



### 7 Steps for Success in Legislative Meetings

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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

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### 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



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## 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!



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## 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)

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## 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

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### 5. Presenting the Evidence

(Source: Genworth Cost of Care Study)	2018 National Median			2014 MEDIAN ANNUAL RATE	5-YEAR ANNUAL GROWTH
	Daily	Monthly	Annual		
Homemaker	\$132	\$4004	\$48,048	\$43,472	3%
Home Health Aide	\$138	\$4195	\$50,336	\$45,188	3%
<b>Adult Day Services</b>	<b>\$72</b>	<b>\$1560</b>	<b>\$18,720</b>	<b>\$16,900</b>	<b>2%</b>
Assisted Living (1 Bedroom Single)	\$132	\$4000	\$48,000	\$42,000	3%
<b>Nursing Home (Semi-Private)</b>	<b>\$245</b>	<b>\$7441</b>	<b>\$89,297</b>	<b>\$77,380</b>	<b>3%</b>
<b>Nursing Home (Private)</b>	<b>\$275</b>	<b>\$8365</b>	<b>\$100,376</b>	<b>\$97,455</b>	<b>4%</b>

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### 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



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### 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



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