplying the resources we need to demonstrate to lawmakers the importance of our industry and overcoming the challenges we face. We are proud to have been recognized among the top lobbyists for our efforts this past year, and we look forward to continuing to tell our story so that senior living providers from coast-to-coast have a seat at the table as legislation and regulations impacting our industry are decided.



JAMES BALDA
President & CEO
Argentum



MAGGIE ELEHWANY
Senior Vice President, Public Affairs
Argentum

BILLIONS IN FEDERAL RELIEF

From the beginning of the pandemic, senior living providers showed significant losses. Argentum led efforts to ensure that assisted living providers would be eligible for federal provider relief funds that could have some part in alleviating these losses.

This relief had been established by the CARES Act, in March 2020—and we secured a round of funding in September 2020 and more at the end of 2020.

Through 2021, we kept up the efforts. The return was a round of funding that could cover 20 percent to 45 percent of provider losses. And in September—at Argentum's direct request—U.S. Health and Human Services (HHS) establish a reconsideration process for relief funds so providers could appeal insufficient relief awards or altogether denials of relief.

WINNING SUPPORT

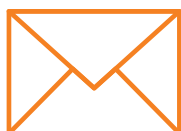
- Congressional sign-on letters—including a letter led by Senators Susan Collins (R-ME) and Jeanne Shaheen (D-NH) that garnered the support of half the chamber.
- A Senate sign-on letter, led by Senators Kyrsten Sinema (D-AZ) and Collins.
- A House sign-on letter led by Representatives Abigail Spanberger (D-VA) and Anthony Gonzalez (R-OH).
- Meetings with Health Resources and Service Administration (HRSA), as well as hundreds of Congressional office meetings, that helped relay our concerns to the Biden Administration.
- Literally getting your voices heard by showing up to ask questions in hearings—thereby getting our concerns on the record.
- Dozens of letters to key decision-makers on the need for relief.

WHAT'S NEXT?

We're fighting for funds via forthcoming legislation and release of more provider relief funds. Bipartisan legislation is under consideration in both the House (H.R. 5963) and Senate (S. 3611) that would require HHS to distribute remaining provider relief funds, relieve bureaucratic hurdles with the reporting periods, and provide additional flexibility for use of the funds.

BILLIONS

Our objective: Develop a broad bipartisan understanding of the value of senior living—and the importance of key lawmakers' ongoing support.



20 LETTERS SENT TO ADMINISTRATION

Argentum President & CEO James Balda penned nearly two dozen letters to President Biden, HHS Secretary Becerra, HHS Deputy Secretary Palm, HRSA Acting Administrator Espinosa, and other policymakers in the Biden Administration outlining the immediate challenges that providers face and how the administration can directly help.



300+ MEMBERS OF CONGRESS VISITED

We met with elected officials chosen because they had the power and ability to advance our issues, focusing on lawmakers who sit on key committees. The objective was to develop a broad bipartisan understanding of the value of senior living and the importance of their ongoing support. Our continued engagement, education, and updates on information helped propel support; one example is the Congressional sign-on letter led by Reps. Spanberger and Gonzalez, which brought together 84 House members from both parties.

United States Senate
WASHINGTON, DC 20510

August 26, 2021

The Honorable Xavier Becerra
Secretary
U.S. Department of Health & Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201

Dear Secretary Becerra:

We write today to ask that the Department of Health and Human Services (HHS) provide an immediate update on its plans to distribute the unobligated funds remaining in the Provider Relief Fund (PRF) and other health care relief programs. Over the course of the pandemic, Congress has appropriated \$178 billion for the Provider Relief Fund as well as an additional \$8.5 billion for rural providers. Hospitals, nursing homes, assisted living providers, health clinics, and other health care providers need these funds to help weather the financial difficulties created by the pandemic. In rural areas in particular, the PRF has prevented facilities that struggled before and during the pandemic from falling into bankruptcy or closing entirely.

