



The National

**CONSUMER VOICE**

for Quality Long-Term Care

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**Preparing for Hill Day!**  
**Thursday, November 6, 2025**

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**September 23, 2025**

# ▶ About the Consumer Voice

*The leading national voice representing consumers in issues related to long-term care*

- ▶ **Advocate for public policies** that support quality of 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.

# ► Agenda

- Closing Plenary, logistics and information
- Meeting with your Congressional Offices, issue briefs
- Logistics

National Consumer Voice for Quality Long-Term Care **Annual Conference**



# **Standing with Long-Term Care Consumers for 50 Years**

**November 3–6, 2025**



**Arlington, Virginia**

<https://theconsumervoice.org/2025-conference/>

# Hill Day!

## Thursday November 6, 2025

- ▶ **10:00am to 12:00pm: Closing Plenary, a briefing on Capitol Hill**
- ▶ Attend the Annual Conference Closing Plenary on the Hill with fellow advocates, to engage with top issues impacting quality care and services
- ▶ **12:30pm: Meet with your Congressional Offices!**
- ▶ Meet with your Congressional offices and educate them about top issues impacting long-term care consumers!



# Closing Plenary

Thursday, November 6, 2025, 10am to 12pm

# Closing Plenary:

## Getting to Quality Nursing Care: Recommendations for Federal Action

Thursday, November 6, 2025, 10am to 12pm

- ▶ Closing Plenary highlighting top issues impacting quality long-term services and supports
- ▶ Experts in the field
- ▶ Members of Congress and their staffs are being invited
- ▶ Offered in-person only

# ▶ Closing Plenary Details

- ▶ Detailed logistics information will be available onsite at the conference.
- ▶ Multiple travel options to get to Capitol Hill, including metro, and taxi/uber/lyft.
- ▶ Luggage/large bags are not allowed- check bag at the Hotel.
- ▶ Security screening for all public visitors (metal detector, list of prohibited items, carried items might be inspected).
- ▶ Bring Photo ID.
- ▶ Coffee and light refreshments will be available at the closing plenary.
- ▶ No outside food or drink is allowed inside the building.



# Meet with your Congressional Offices

Thursday, November 6, 2025, 12:30pm

# ▶ Meet with your Congressional Offices

Make your voice heard on the issues that matter!

- ▶ Issue #1: Transparency and Accountability
- ▶ Issue #2: Staffing
- ▶ Issue #3: Supporting Oversight to Protect Nursing Home Residents

# Transparency and Accountability in Nursing Home Ownership and Finances

- ▶ Issue: Federal and state governments are failing to hold nursing home owners and operators accountable for how they use Medicare and Medicaid dollars.
  - ▶ Billions of dollars are filtered through related party companies with little to no oversight of how those moneys are used.
  - ▶ For-profit nursing homes, 75% of which use related party companies, on average provide poorer care than non-profit nursing homes.
  - ▶ While CMS has taken steps to require greater transparency in nursing home ownership, this data is not readily available to the public and is not used in a manner that helps consumers make informed decisions.
  - ▶ Too often, CMS certifies or recertifies for nursing homes for Medicare, despite owners and operators having a known history of providing substandard and poor care.

# Transparency and Accountability in Nursing Home Ownership and Finances, cont.

- ▶ Asks of members of Congress:
  - ▶ Support legislation and policies that increase scrutiny on nursing home ownership and how taxpayer dollars are used.
  - ▶ Support exploring the requirement that a certain portion of Medicare and Medicaid dollars go toward direct resident care.
  - ▶ Push for CMS to increase audits and oversight of financial information submitted by nursing homes.
  - ▶ Push for CMS to implement policies that prevent nursing home owners with a history of providing poor care from being certified or recertified for Medicare.

