

LeadingAge National's Week in Media

March 22-26, 2021

I. FOLLOWING THE NARRATIVE: A quick summary of national media trends last week. (*LeadingAge is featured in the story.)

Long-term care reform remains a hot topic, including alternatives to nursing homes, and this week's [House Ways & Means Committee Hearing](#) resulted in a specific focus on the relationship between private equity investment in nursing homes and quality of care, along with pointed questions about the federal five-star rating system for nursing homes:

- *Forbes: [As The Policy Debate Over Nursing Homes Heats Up, Operators Are On The Defensive](#)
- *Richmond Times-Dispatch: [Virginia tries to move ahead of national 'reform agenda' for nursing homes](#)
- Associated Press: [President Joe Biden's COVID law offers \\$12 billion boost for states to provide alternatives to nursing homes](#)
- Associated Press: [COVID-19 law sparks dialogue on nursing home alternatives](#)
- *McKnight's Senior Living: [Lawmakers to press Biden to increase funding for HCBS as part of larger system reform](#)
- Skilled Nursing News: [House Hearing Scrutinizes 'Horror' of Private Equity Investment in Nursing Homes](#)
- *Association of Health Care Journalists: [New Report Calls for U.S. Universal Coverage of Long-Term Care for Older Adults](#)

Also on the Hill, lawmakers took action to block automatic Medicare sequestration (at LeadingAge's urging) and pushed for nursing home disclosure of vaccine data. Nationwide, coverage of vaccination rates among older adults continues, with a look at challenges in specific settings:

- *McKnight's Senior Living: [Senate Extends Moratorium on Home Health Medicare Cuts](#)
- *McKnight's Senior Living: [After Senate leaders reportedly reach deal to avert Medicare cuts, providers urge lawmakers to cross finish line, 3/25/21](#)
- *Associated Press: [Lawmakers: Require nursing homes to disclose vaccine data](#)
- Skilled Nursing News: [Stimulus Lifts 2% Medicare Rate Cut, But Nursing Homes Largely Left Out - While Other Settings See Relief](#)
- The New York Times: [How to Vaccinate Homebound Seniors? Take the Shots to Them](#)
- Washington Post: [Becerra says government must reach people where they are to surmount vaccine inequities](#)
- *STAT: ['You work your butt off': Inside the scramble to bring Covid-19 vaccines to homebound Americans](#)
- *CNN: [Advocates for the elderly call on Biden administration to do more to vaccinate seniors against Covid-19](#)
- New York Times: [Getting to Yes: A Nursing Home's Mission to Vaccinate its Hesitant Staff](#)

II. Other Clips That Influenced the Week: LeadingAge is a sought-out, reliable source for multiple trade and national media outlets (see that coverage on our [Driving the Conversation page](#)). Other key clips shaped the narrative last week:

- *AARP: [As COVID-19 Cases Fall, Nursing Homes Feel Out New Normal](#)
- Associated Press: [Hugs, at last: Nursing homes easing rules on visitors](#)
- NBC News: [Wisconsin woman explains why she writes daily letters to nursing home residents in isolation](#)
- The Washington Post: [Opinion: I've been sequestered in my retirement community for a year. Liberation is in sight](#)
- Lancaster Online: [Nursing home operators were slammed by the pandemic. They need more help from the state. \[editorial\]](#)
- Home Health Care News: [Only 26% of Home Health Workers Have Been Vaccinated](#)
- *LAist: [Need A Job? Certified Nursing Assistants are in High Demand in SoCal](#)
- The Morning Call: [Your View: It's time to prioritize nursing home residents, staff](#)

III. What's On Our Radar This week's likely priorities:

- LeadingAge infrastructure plan asks as President Biden rolls out the "Build Back Better" Infrastructure program
- Increased visitation in nursing homes and other settings
- Vaccine uptake and access

IV. National Statements & Products (all posted on '[Driving the Conversation](#)' page)

- [LeadingAge Calls on Senate to Stop Billions in Medicare Cuts Scheduled to Begin April 1](#)
- [LeadingAge CAST Debuts Data Analytics Selection Tool](#)

V. State Resources Rundown: State Association COVID Media Materials: [A folder](#) of helpful resources, sample op eds, fact sheets, and more.