



Argentum Advocates

2026 Q1 Member Briefing

Thank You for Joining Us!



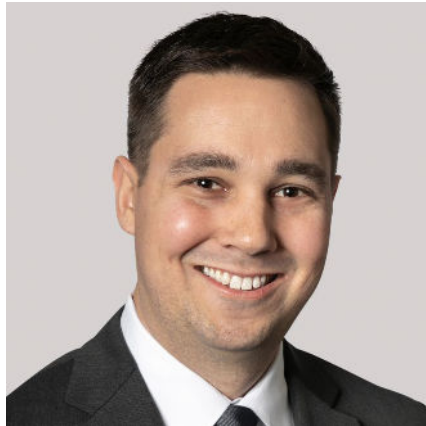
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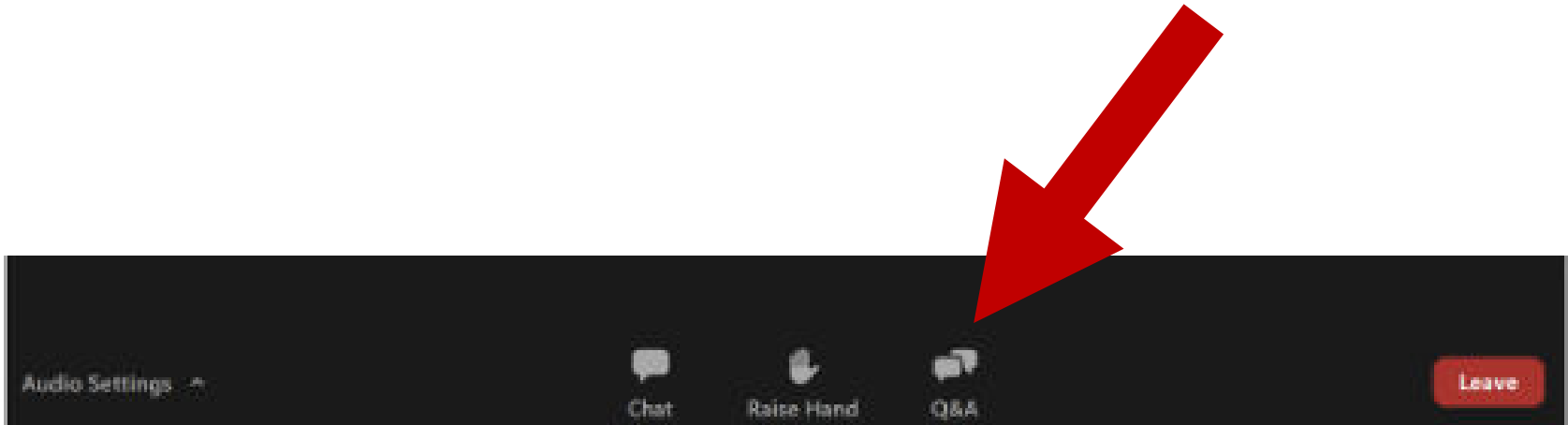
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Public Policy

Argentum is the leading national association representing 75 percent of professionally managed assisted living, independent living, memory care, and continuing care retirement communities. These communities offer choice, dignity, security, and comfort in the final years of life to nearly two million vulnerable seniors.



Have a Question?

Ask your question at any time in the Q&A box, accessible from the bottom of your attendee panel.



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Agenda

- **Recap**
 - 2025 Highlights
 - Public Policy Fly-In
- **2026 Priorities**
 - Key Policies and Legislation
- **Administration Advocacy**
 - Veterans pilot program
 - Conference on Longevity
- **Telling Our Story**
 - Tools and Resources to Take Action
 - Value Report

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Recap: 2025 Advocacy Accomplishments

- Testified before the Senate Aging Committee on importance of assisted living
- Signing into law the Veterans assisted living pilot program to finally give veterans a choice in their care; working with VA Secretary Collins on rollout/expansion
- Introduction of Caring for Seniors Act, Care Across Generations Act, and other industry-focused legislation
- Numerous pro-senior policies in One Big Beautiful Bill Act: HCBS waivers to allow more seniors access to assisted living, social security deduction, 529 career savings plans
- Prevented direct cuts to the Medicaid assisted living waiver program and achieved significant reform of HCBS waivers to allow more seniors access to assisted living
- 200+ meetings with Federal lawmakers and their staff
- 130+ lawmakers visits to senior living communities – RECORD NUMBER!
- Awarded “Top Lobbyist” for 5th year in a row!



