

## LeadingAge National: The Week in Media

March 15-19, 2021

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

Nursing home reform remains a hot topic. LeadingAge/ACHA's March 15 release of the Care for Our Seniors Act and the March 17 Senate Finance Committee hearing on nursing homes generated coverage:

- \*McKnight's Long-Term Care News: [Nursing home advocates urge 24-hour RN staffing, PPE mandates in sweeping reform agenda,](#)
- \*Skilled Nursing News: [Nursing Home Industry Targets RN Staffing, PPE Stockpiles in Reform Pitch — But Ownership Untouched for Now,](#)
- \*Forbes: [As the Policy Debate Over Nursing Homes Heats Up, Operators Are on The Defensive](#)
- \*Boston Globe: [‘You are my sunshine’: For nursing homes, COVID-19 Vaccinations Bring Home Amid Uncertain Times](#)
- AARP: [More Transparency, Oversight Needed to Protect Nursing Home Residents, AARP Tells Congress](#)

Uplifting coverage of nursing homes residents and families reuniting continues -- as does exploration of the pandemic's impact on providers, weaknesses in the current regulatory system, and possible wrongdoing:

- Atlanta-Journal Constitution: [Nursing home residents finally get to see their loved ones face to face](#)
- WSAZ3: [Kentucky long-term care facilities welcome back visitors](#)
- WIFF/WYS: [Father in nursing home, son, share embrace, tears after meeting face-to-face for first time in over a year](#)
- Maine Public: [In Maine Nursing Homes Besieged By COVID-19, Staff Have Provided More Than Medical Care](#)
- \*McKnight's Long Term Care News: [Nursing homes struggling with nuances of federal visitation policy](#)
- \*New York Times: [14 Lessons for the Next Pandemic](#)
- \*ABC News: [Rocked by pandemic, long-term care facilities face financial crisis](#)

- NYTimes: [California Sues Nursing Home Chain, Saying It Manipulated Ratings System](#)
- Health Affairs: [‘No One Should Ever Have To Die Alone’: The Biden Administration Should Prioritize Expanded Visitation Policies](#)
- Skilled Nursing News: [What Families Want from Nursing Home Reform Post-COVID: No More Lockdowns and a Seat at the Table](#)

**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:

- \*Kaiser Health News: [Covid Cases Plummet 83% Among Nursing Home Staffers Despite Vaccine Hesitancy](#)
- McKnight’s Senior Living: Report: [Adult family care homes deserve ‘closer look’ as viable alternative to nursing homes](#)
- Home Health Care News: [SNF-at-Home Concept Earning ‘Very Positive Feedback’ in Congress, Among Special Interest Groups](#)
- STAT: [Backed by Amazon Care and Intermountain, a new coalition lobbies for policy changes around at-home care](#)
- \*McKnight’s Senior Living: [New HHS Secretary Becerra considered ‘friend of long-term care causes’](#)
- Associated Press: [Becerra Confirmed to Shepherd Biden's Ambitious Health Plans](#)
- Politico: [‘Understaffed and overworked’: Fudge calls for \\$100B boost in HUD funds](#)

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

- Visitation in nursing homes
- Medicare Sequestration
- Proof-of-vaccination initiative from HHS
- Vaccine access for nursing homes and assisted living are faring as the federal Pharmacy Partnership for Long-Term Care Program ends and the Federal Retail Pharmacy Program gains steam

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

- [Nursing Homes Release Reform Agenda to Address Systemic Issues Facing Long-Term Care Sector, Learn from On-going Crisis](#)

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

- [Register NOW](#) for our quarterly State Strategy Webinar this week on March 25 1 pm ET

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