Regrettably, the PRF funding distribution process has been uneven. Shifting guidance, difficulties in reconciling tax information, the absence of a formal appeals process, and other technical problems have plagued the program. Some providers are still waiting for funding from PRF distributions that were announced last year. Furthermore, plans for additional PRF distributions have been opaque. Financial losses occurring between the end of 2020 and the beginning of 2021 have not been adequately considered. In addition, some provider types, such as senior care facilities, have been underrepresented in previous rounds of funding.

On July 19, the Government Accountability Office reported that about 25 percent of Provider Relief Fund appropriations and all of the rural provider funding remained unobligated as of May 31, 2021. GAO found that "the most current spend plans generally do not include time frames for obligating the remaining funds, which is useful information for oversight and informing future funding decisions by Congress." GAO recommended that HHS communicate information about, and facilitate oversight of, the department's use of COVID-19 relief funds by providing projected time frames for its planned distributions in the spend plans it submits to Congress.

We fully agree with GAO's assessment and ask that HHS announce and implement its plans for additional disbursement of provider relief funds. As the health care provider community continues to respond to the challenges posed by the pandemic, this funding should be released without any further delay. Thank you for your attention to this matter. We look forward to your response.

Sincerely,

James M. Collins
Sean M. Collins

James M. Collins
Sean M. Collins

Kyrsten Sinema
Kyrsten Sinema
United States Senator

Lisa Markowski
Lisa Markowski
United States Senator

Joe Manchin III
Joe Manchin III
United States Senator

Debbie Stabenow
Debbie Stabenow
United States Senator

Thomas R. Carper
Thomas R. Carper
United States Senator

Jerry Moran
Jerry Moran
United States Senator

Kevin Cramer
Kevin Cramer
United States Senator

Kevin Cramer
Kevin Cramer
United States Senator

Tim Smith
Tim Smith
United States Senator

Thom Tillis
Thom Tillis
United States Senator

Maggie Hassan
Maggie Hassan
United States Senator

John Boozman
John Boozman
United States Senator

Rob Portman
Rob Portman
United States Senator

Rob Portman
Rob Portman
United States Senator

Chris Coons
Christopher A. Coons
United States Senator

Maria Blackburn
Maria Blackburn
United States Senator

Debbie Stabenow
Debbie Stabenow
United States Senator

Debbie Stabenow
Debbie Stabenow
United States Senator

Mark Kelly
Mark Kelly
United States Senator

Bill Hagerty
Bill Hagerty
United States Senator

Chris Van Hollen
Chris Van Hollen
United States Senator

Todd Young
Todd Young
United States Senator

Amy Klobuchar
Amy Klobuchar
United States Senator

Katie Hoeven
Katie Hoeven
United States Senator

Ben Ray Lujan
Ben Ray Lujan
United States Senator

Cynthia M. Lummis
Cynthia M. Lummis
United States Senator

Angus S. King, Jr.
Angus S. King, Jr.
United States Senator

John Barrasso
John Barrasso
United States Senator

Richard J. Durbin
Richard J. Durbin
United States Senator

Steve Daines
Steve Daines
United States Senator

Sherrod Brown
Sherrod Brown
United States Senator

John Cornyn
John Cornyn
United States Senator

Debbie Stabenow
Debbie Stabenow
United States Senator

John Cornyn
John Cornyn
United States Senator

Ron Wyden
Ron Wyden
United States Senator

Tommy Tuberville
Tommy Tuberville
United States Senator

Robert P. Casey, Jr.
Robert P. Casey, Jr.
United States Senator

Mark R. Warner
Mark R. Warner
United States Senator

Mazie Hirono
Mazie K. Hirono
United States Senator

Bernard Sanders
Bernard Sanders
United States Senator

Jeff Merkley
Jeffrey A. Merkley
United States Senator

Richard Blumenthal
Richard Blumenthal
United States Senator



3 NATIONAL CAMPAIGNS

“These caregivers did everything right—they followed CDC’s guidelines, purchased supplies on their own and worked to get their residents vaccinated—but have received little or no financial relief... assisted living providers received less than a half of 1 percent of the PRF... far less than any other long-term care provider.”

