



# NORTH CAROLINA ASSISTED LIVING ASSOCIATION



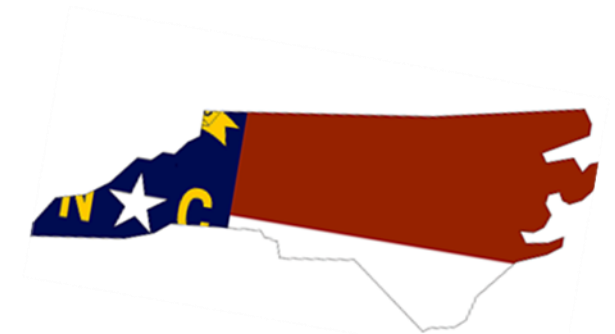
***“Supporting **Quality** Assisted Living”***

# **Our Mission:**

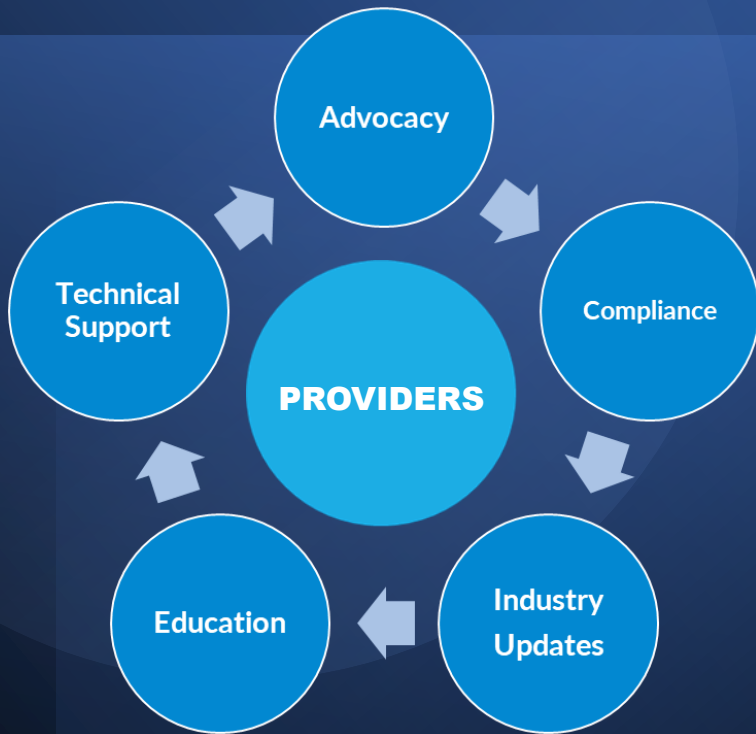
**We work on behalf of our members to create a business environment that respects the needs of both assisted living providers and the consumers who utilize their services.**

# North Carolina Assisted Living Association (NCALA)

- ❑ **501-C 6 State Trade Association**
- ❑ **Established in 1994**
- ❑ **State Partner of Argentum**
- ❑ **501-C 3 NCALA Education Foundation**
- ❑ **350+ Provider Members primarily Adult and Family Care Homes**
- ❑ **90+ Partner Members who sell goods and services to providers**
- ❑ **Serve over 16,000 assisted living residents**
- ❑ **Care for frail elders**