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Recap: 2026 Public Policy Fly-In

- **White House Office of Public Liaison** meeting on advancing a renewed White House Conference on Longevity
- Roundtable with **Federal Housing Administration Commissioner Frank Cassidy** on streamlining HUD's healthcare lending programs
- **Reception with Senator Rick Scott, Chairman of the Senate Special Committee on Aging** sharing insights on legislative solutions that address affordability and labor shortages
- Congressional reception featuring over a dozen lawmakers
- More than 100 meetings across Capitol Hill led by senior living advocates amplifying our message



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2026 Priorities

1. Improve Affordability And Accessibility of Long-term Care
2. Invest In Long-term Care Workforce Development To Reduce Shortages



The U.S. population aged 65 and older will grow from **55 million in 2020 to 80+ million by 2040.**



More than two-thirds of people will need some form of long-term care in their lifetime, and **two-in-five will need care for two or more years.**



There are not nearly enough caregivers to meet the growing needs of our seniors, **more than 20 million workers are needed by 2040.**



There is a projected shortage of **881,000 assisted living apartments by 2030**, with \$1 trillion in development needed by 2050.

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2026 Key Legislation

1. Promoting Senior Socialization & Longevity

- **The Care Across Generations Act (H.R. 1812):** Bipartisan legislation enabling long-term care communities to establish childcare services or partner with an existing nearby childcare center for the purposes of intergenerational care.
- **The Social Engagement and Network Initiatives for Older Relief (SENIOR) Act (S. 473):** Bipartisan legislation to help more seniors stay connected and reduce loneliness by studying the impact of loneliness on seniors and the benefits of multigenerational housing.

2. Helping Seniors Pay for Care

- **The Lowering Costs for Caregivers Act (S. 1565 & H.R. 138):** Bipartisan legislation allowing people to use their tax-free health savings accounts and flexible spending accounts on medical expenses for their parents.

3. Reducing Workforce Shortages

- **Improve and Enhance the Work Opportunity Tax Credit (S. 492 & H.R. 1177):** Bipartisan legislation connecting individuals to good jobs by providing a federal “work opportunity tax credit” (known as WOTC) to employers who invest in American workers facing employment barriers.
- **Essential Workers for Economic Advancement Act (H.R. 5494):** Bipartisan legislation creating a market-driven temporary worker program. The bill establishes a new nonimmigrant visa for employers who have positions that have gone unfilled for three consecutive months.

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Housing Legislation

On March 12, the U.S. Senate **voted 89-10** to pass **H.R. 6644**, the 21st Century ROAD to Housing Act. It includes streamlined environmental reviews, faster manufactured housing deployment, and new/revised affordable housing grants.

Important: Section 901 of the legislation could threaten the viability of existing seniors housing units, as it prohibits large institutional investors from purchasing single family homes, grants several exceptions including one for properties within a 55 and older community. However, this exception specifies new construction, renovations, and rental conversions, but does not include protection for “existing” properties. By not expressly including “existing” properties, it effectively denies the same treatment relative to the exception, as the other categories.

Legislative Solution

The 21st Century ROAD to Housing Act must be amended to clarify Section 901 to ensure that existing senior living communities are fully exempt from these restrictions.

Take Action: <https://argentum.quorum.us/campaign/159079/>

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Congressional Calendar

- **Outstanding FY 2026 Appropriations (DHS Shutdown)**
- **Fiscal Year 2027 Appropriations & Argentum Requests**
- **Reconciliation 2.0?**
- **Status of 2025 Year-End Health Care Package?**

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Administration Advocacy

- Veterans pilot program progress
- White House Conference on Longevity
- Outreach to White House, HHS Secretary Kennedy, and CMS Administrator OZ



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Take Action



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Community Tours

- Tutorial on how to invite a lawmaker
- Sample invitations
- Suggested tour/visit structure
- Event preparation
- How to make an “ask” and guidance for following up
- How to get started (and who to work with)



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AHEAD

INSIGHT, POLICY AND NEWS YOU NEED TO STAY AHEAD

BY  ARGENTUM



ARGENTUM ADVOCATES

YOUR VOICE AMPLIFIED ON EVERY LEVEL - FEDERAL AND STATE



Wednesday at 2:00 pm ET: Quarterly Policy Briefing

Argentum Advocates are invited to join us this Wednesday, March 25, for our first 2026 quarterly policy briefing, where we will share progress on implementation of the Veterans assisted living pilot program, legislation to expand the use of tax-advantaged savings accounts for long-term care expenses, critical workforce bills, and our push for a renewed Conference on Aging. [Learn more.](#)

Massachusetts State Partner Secures Legal Win on Fees Case

Argentum's State Partner, the Massachusetts Assisted Living Association (Mass-ALA), secured a major victory last week with a [ruling](#) by the Massachusetts Supreme Judicial Court to dismiss the class action in its entirety and that assisted living providers may charge upfront non-refundable community fees to their incoming residents if those fees "correspond to initial ALR-specific services inapplicable to ordinary landlord-tenant relationships." [Learn more.](#)



Argentum-Led Bill Introduced to Promote Socialization and Caregiver Retention

By Argentum, December 15, 2023 at 10:04 AM

Argentum is thrilled to share that yesterday, U.S. Representatives Marilyn Strickland (D-WA), Bryan Steil (R-WI), and Ann McLane Kuster (D-NH) introduced [H.R. 6835](#), the Care Across Generations Act. This Argentum-led bill would help more seniors and children interact with one another, providing health and well-being benefits and addressing the epidemic of loneliness facing our nation, while also potentially helping reduce workforce shortages by improving caregiver retention.