—James Balda op-ed in *Morning Consult*

JULY: SAVE THE PRF

When Congress was trying to pass H.R.3684, the Infrastructure Investment and Jobs Act—also known as the Bipartisan Infrastructure Bill—it didn’t happen easily. To help pay for part of the bill, some senators began to eye provider relief funds, which would have left senior living providers out of a significant release of funds.

But against significant odds against us, our industry reached out to lawmakers through our “Save the PRF” campaign. Successful result: Ensuring not a single PRF dollar was used to pay for the infrastructure package.

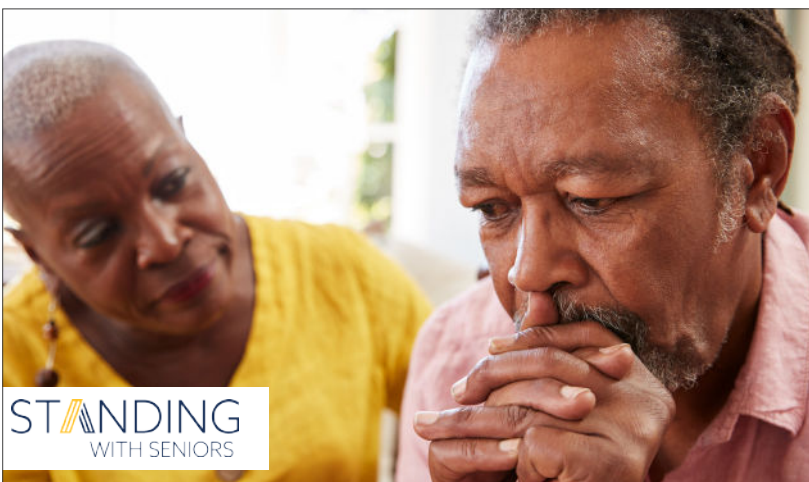
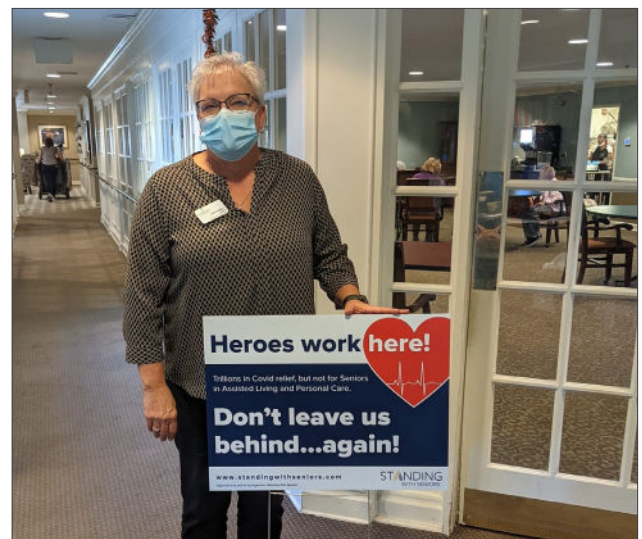
AUGUST-SEPTEMBER: RELEASE THE PRF

This led to the funds saved by the July campaign being available to senior living providers—and providers started receiving funds by December.

OCTOBER TO DECEMBER: DON’T LEAVE ASSISTED LIVING BEHIND, AGAIN

Getting the attention of the Biden Administration and key lawmakers required an aggressive and multifaceted campaign:

- Eight billboards across seven states
- 1,000-yard signs and 500 banners at communities
- Nine op-eds and five letters to the editor published in relevant media
- Geotargeted ads directed at policymakers in the White House, HHS, and Congress
- A press conference at the Pennsylvania State House
- Grassroots letter-writing campaign from residents, family, and staff
- Three letters to the administration with three key requests:
 - » Target financial relief both through PRF releases and a longer-term sustainability fund.
 - » Make investments in long-term care and the workforce, such as those proposed in Argentum’s SENIOR Act.
 - » Direct resources, such as testing and vaccine/booster administration, to senior living communities.



