



7 Steps for Success in Legislative Meetings

Presented by

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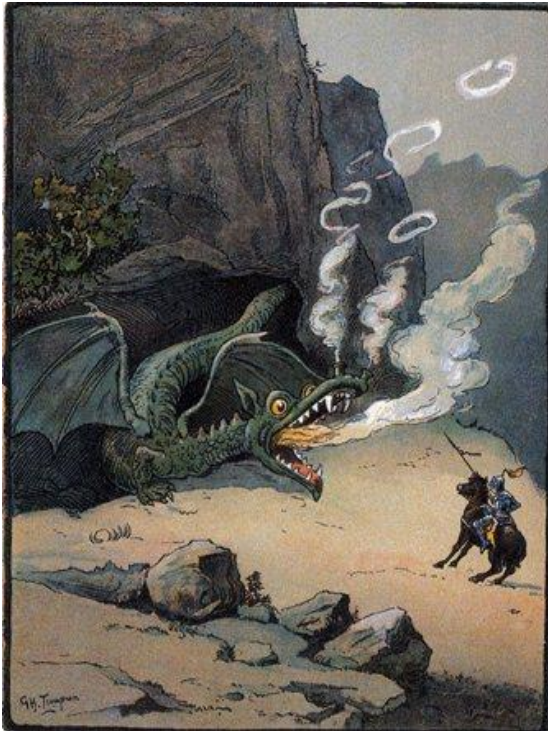
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7 Steps for Success in Legislative Meetings



- Requesting Your Meeting
- Preparing for Your Meeting
- Introducing Yourself (Your Organization)
- Stating the Issue and Why It is Important
- Presenting the Evidence
- Offering a Solution and Making the Ask
- Expressing Your Gratitude

1. Requesting Your Meeting

- Call the Legislator's District Office
- Identify yourself (your center's name & location)
 - Note you live (operate a center) in the District
- Ask for the Scheduler
- Tell the Scheduler you wish to discuss:
 - Adult Day Services
 - A Medicare Option to Institutional Care
- Be Flexible on Date and Time
 - Members of Congress Represent @ 700k People
 - Senators Represent the Entire State



2. Preparing for Your Meeting

- Learn About the Legislator
 - Review their Bio, Website, Press Statements
- Decide Who Will Attend
 - 2 to 4 People is Optimal
 - Include a Client if Possible
- Agree on Talking Points
 - Three is Optimal – Time is Limited
- Plan the Steps of Your Meeting
 - Who Will Lead – Who Will Take Each Point
 - Who Will Keep the Meeting Focused
 - Who Will Conclude – Make the Ask!



3. Introducing Yourself (Your Organization)



- State Your Name(s) Clearly & Offer a Handshake
 - Provide business cards for yourself / organization
- Ask if He / She is Familiar with Adult Day Services
- Note You Live (Operate a Center) in the District
 - Serve X Number of the District's Residents
 - Employ X Number of People in the District
- Provide a BRIEF explanation of:
 - The Clients You Serve (Aged / Dementia / Disabled)
 - The Services You Provide (Therapies / Meals / Baths)

4. Stating the Issue and Why It is Important

- Medicare Population Is Growing Rapidly (Baby Boomers & Medical Interventions)
- Seniors are Living Longer But With Greater Frailty (<https://www.prb.org/aging/>)
 - HHS Estimates 52% of Seniors 65+ will require Long-Term Care Services
 - Impairment with Activities of Daily Living (ADLs)
 - Severe cognitive impairment (Alzheimer's or other dementia)
- Many Seniors & Their Families Default to Institutional Care
 - Nursing Home Care is a Medicare / Medicaid Entitlement
 - Growth from 1.3 million in 2010 to 2.3 million in 2030 (<https://www.prb.org/aging/>)
 - Nursing Home care is the most expensive Long-Term Care
 - Medicare Limits Access to an Affordable Alternative to Institutional Care

Presenting the Evidence/Cost of Care

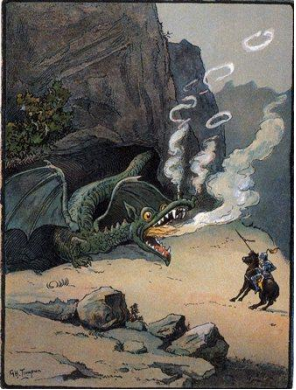
<u>(Source: Genworth Cost of Care Study)</u>	2018 National Median			2014 MEDIAN ANNUAL RATE	5-YEAR ANNUAL GROWTH
	Daily	Monthly	Annual		
Homemaker	\$132	\$4,004	\$48,048	\$43,472	3%
Home Health Aide	\$138	\$4,195	\$50,336	\$45,188	3%
Adult Day Services	\$72	\$1,560	\$18,720	\$16,900	2%
Assisted Living (1 Bedroom Single)	\$132	\$4,000	\$48,000	\$42,000	3%
Nursing Home (Semi-Private)	\$245	\$7,441	\$89,297	\$77,380	3%
Nursing Home (Private)	\$275	\$8,365	\$100,376	\$97,455	4%

6. Offering A Solution & Making The Ask

- Modernize Medicare with Adult Day Health Care v. Institutional Care
 - Leverages Family Care and Assets to Provide a Skilled Nursing Facility (SNF) Level of Care in a Home and Community Based Setting (HCBS)
 - Provides Medicare / Medicaid Cost Avoidance at a Ratio of nearly 5:1 v SNF and 2.5:1 v Assisted Living (See previous table of Genworth statistics)
 - Lengthens Period of Spend Down Before Requiring Medicaid Support
- If Avoiding Cost in Medicare While Continuing to Provide Quality Service Makes Sense to You, Will You:
 - Introduce Legislation to Authorize ADHC as a Medicare Benefit Choice in Lieu of Institutional Care
 - Designate a Member of Your Staff to Work With Us



7. Say “Thank You”



- You Can Never Say “Thank You” Too Often!
 - Thank you for recognizing the value of Medicare to Seniors and for meeting with us!
 - Thank you for your interest in preserving Medicare
 - Thank you for seeking ways to Modernize Medicare to Avoid Costs and Continue to Provide Quality Services
 - Thank you for designating staff to work with us!
- After the meeting promptly mail a “Thank You”
- Follow-Up promptly with requested materials
- Thank the Legislator for things not related to ADHC