# NCALA Services:



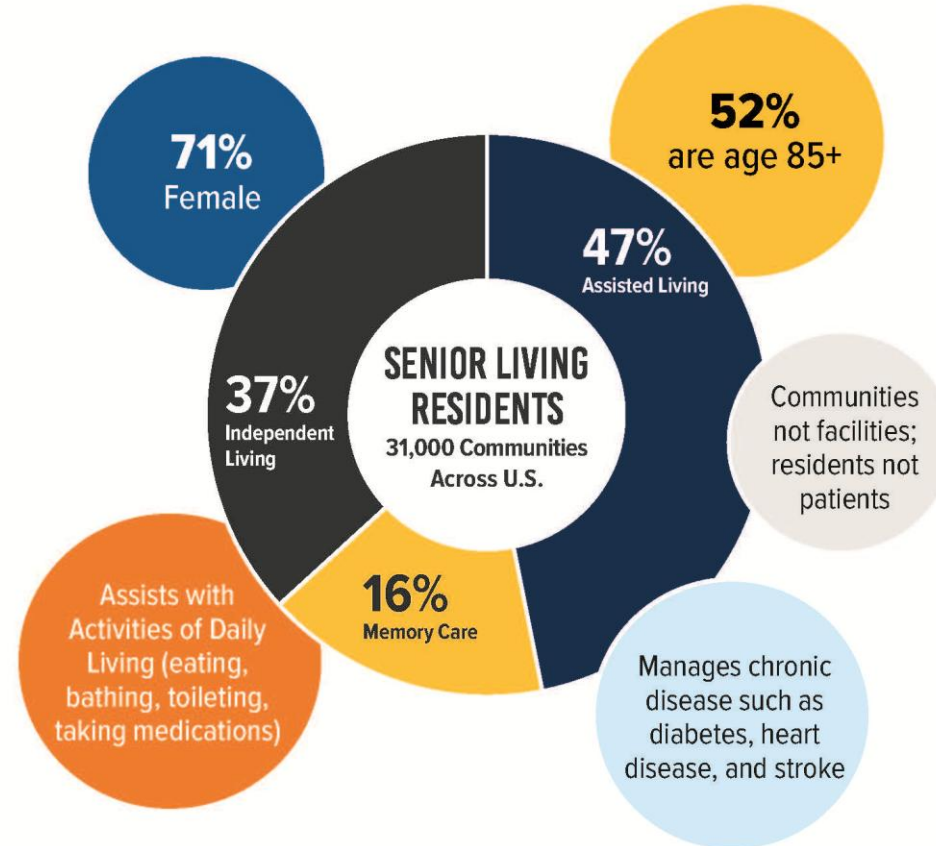
- **State and Federal Political Advocacy—NCGA and NCALA PAC**
- **Regulatory/Survey Support—Ongoing relationship with NC DHHS agencies, County DSS and community partners.**
- **Communication—[www.ncala.org](http://www.ncala.org), *The NCALA Advisor* newsletter, NCALA Legislative Update, and notification emails regarding industry news.**
- **Education/Training—Annual Fall Conference & Trade Show, Spring Break, Dementia-specific training, Administrator Certification, NCBON**
- **Continuing education credit hours awarded for nursing credits earned at the annual Fall Conference.**
- **Monthly webinars, and other in-service trainings provides Continuing Education Credits for the Personal Care Aide Supervisor.**
- **Technical Support—Answer member questions. Provide resources if we do not know the answer.**

# **Where Does Assisted Living Fit in the Continuum of Senior Care?**

# THE VALUE OF ASSISTED LIVING

## WHAT IS ASSISTED LIVING?

Assisted living is a cost-effective long-term care (LTC) model, providing 24-hour care. Residents live in individual apartment homes and share caregivers.





### NORTH CAROLINA ASSISTED LIVING

	North Carolina Seniors Served	<b>47,085</b>
	Residential Communities	<b>550</b>
	Caregivers & Other Employees	<b>59,000</b>
	Workers Needed by 2040	<b>146,200</b>
	Economic Impact	<b>\$7.5 Billion</b>

## ASSISTED LIVING IS THE MOST AFFORDABLE CHOICE OF SENIOR CARE



*\* A home health aide costs an average of \$6,292 for 44-hours per week of care; for comparable 24/7 care, a home health aide costs an average of \$24,024. Neither of these amounts include the cost of housing or meals.*

# WHY ASSISTED LIVING MATTERS



## 1 HIGH SENIOR SATISFACTION

Over 90% of residents report high satisfaction

Over 85% of families report high value

70% report improved health outlook

Nearly 75% report improved quality of life

95% seniors feel safe

*Based on a survey of 400,000 residents & families*

## 2 SAVES STATE AND FEDERAL TAX DOLLARS

Assisted Living saves Medicaid **\$43.4 billion each year**

Assisted Living saves Medicare **\$15.4 billion each year**

Assisted Living reduces lost work productivity **\$43.9 billion each year**

North Carolina Medicaid savings **\$3 billion each year**

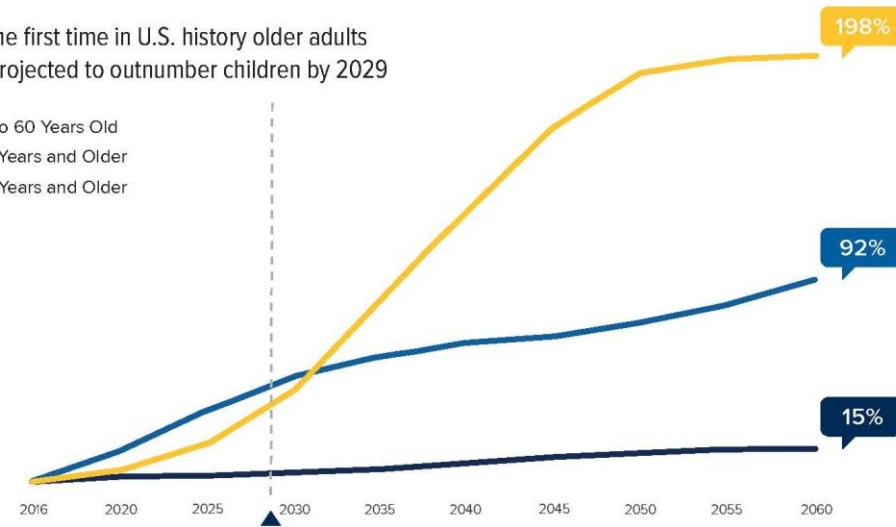
*Report: The Value of Assisted Living for America*