MR. PRESIDENT,

Trillions in Covid relief, but not for seniors in assisted living.

Don't leave us behind...again!

www.standingwithseniors.com

1 VACCINE PRIORITY 1A SECURED (AND CDC PARTNERSHIP)



Well before COVID-19 vaccines were released, Argentum established a regular line of communication with Centers for Disease Control and Prevention (CDC), raising their awareness about the need to include all congregate senior care settings for priority 1A for distribution of the vaccines. Without our advocacy, these vaccines likely would have gone to skilled nursing facilities or other health care providers.

As vaccine campaigns unfolded, Argentum's efforts also ensured senior living could participate in the Pharmacy Partnership Program developed with CVS and Walgreens, so that residents and staff could get vaccinated directly on site in their own communities—and avoid congregating in sites where they would be vulnerable to infection.

Our advocacy helped get senior living vaccination rates of 95.5 percent among residents and 87.6 percent for staff. These actions continue to save lives—90 percent of communities have held booster clinics.

“...demand for COVID-19 vaccines is expected to exceed supply during the first months of the national COVID-19 vaccination program...On December 1, ACIP recommended that 1) health care personnel and 2) residents of long-term care facilities [including assisted living] be offered COVID-19 vaccination first, in Phase 1a of the vaccination program...”

—James Balda op-ed in Morning Consult



500,000 COVID-19 TESTS SENT EACH WEEK

Argentum led efforts to secure rapid antigen tests to thousands of senior living communities, beginning in September 2020 and continuing throughout 2021.

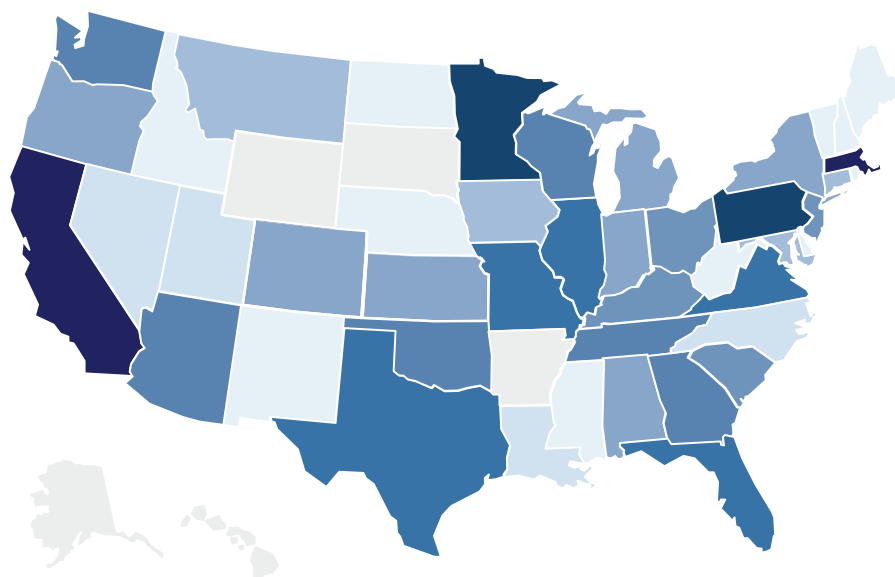
At our request, HHS disbursed approximately 500,000 rapid antigen tests on a weekly basis directly to communities, eliminating more than \$100 million in testing costs providers would have incurred.

As the Omicron surge intensified in late 2021, we continued to advocate for additional supply of tests to be directly distributed to senior living communities.

