



## Stronger Together 2025 LeadingAge Highlights

LeadingAge championed members on critical issues, delivered policy victories, rolled out new services, and expanded its events.

Here are just a few highlights:



### ADVOCACY WINS

Protected critical funding, shaped federal policy, and amplified provider voices nationwide.

Fully reversed the nursing home minimum staffing mandates

Stopped proposals to impose per capita Medicaid caps and end the use of provider taxes

Obtained improvements from the Department of Housing and Urban Development to help preserve affordable housing for older adults

Submitted **130+** regulatory relief recommendations

**718** members participated in Policy Pulse calls

**270** lobbying meetings with lawmakers and other federal officials

**326** member Lobby Day visits

**5,600** advocates contacted Congress

### INNOVATION & LEARNING

Advanced technology, education, and events that empower providers and unite our field.



The Center for Aging Services Technologies (CAST) is driving the sector's conversation on AI and technology integration

**2,000** new Learning Hub accounts created

**96%** satisfaction rate among national conference attendees

### LEADERSHIP & PEER SUPPORT

Expanded networks and leadership opportunities to strengthen the sector's current and future workforce.



**15%** growth in member network participation

**24%** increase in subscribers across LeadingAge's 13 peer groups

**135** people participated in LeadingAge's leadership programs

**23** Geriatric Workforce Enhancement Programs are working with LeadingAge to establish CNA apprenticeships

### VISIBILITY & INFLUENCE

Leveraged expertise to reach national audiences, raising awareness of aging services and member priorities.



**1,050** stories featuring LeadingAge and members appeared in media outlets like The New York Times, The Wall Street Journal, and NPR

Our team fielded **370** media queries from local, regional, and national news outlets

**525K+** web visits to LeadingAge.org

**32,000+** resources downloaded

An average of **2,610** people engage with LeadingAge's members-only newsletters each week, up 51% from 2024