

KEEPING UP THE FIGHT

From securing billions in essential government aid and logistical support to safeguarding the reputation of the industry through a targeted consumer campaign, AHCA/NCAL has continuously delivered results on behalf of its members.

Since March 2020, AHCA/NCAL has:

Balanced The Narrative

AP ASSOCIATED PRESS

The country was so focused on making sure that hospitals were fully equipped and ready for a surge of admissions, we were really left behind.

(Apr. 02, 2020)

CHICAGO SUN-TIMES

Controlling Community Spread Of COVID-19 Is Essential To Protecting Nursing Home Residents

(December 3, 2020)

Engaged A National Audience



394M

Impressions driven by TV/digital ads



30,000+

Earned media hits



20,000+

Searches on Care Finder web tool



\$400M

Publicity value of earned media

Moved Public Opinion

16%

increase in positive opinion about long term care from people who saw our ads on YouTube versus those who did not see our ads

54%

increase in positive perception of nursing homes among our target audience from before they were shown ads to after

90%

increase in Google searches on long term care keywords after people saw our ads

Secured Necessary Resources

\$14 Billion

Total amount distributed to long term care facilities through the HHS Provider Relief Fund

\$3 Billion

Total Medicare advanced and accelerated payments

\$640 Million

Resources from the suspension of the Medicare sequestration cut

\$1 Million

Grant from CDC for vaccine education

Vaccine priority & free point-of-care testing

Public Health Emergency 3-Day Stay waiver and additional Medicaid funding.

Looking Ahead

Continuing to invest in this communications campaign as we emerge from the pandemic in 2021 will build upon our gains and position the long term care industry for success for years to come.

Over the next year, AHCA/NCAL is committed to overcoming challenges presented by the pandemic and improving the industry's standing long term through the following:

Care For Our Seniors Proposal

AHCA/NCAL's targeted policy reforms that seek to improve the quality of long term care and position it to best serve the next generation of Americans.



Federal & State Oversight

AHCA/NCAL will actively engage lawmakers and regulators to ensure long term care oversight in 2021 advances sensible policy solutions that improve the quality of long term care.



Economic Security

AHCA/NCAL will continue to advocate for additional government resources for long term care providers so they are able to continue to meet the needs of their residents as the country recovers from COVID-19.



With your support, we can continue to strengthen our industry by ensuring providers have the resources they need, lawmakers understand the challenges providers face, and consumers have confidence in the level of care long term care provides.