7,200 GRASSROOTS ADVOCATE APPEALS

When policymakers receive personal appeals from residents, family members, and caregivers, they listen. Argentum activated grassroots advocates to ensure lawmakers and policymakers heard first-hand from constituents on the urgent needs of communities through:

- Providing sample letters for community leaders.
- Encouraging providers to record and share short videos and post them on social media.
- Creating sample social media posts advocates could use to help them tag their members of Congress.
- Leveraging Voter Voice to generate more than 7,200 messages, primarily from the perspective of residents and family members, as well as direct care staff and other frontline employees on the impact of COVID-19.



COAST-TO-COAST SUPPORT

The darker the shade of blue, the more letters were sent from that state

“Seniors and their caregivers have been on the frontlines for over a year and a half, and time and again have been left behind in pleas for relief and support. I urge you to please do everything in your power to ensure assisted living seniors and caregivers are not left behind again!”

—Community leader letter to Congress



\$300,000+ SILVER PAC CANDIDATE SUPPORT

Silver PAC is the preeminent tool for supporting lawmakers that shape the policy landscape and champion issues of importance for the senior living industry, ultimately helping them to return to office and advance our shared mission. Contributions in 2021 surpassed by more than a third those of 2020 (\$179,000).

The Silver PAC annual Granger Cobb Cup Competition for Excellence in Political Action had a great showing, led by Benchmark and LCS.

And Argentum lobbyists attended 26 political fundraising events, many of them exclusive and arranged solely for Argentum lobbyists and individual lawmakers, to ensure our message wouldn't just be one of many.

SILVER PAC CONTRIBUTIONS

CONTRIBUTORS BY CIRCLE	CONTRIBUTORS BY AMOUNT	2021 TOTAL
Silver Circle	\$5,000	27
Trustee Circle	\$3,000 – \$4,999	20
Chairman Circle	\$1,000 – \$2,999	32
Director Circle	\$500 – \$999	45
Advocate Circle	\$100 – \$499	194
Supporter Circle	less than 100	162
TOTAL CONTRIBUTORS		480

2021 COBB CUP STANDINGS

LARGEST COMPANY CONTRIBUTION TOTAL	
LCS	\$38,375
Sunrise Senior Living	\$26,800
Vi Living	\$25,930
Benchmark Senior Living	\$25,786
Legend Senior Living, LLC	\$24,460
Merrill Gardens	\$22,275
New Perspective Senior Living	\$15,550

LARGEST NUMBER OF COMPANY CONTRIBUTIONS	
Benchmark Senior Living	200
LCS	60
Merrill Gardens	57
Vi Living	57
Legend Senior Living, LLC	30
Sunrise Senior Living	26
New Perspective Senior Living	9

SILVER PAC CANDIDATES SUPPORTED IN 2021

Rep. Katherine Clark (D-MA)
Rep. Jim Clyburn (D-SC)
Rep. Hakeem Jeffries (D-NY)
Rep. Annie Kuster (D-NH)
Rep. Debbie Lesko (R-AZ)
Rep. Jim McGovern (D-MA)
Rep. Joe Morelle (D-NY)
Rep. Tom O'Halleran (D-AZ)
Rep. Abigail Spanberger (D-VA)
Rep. David Schweikert (R-AZ)
Rep. Lori Trahan (D-MA)
Sen. Tammy Baldwin (D-WI)
Sen. Sherrod Brown (D-OH)
Sen. Shelley Moore Capito (R-WV)
Sen. Ben Cardin (D-MD)
Sen. Bob Casey (D-PA)
Sen. Susan Collins (R-ME)
Sen. Chris Coons (D-DE)
Sen. Maggie Hassan (D-NH)
Sen. Joe Manchin (D-WV)
Sen. Lisa Murkowski (R-AK)
Sen. Patty Murray (D-WA)
Sen. Chuck Schumer (D-NY)
Sen. Kyrsten Sinema (D-AZ)
Sen. Jon Tester (D-MT)
Sen. Ron Wyden (D-OR)

1,400+ 
**ARGENTUM
ADVOCATES
MEMBERS**

At the start of 2021, Argentum relaunched the Argentum Advocates membership to reach individuals that are not associated with an Argentum member company. It allows for greater advocacy involvement, gives a great introduction into Argentum, and allows us to more broadly ask for support from those that have a stake in the industry.