# PREPARING FOR AMERICA'S RAPIDLY AGING POPULATION

## PROJECTED POPULATION GROWTH BY AGE GROUP, 2016 TO 2060

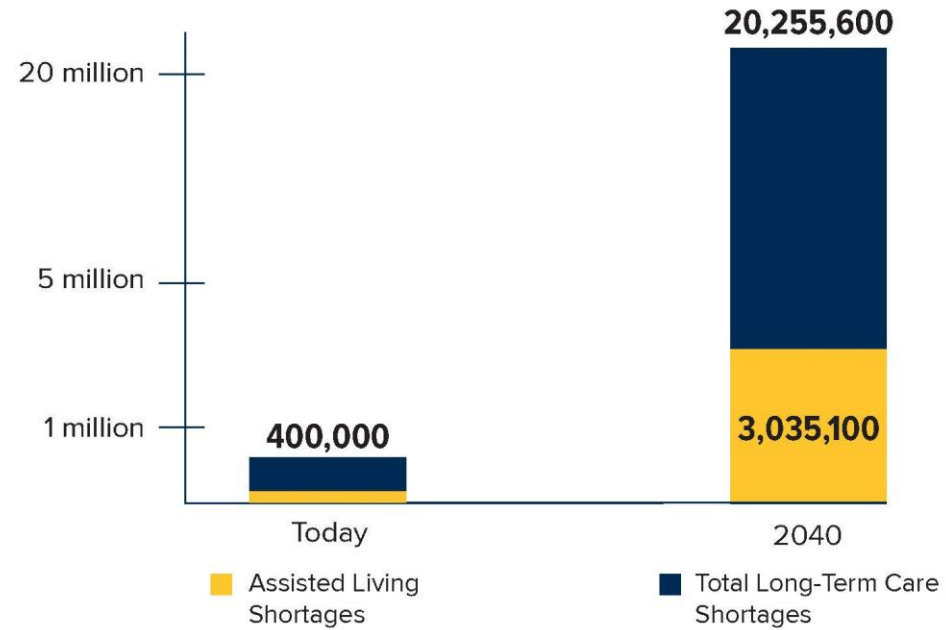
For the first time in U.S. history older adults are projected to outnumber children by 2029

- 18 to 60 Years Old
- 65 Years and Older
- 85 Years and Older



# LONG-TERM CARE WORKFORCE CRISIS THROUGH 2040

Severe job shortages will grow exponentially



# SOLUTION

**ASSISTED LIVING IS AN  
IMPORTANT COST-EFFECTIVE  
SOLUTION FOR CARING FOR  
SENIORS. TO KEEP IT VIABLE  
CONGRESS MUST:**

- ▶ Increase investments in workforce development including existing federal recruitment, training, and retainment programs, and engaging foreign-born workers.
- ▶ Increase access and affordability of assisted living so more Americans can plan and meet their caregiving needs.



# Current Federal and State Advocacy Efforts are focused on:

Workforce Shortages:  
Education Opportunities-  
Recruiting and Immigration

Limiting regulations where possible

Lowering the cost

Telling our Story

Creating Intergenerational Programs: 92  
percent of Americans believe would  
reduce loneliness



### Technical and Regulatory Support - The Help You Need, When You Need It

From assistance with licensing your community to interacting with county and state regulators during annual surveys and everything in between, our leadership has the expertise you need to help you effectively navigate the operator/regulator relationship – and they're just a call or email away!

### Level Up and Move Up with Educational and Training Opportunities

Ready to level up your knowledge and learn new skills? You'll find plenty of opportunities to expand your abilities and get those all-important CEUs at our annual statewide conventions, regional workshops, and online classes – many at no cost for members. For those looking to move up, NCALA is proud to host a robust and best-in-class Administrator-in-Training program, complete with expert faculty who are industry movers and shakers.

### Have Your Voice Heard in Raleigh and Washington

While you're busy delighting your residents, NCALA's leadership is hard at work advocating for the best interests of the seniors you care for - and your business - amid a constantly changing legislative and regulatory landscape. We make sure you know what's coming and have an opportunity to have your voice heard on issues that will have a real impact on what you do and how you do it.

**Join Today!**

**i** It's a lot more affordable than you might think! Membership is just \$21 per licensed bed, per year. For a community with 100 beds, that's just \$175 a month!

**Interested in learning more about a NCALA membership?**  
**Karen Brewer**  
**karen@ncala.org**  
**(919) 467-2486**

**We invite Assisted Living providers across the state to Join In, Reach Out, and Level Up to stay connected with other industry professionals and in the know on the latest regulatory and legislative action!**



**Stephanie Toledo**  
Member Services  
Administrator



**Karen Brewer**  
Director of  
Education



**Frances Messer**  
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