Argentum worked directly with the Congressional offices to draft the legislative language of the Care Across Generations Act. The bill would establish grants for long-term care communities to operate a child care facility within their community, coordinate multigenerational activities, or develop or expand new or existing facilities for the specific purpose of fostering intergenerational connections.

[Read more »](#)

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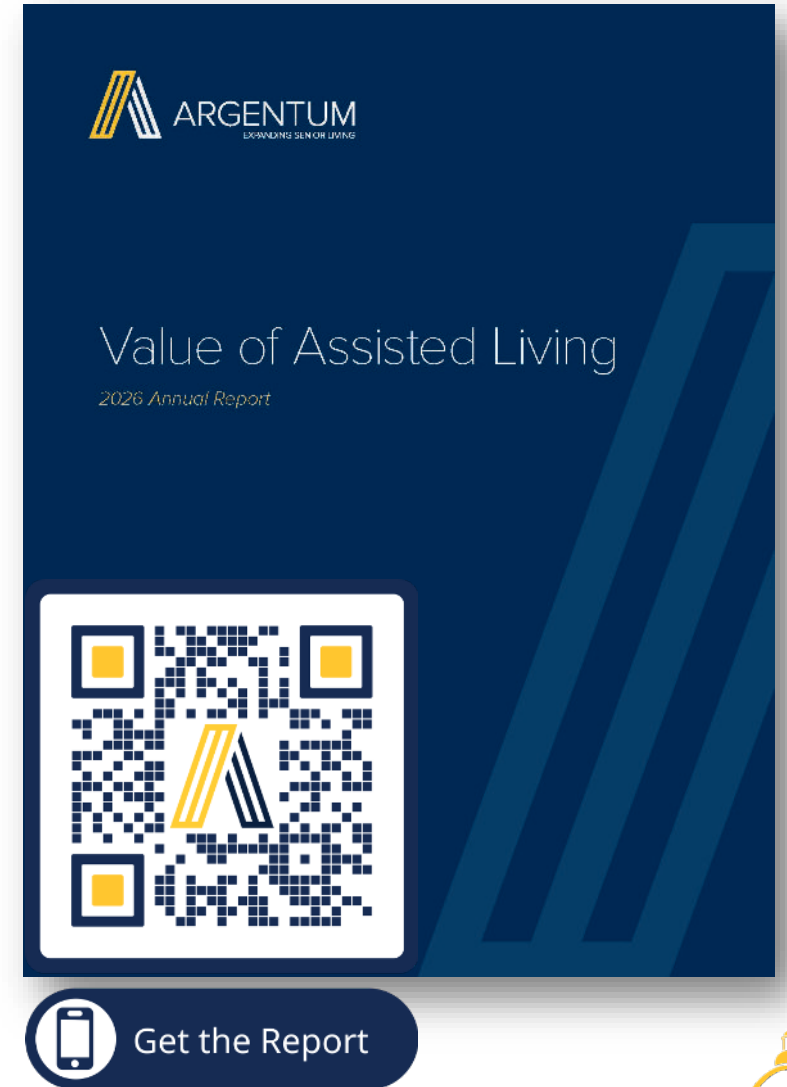


New Value Report

The industry-leading report demonstrated how assisted living is the most affordable long-term care option for seniors and for providing critical savings to public health resources and reducing costs for programs like Medicare and Medicaid.

It offers several policy solutions, including:

- Enact Tax reforms and financial programs to increase access;
- Implement the Veterans pilot program;
- Strengthen long-term care insurance;
- Increase public program reimbursements;
- Support policies to increase housing supply;
- Expand workforce development programs;
- Support caregivers' family care needs;
- Support foreign-born workforce programs;
- Enact tax reforms to Encourage workforce investment.



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Connect With Us:



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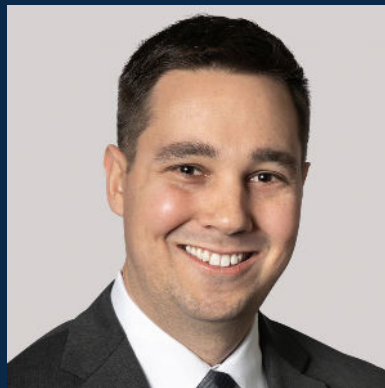
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