Our exclusive monthly policy briefings were highly attended and encouraged education and discussion; email bulletins and action alerts kept Argentum Advocates in step with policy action. By the end of 2021, we had more than 1,400 Argentum Advocates members—and more have been added since in 2022.

But you can't be part of this unless you sign up:
Go to argentum.org/argentumadvocates.

1,400+



\$1 MILLION+ IN ADVOCACY FUND CONTRIBUTIONS

With the unpredictability and volatility of the current political climate at both the federal and state levels, the Advocacy Fund gives us the resources to respond quickly and with force, as the likelihood of burdensome legislation increases.

In 2021, the Advocacy Fund:

- Retained Forbes Tate Partners and Health Policy Source to help guide strategy, connect with key lawmakers and policymakers in the administration, and develop resources and legislative text relating to our priorities.
- Retained Foley Hoag, a law firm well connected to HHS, to help with strategy and engagement.
- Retained Wyatt Tarrant & Combs law firm for ongoing issues relating to securing reasonable liability protections, including through the use of the PREP Act. An amicus brief was developed through Foley Hoag, Wyatt Tarrant & Combs, and others in the case titled *Garcia v. Welltower* to argue that the Public Readiness and Emergency Preparedness (PREP) Act provides both immunity from liability and immunity from suit for senior living facilities that administer covered countermeasures.
- Retained Bedrock Advocacy to manage rapid-response constituent calls to key Congressional offices and to the administration.
- Retained Majority Strategies to manage the buildout of the Standing with Seniors website and geotargeting campaign, in addition to FiscalNote/ VoterVoice to manage our grassroots portal for advocates to directly message policymakers.

2021 ADVOCACY FUND PARTNERS

PLATINUM: \$100,000

Brookdale Senior Living
Life Care Services
Sunrise Senior Living
Welltower

GOLD: \$50,000

Brightview Senior Living
Healthpeak Properties, Inc
Marsh
SRM ServiceMaster

SILVER: \$25,000

Benchmark Senior Living
Bickford Senior Living
Brandywine Living
Five Star Senior Living
Harbor Retirement Associates
Integral Senior Living
Legend Senior Living
Merrill Gardens
New Perspective Senior Living
Senior Living Communities
Sinceri Senior Living
Sonida Senior Living
The Arbor Company
Vi Living

BRONZE: \$15,000

Commonwealth Senior Living LLC
Eclipse Senior Living
Pegasus Senior Living
Silverado

FUND SURVEY SHOWS NATIONAL SUPPORT FOR SENIOR LIVING

Among Advocacy Fund achievements was funding a national survey as part of our Don't Leave Assisted Living Behind, Again campaign. The ReconMR survey, sponsored by Argentum, shed needed light on Americans' attitudes toward senior living and COVID-19 relief.

- 86 percent of respondents believe COVID-19 relief funding should be targeted to senior living communities.
- Nearly four out of five (77 percent) believe the remaining \$20 billion in the Provider Relief Fund for pandemic support should go to assisted living caregivers.
- 89 percent are concerned about worker shortages at senior living communities—and 50 percent are “very concerned.”
- 45 percent are very concerned that senior living communities may close due to funding shortages; another 42 percent were somewhat concerned.

Source: Argentum ReconMR survey.

FUND HELPS FUEL GOOD MEDIA COVERAGE

STAT

“The lobbying frenzy began late last month, as senators and the White House desperately sought a way to pay for a high-stakes, high-profile infrastructure deal. One of their options: raiding \$44 billion that had been set aside to help hospitals, nursing homes, and other providers recover from the pandemic, but was never spent. Providers panicked — until Sen. Susan Collins stepped in to save the funds...The senior care groups have had Collins' ear throughout the pandemic, and she also co-led a request with Sen. Kyrsten Sinema (D-Ariz.) in April imploring Health and Human Services Secretary Xavier Becerra to release more money for facilities besides nursing homes that care for seniors, which were shut out of early rounds of relief payments...”

