



The National

CONSUMER VOICE

for Quality Long-Term Care

2022

**Annual
Report**

OUR VISION AND MISSION

The National Consumer Voice for Quality Long-Term Care (Consumer Voice) is the leading national voice representing consumers in issues related to long-term care, helping to ensure they are empowered to advocate for themselves. We are a primary source of information and tools for consumers, families, caregivers, advocates, and Ombudsman program representatives to help ensure quality care for the individual.

To carry out our mission, we:

- **Advocate** for public policies that support quality care and quality of life responsive to consumers' needs in all long-term care settings.
- **Empower** and **educate** consumers and families with the knowledge and tools they need to advocate for themselves.
- **Train** and **support** individuals and groups that empower and advocate for consumers of long-term care.
- **Promote** the critical role of direct-care workers and best practices in quality-care delivery.

The Consumer Voice envisions a world in which all consumers of long-term care, services, and supports are treated with respect and dignity and have a wide range of affordable, quality options across all settings. These options will make it possible for individuals to receive care and services in the location and manner of their choice and to attain a high quality of life.

STAFF

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DIRECTOR, PUBLIC POLICY AND ADVOCACY
(Retired July)

Sam Brooks

PROJECT MANAGER *(Until July)*
DIRECTOR, PUBLIC POLICY AND ADVOCACY
(Beginning July)

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OMBUDSMAN RESOURCE CENTER

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Certified Ombudsman Volunteer

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PHI

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Aging and Disability Services Division

ADVOCATE & EMPOWER

The Fight for Nursing Home Reform

As long-term care facilities have been pulled into the public eye over the last few years, it has brought to the public's attention many of the issues that Consumer Voice and partner advocates have been fighting to reform for decades. The Biden-Harris Administration heard our concerns and in February 2022 announced a platform to improve quality and accountability in nursing homes. Similarly, in April 2022, the National Academies of Sciences, Engineering, and Medicine (NASEM) issued a consensus study report and recommendations for improving quality in nursing homes, noting that immediate action to initiate meaningful change is necessary. Many of the Administration's proposals, and NASEM recommendations, directly align with Consumer Voice's advocacy priority issues. As such, Consumer Voice is working with multiple partners and coalitions to push for resident-focused implementation of the Biden and NASEM improvements and bring resident and family voices to the conversation.

The Continued Impact of COVID-19 on Residents

Since the start of the pandemic, Consumer Voice has prioritized hearing directly from residents about their experiences and incorporated these accounts directly into our policy work and interactions with policy-makers. Despite the progress that was made with case numbers, COVID-19 persists, continuing to result in quarantines, isolation, and an impact on visitation for many residents and their families. Consumer Voice advocated for resident rights protections, visitation, increased infection prevention, and greater access to COVID vaccines and boosters.

Pushing for Minimum Staffing Standards

Though quality care comes down to a variety of factors, adequate staffing is a crucial element in ensuring that residents receive the care they deserve. Consumer Voice has fought for, and will continue to fight for, minimum staffing standards in order to ensure resident needs are being met. Consumer Voice's work in 2022 around staffing included:

- An advocacy toolkit and webinar to guide others in responding to CMS's Request for Information on Staffing in Nursing Homes, including the implementation of a staffing standard.
- Meetings with other advocates and federal officials to discuss staffing needs and making sure that resident voices are being heard.
- Several reports around staffing and its impact on residents, as well as possible solutions for meeting staff needs to enhance retention and appeal to potential staff members.

These efforts contributed to the Administration's attention to the development of staffing standards, and will be used in the development of proposed rules, due out in early 2023.

Ownership and Financial Transparency

Consumer Voice has long advocated for all consumers to have access to reliable and relevant information about who owns and operates nursing homes, as well as accountability for how they spend the billions of public dollars they receive to care for residents. Lack of transparency and accountability for ownership and financial information has negatively impacted residents as unscrupulous owners and operators put profit over people.

Over the past year, Consumer Voice, along with other advocates, pushed for increased transparency in nursing home ownership and finances. This included:

- A letter to HHS Secretary Bacerra requesting that he implement provisions from the Affordable Care Act that would increase transparency in nursing home ownership and spending.
- Several meetings with CMS regarding how they provide nursing home ownership information on Care Compare. CV pushed for more information on measures of quality across nursing home chains. CMS has agreed providing this information is important and is reportedly taking steps to implement CV's recommendations.
- Information and support provided to Congressional staff and state efforts to improve transparency and accountability.

National Ombudsman Resource Center



The Consumer Voice houses the National LTC Ombudsman Resource Center (NORC) through a grant from The Administration for Community Living (ACL). NORC educates and assists the 53 State Long-Term Care Ombudsmen and their representatives.

NORC activities, shown below, have aided Ombudsman Programs and representatives across the country in their role to advocate with and on behalf of residents.

