2022 Annual Report
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.

**OUR VISION AND MISSION**

Lori Smetanka  
EXECUTIVE DIRECTOR

Robyn Grant  
DIRECTOR, PUBLIC POLICY AND ADVOCACY  
*(Retired July)*

Sam Brooks  
PROJECT MANAGER *(Until July)*

Amity Overall-Laib  
DIRECTOR, NATIONAL LONG-TERM CARE OMBUDSMAN RESOURCE CENTER

Jocelyn Bogdan  
SENIOR PROGRAM AND POLICY SPECIALIST

Carol Scott  
MANAGER, LTC OMBUDSMAN PROGRAM AND POLICY

Katie Kohler  
MANAGER, PROGRAM & OUTREACH

Tina Steier  
MANAGER, COMMUNICATIONS, MEMBERSHIP, AND EVENTS

Alejandra Ona  
MANAGER, FINANCE AND OPERATIONS

Libby Laubert  
PROGRAM SPECIALIST

Jamie Freschi  
CONSULTANT

Maria Greene  
CONSULTANT
Governing Board

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Geriatrician, Medical Director
Alison Hirschel, Vice-President
Managing Attorney
Michigan Elder Justice Initiative
Naomi Karp, Secretary
Consultant on Aging, Policy and Law
Tim Johnston, Treasurer
Clinical Social Worker
Mike Bonamarte
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Levin & Perconti
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AZ Developmental Disabilities Planning Council
Certified Ombudsman Volunteer
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Family Caregiver, Self-Employed
Cristina Flores
Founder, Eldercare Advocacy Bay Area, LLC
Elizabeth Halifax
Assistant Adjunct Professor
Dept. of Social & Behavioral Sciences
University of California, San Francisco
Stephen Johnson
Vice President Emeritus, Government and Community Relations
Cornell University
Cynthia Rudder
Consultant in Long-Term Care
Lori Walsh
Program Manager, Ombudsman Supervisor
CARIE

Leadership Council

Sarah Slocum, Chairperson
Consumer Advocate
Kathy Bradley, Secretary
Founder/CEO, Our Mother’s Voice
Jane Brink
Minnesota Office of the LTC Ombudsman
Diane Carter
Founder, Former President and CEO
American Association on Post-Acute Care Nursing
Stephanie Curtis
Long-Term Care Resident
Consumer Advocate
Marvin Dawkins
Consumer Advocate
Jamie Freschi
Fresch Start Consulting
Arlene Germain
Massachusetts Advocates for Nursing Home Reform (MANHR)
Dignity Alliance Massachusetts
Anna Helm
Oregon Long-Term Care Ombudsman Program Volunteer
Sumitra Joy
Health Over Profit for Everyone (HOPE)
Hillary Kaylor
Centralina Area Agency in Aging
Bill Lamb
Friends in Residents in Long Term Care
Steven Levin
Founding Partner
Levin & Perconti
Mitzi McFatrich
Kansas Advocates for Better Care
Rita Morris
Consumer Advocate
Pamela Nadash
Department of Gerontology
University of Massachusetts Boston
Gwen Orlowski
Executive Director
Disability Rights New Jersey
Kezia Scales
PHI
Jennifer Williams-Woods
Aging and Disability Services Division
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.

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.

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.
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.

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

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

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

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

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

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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
- 55% grants & contracts
- 22% annual meeting
- 14% donations
- 7% publications
- 2% membership
- 1% other

Total Expenses—$1,254,993.59
- 91% program
- 7% administration
- 2% fundraising
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

Annual Conference Sponsors

AARP
AARP Foundation
Levin & Perconti
SEIU
NASOP
Altarum
Justice in Aging
PeerPlace

Dignity Alliance Massachusetts
NALTTCO
Compassion & Choices
NASW
NCEA
Michigan Elder Justice Initiative
Consumer Voice Governing Board
Consumer Voice Leadership Council

President’s Circle

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

Eileen Bennett
Michael Brusca
Denise Bryant
Sarah Burger
Lesley Clement
Jennifer Coyne
Tilden and Mary Edwards
Cristina Flores
Marianne Fallingstad
Hanna Fink
Barbara Frank
Iris Freeman
Arlene Germain
Maria Greene and Jim Kautz
Charlene Harrington
Alice Hedt
Alison Hirschel
Sara Hunt
Cathy Hurwit
Michael Koenig
Matthew Koenig
Russell Konst
Mary Jane Koren
Bill Lamb
Terri Lynch-Kenyon
Levin & Perconti
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Olsman, MacKenzie, Peacock & Wallace
Judith Peres
Diana Rhodes
Cynthia and Richard Rudder
Dallas Salisbury
Victoria Schall
Senior Justice Law Firm
Teresa Story
Barbara van Westrienen
Mary Ann Wilner
David Zimmerman

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.