POLITICO

“The Provider Relief Fund was allotted \$178 billion by the CARES Act. But it hasn't all been spent: As much as \$43 billion was left as of May, according to a report this month by the Government Accountability Office. But provider organizations are railing against the move. “The possibility that remaining Provider Relief dollars could be used to fund the bipartisan infrastructure package is outrageous,” James Balda, CEO of the senior care organization Argentum, wrote in a letter. “Senior living caregivers have already been left behind in federal relief distributions—on several occasions. We've been waiting for the promised Phase 4 allocations for months, and some providers are still awaiting funds from earlier phases.”

THE HILL

The Hill's Top Lobbyists 2021: James Balda, Argentum
“In one of the busiest years on record for the D.C. influence world, these are the people who wielded their connections and knowledge most effectively...Not all of those honored on this list are registered lobbyists. But they are all key players who the nation's biggest companies, advocacy groups, labor unions and trade associations turn to when they want their voices heard in the nation's capital.”

OPPORTUNITIES FOR INVOLVEMENT

SILVER PAC

Silver PAC is the preeminent tool for supporting lawmakers that shape the policy landscape and champion issues of importance for the senior living industry, ultimately helping them to return to office and advance our shared mission. As Federal law prohibits Argentum from using its general treasury funds to make contributions to federal candidates, Silver PAC, as a separate segregated fund (SSF), is able to solicit contributions from eligible individuals within the senior living industry, and use those funds to support federal candidates, committees, and State Partner PACs (where permitted). Each year, Argentum member companies compete in the Granger Cobb Cup Competition for Excellence in Political Action. Named for an innovator who worked to establish the current levels of professionalism and high quality in senior living, the Cobb Cup is a symbol of how those who care work together to raise hundreds of thousands of dollars in support of Silver PAC, and in turn, the candidates who champion our priorities on Capitol Hill. See argentum.org/advocacy/silver-pac for more information.

ADVOCACY FUND

While Argentum's Silver PAC enables individuals' personal contributions to supportive lawmakers' campaigns, the Advocacy Fund uses corporate contributions to support government affairs, direct lobbying, policy expertise, legal challenges, research supporting industry policy positions; public relations, and media campaigns to tell our story. When your company invests in the Advocacy Fund, your donation goes directly to converting power into solid policy, fighting misguided regulations, and elevating the senior living industry. See argentum.org/advocacy/fund for more information.

GRASSROOTS EFFORTS

Through grassroots advocacy, we have the opportunity to reach out to our elected officials and let our voice be heard. One of the most effective ways to introduce policymakers to our industry and provide a first-hand account of our needs is by hosting elected officials for a tour of a community. Find more ideas and resources at Argentum's Grassroots Advocacy Toolkit and member Resource Bank, at argentum.org/advocacy/grassroots-resources.

ARGENTUM ADVOCATES

The Argentum Advocates program is designed to educate and engage individuals who are interested in advocacy and policy issues related to the senior living industry. Join us in our fight for federal resources and in combating onerous and crippling federal regulation.

- Targeted and tailored advocacy assistance specific to your community needs
- Direct access to members of Congress and staff through exclusive Capitol Hill forums focusing on the needs of senior living
- Timely briefings on the latest federal legislative and regulatory information that you need to know for your community
- Assistance scheduling meetings directly with your congressional delegation, as well as talking points and data points
- Exclusive seminars on teaching advocacy skills and how to best educate your federal leaders on the needs of the senior living industry through Argentum's Leadership Forum
- Federal and state legislator contact information (personal home of record and all communities/businesses)
- Key access, analysis, and insight into the federal process including opportunities to submit Congressional testimony to directly impact the legislative process, and opportunities to submit comments regarding proposed regulations
- Access to Congressional action alerts tailored to senior living
- Exclusive invitation to Silver PAC, a political action force dedicated exclusively to advancing the needs of senior living providers

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