- Bi-weekly calls with State Ombudsmen to hear updates from their peers and share best practices and challenges
- Individualized technical assistance to Ombudsman programs
- Quarterly Technical Assistance (TA) Talks, which allow Ombudsman programs to hear from NORC staff, subject matter experts, and peers on frequently discussed topics
- Monthly open office hours to give State Ombudsmen and Ombudsman program representatives the opportunity to ask NORC and each other questions
- Support for State Ombudsmen who have served for fewer than two years
- Revised Initial Certification Training Curriculum materials created for both the trainer and the trainee, with the most up-to-date training on ACL's Long-Term Care Ombudsman Program Training Standards
- Webinars and training material development, including a State Ombudsman Training Conference

Elder Abuse, Neglect, and Exploitation Education

Through a partnership with the National Center on Elder Abuse (NCEA), Consumer Voice develops consumer resources and shares information on issues related to elder abuse, neglect, and exploitation. These resources included a podcast and fact sheet on Addressing Abuse in Long-Term Care Facilities.

Transfer and Discharge

Consumer Voice developed a manual and consumer brochure on Nursing Home Transfer-Discharge to inform and educate stakeholders, including nursing facility staff, surveyors, ombudsmen, legal services attorneys, residents and families, and others, about federal and state discharge requirements, in order to reduce inappropriate facility-initiated discharges. Meetings with Ombudsman programs and a stakeholder advisory committee helped to inform the process of creating these resources.

National APS Training Institute

Consumer Voice is developing modules for the National Adult Protective Services Association Training Center. As subject matter experts, we are creating curricula on federal nursing home guidance and on the role of the Long-Term Care Ombudsman program.

Consumer Education Campaign on the Misuse of Antipsychotic Drugs



Consumer Voice, in partnership with AARP Foundation, educated consumers, advocates, and others, and raised awareness about the misuse of antipsychotic drugs in long-term care facilities. We produced podcasts, a new training web page and toolkit, and new fact sheets and reference guides. Our advocacy in this area helped convince CMS to require auditing of schizophrenia diagnoses in facilities for appropriateness.

A CONSUMER EDUCATION PODCAST

Pursuing Quality Long-Term Care



By National Consumer Voice for Quality Long-Term Care

Reached **31,943** listeners over **27** episodes

Quoted or mentioned in **42** articles and news reports

Reached **12,045** over **15** webinars



Inspiring **Unity** within **Our Community**

National Consumer Voice for Quality Long-Term Care

Received **60** Resident's Voice Challenge entries

Responded to **1,710** technical assistance requests

Top Categories	Top Subjects
General Information	Consumer Voice Store and Conference
Legal Issues	Law/Regulatory
Ombudsman Program Management	LTCOP Training
Issues with LTC Provider	Staffing Standards and Inadequate Staff
COVID-19	Vaccination and Visitation

Annual Conference

Held both in-person and virtually

691

attendees

24

breakouts

7

plenaries

Impact across both Consumer Voice and NORC websites and social media.

