

Long-Term Care Industry Update

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Workforce Shortage

Change – in every way

Competition = Wage & Benefit ?

Since the start of the pandemic, the skilled nursing industry has lost 241,000 workers, or 15.2% of its total workforce.

“It’s a profession that is extremely taxing under normal circumstances, he said, but **staff are still wearing masks all day, donning personal protective equipment (PPE) and getting tested frequently.**

They can walk across the street, go to a Walmart or to an Amazon, they don’t have to do that. We’re going to have to, when it’s appropriate, start relaxing some of those requirements that make it so unpleasant to work in buildings,’ Parkinson said.”

<https://skillednursingnews.com/2022/04/nursing-home-industry-loses-2500-jobs-in-march-deepening-workforce-crisis/>

Caring for the Caregiver

We're not a "family," but we are a community.

- Solve the basics – supplies, scheduling, pay equity
- Make it a person-driven environment
- Listen to the whole person





The Politics

Public Opinion  Regulatory Focus

Heating up

Despite having survived a very tough couple of years, this industry is not viewed favorably nor being given a break.

The pressure is already mounting and we must be equal to it.

- Staffing mandate
- Family and Resident focus
- Ownership/Finance transparency
- E.H.R. and Tech leveraging
- Enforcement (e.g. sticks instead of carrots)



Care Model Shift

From “unsustainable and inadequate” to what we all dream is possible

What will we become?

The future is promising and will be an extreme change.



Smaller settings



Private rooms



Funding shifts



Distinguished from home-care



Not skilled care focused



Beyond COVID

Time for Reinvention