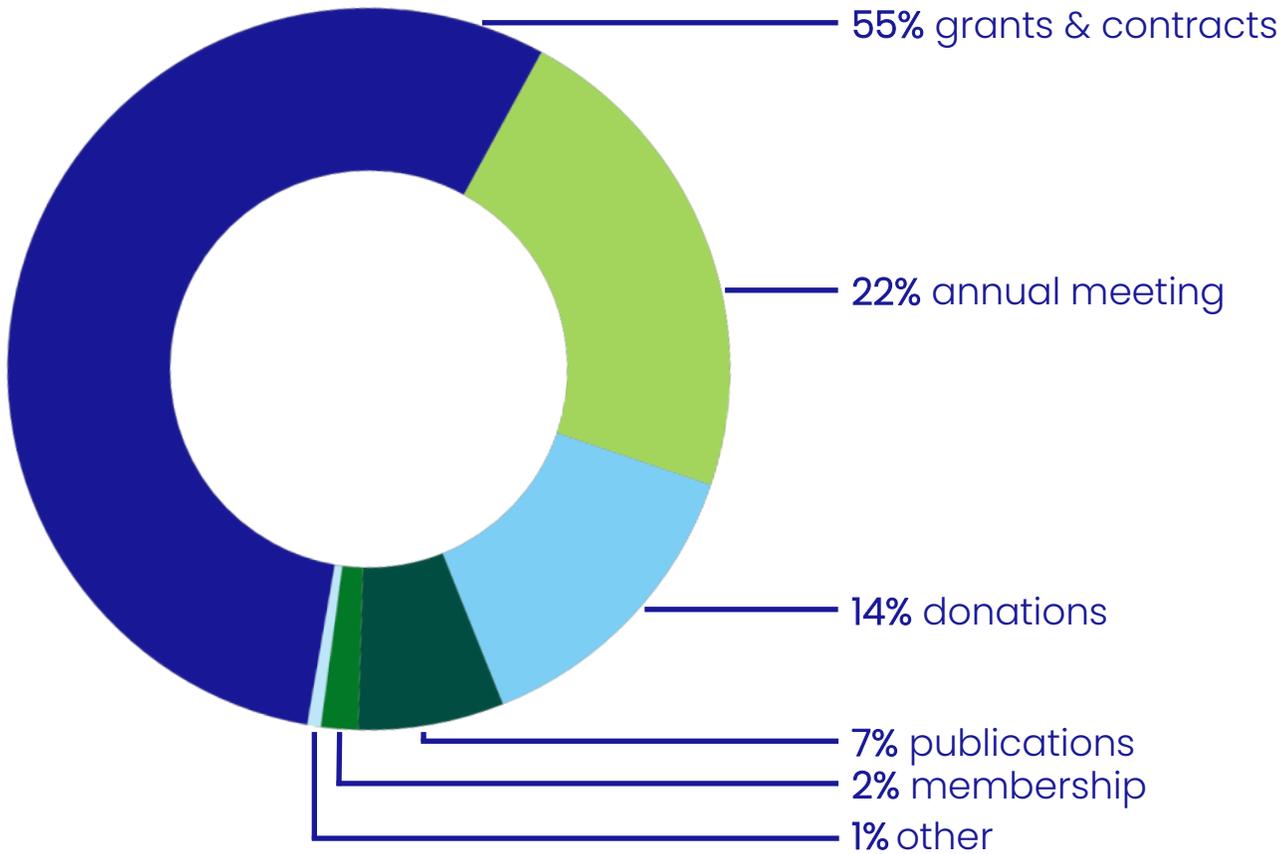
410,664
Website Views

123,729
Twitter Impressions

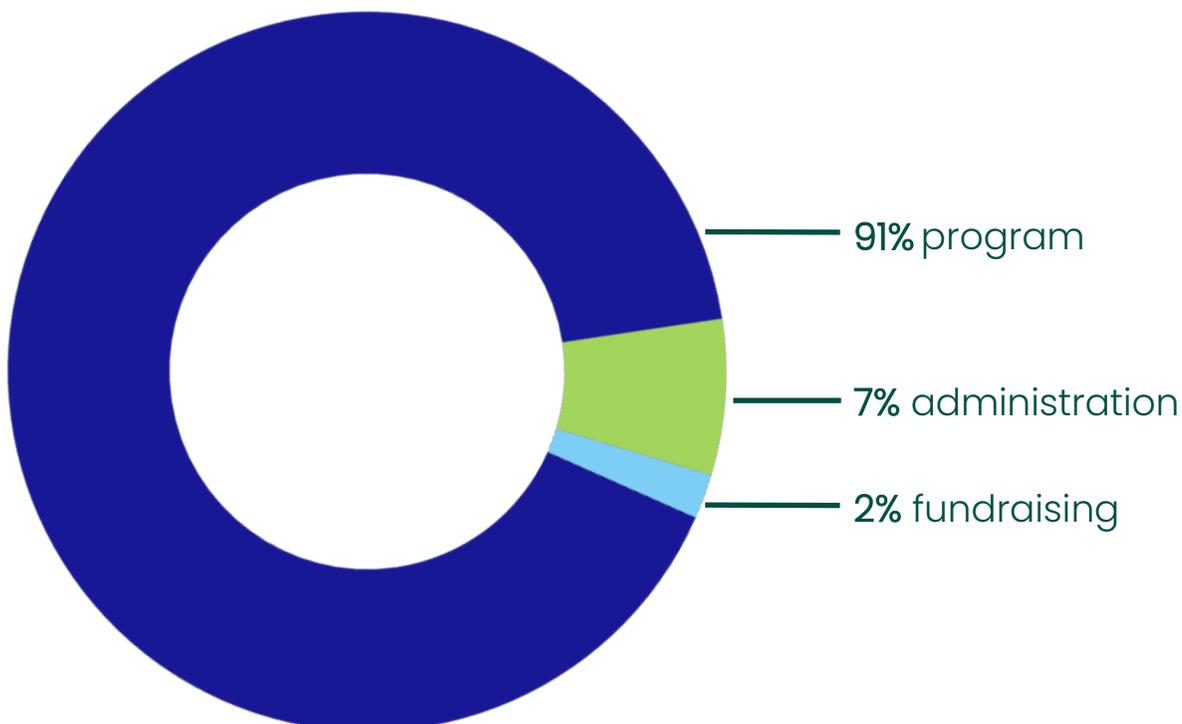
123,110
Facebook Reaches

FY2022

Total Revenue—\$1,269,726.56



Total Expenses—\$1,254,993.59



THANK YOU FOR YOUR SUPPORT

Grant and Contract Partners

AARP Foundation
Administration for Community Living
California Department of Public Health
NAPSA

National Center on Elder Abuse
NORC at the University of Chicago
Lewin Group
Utah Department of Health

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President's Circle members are individuals who have donated \$1,000 or more in a calendar year.

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If you would like to support Consumer Voice's work, you can do so on our [donation page](#). Donations are a large part of Consumer Voice's ability to continue our advocacy for the rights of long-term care consumers across the country.



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