# Staffing

- ▶ Issue: Understaffing in nursing homes drives poor outcomes. Nursing homes with higher staffing perform better than their counterparts in all quality measures.
  - ▶ The current requirement that nursing homes have "sufficient staff" has failed, resulting in staffing disparities across the country.
  - ▶ Efforts to implement a minimum staffing standard in nursing homes have been thwarted by the nursing home industry, some in Congress, and faced challenges in the courts.
  - ▶ There is a job-quality crisis in nursing homes, fueled by low wages, burdensome caseloads, lack of training, and few opportunities for advancement.

# ► Staffing, cont.

- Asks of members of Congress
  - Support legislation and policies that require nursing homes to provide enough staff to meet the needs of all nursing home residents.
    - Staffing requirements should be based on the acuity (needs) of residents.
  - Support requiring CMS to implement robust enforcement mechanisms that ensure nursing homes are meeting the staffing needs of all residents.
  - Support legislation and policies that provide nursing home workers with adequate pay, training, job opportunities, and other supports to address the poor job quality in nursing homes that drives high turnover.

# ▶ Oversight

- ▶ Issue: Even with federal oversight including enforcement of regulations, substandard care continues.
  - ▶ The Long-Term Care Ombudsman Program remains critically under-resourced. 1,500 full time staff and 3,443 volunteers to represent nearly 1.3 million nursing home residents.
  - ▶ Current LTCOP staffing levels fall short of benchmark- one FTE to 2,000 beds.
  - ▶ Older Americans Act and Elder Justice Act are BOTH overdue to be reauthorized.
  - ▶ Reauthorization ensures continued support for critical services, allows for enhanced protections for vulnerable older adults
  - ▶ Current CMS enforcement budget does not cover 100% of federally mandated surveys.

# ► Oversight, cont.

- Asks of members of Congress
  - Strengthen the Long-Term Care Ombudsman Program by increasing funding for core services, ombudsman services in AL and allocating funds under the Elder Justice Act for training.
  - Reauthorize Older Americans Act by supporting the Older American's Act Reauthorization Act of 2025—co-sponsored by Senators Cassidy (R-LA) and Sanders (I-VT)—which closely mirrors reauthorization bill in 2024.
  - Support increase to CMS Enforcement budget by highlighting CMS request of \$443 million to increase nursing home oversight and enforcement activities.
  - Encourage CMS to use data and other innovative approaches to inform nursing home reform.

# Packet Information for Member of Congress

- ▶ Consumer Voice fact sheet/brochure
- ▶ Letter of introduction from CV to Member of Congress
- ▶ Issue briefs
- ▶ Other info from member organization- brochure etc.



**Logistics**

# ► Scheduling your Appointment

## ***Plan Ahead!***

- Schedule your appointment **now**.
  - [How to find your member of Congress](#)
  - Make appointments directly through your member of Congress's website or phone
  - Call the Capitol Switchboard operator to direct you at 202-224-3121
  - When making appointments- identify yourself as a constituent
- Visits are on your own and at your own pace.

# ► Tips for Meetings on the Hill

- Be on time or better yet- be early!
- Know the name of the staffer you are meeting.
- Be flexible! Most likely: 30-minute meeting.
- Provide material to support your position- use the issue briefs!
- Send a thank you note after your meeting.
- "[Tips for Meetings on the Hill](#)"- Consumer Voice Advocacy Toolkit

# ▶ Crafting an Effective Message

- ▶ Describe the problem, who it affects, and its impact.
- ▶ Provide facts- use the issue briefs!
- ▶ Share a personal story.
- ▶ Connect this issue to the audience's values or concerns.
- ▶ Clearly state "the Ask".
- ▶ "[Crafting an Effective Message](#)"- Consumer Voice Advocacy Toolkit

# ► Alternative Ways to Engage

- ▶ Schedule a virtual meeting to share your message.
- ▶ Reach out to district offices for local meetings .
- ▶ Make these meetings at any time- before, during or after Hill Day!
- ▶ Advocacy can happen anywhere!

# Using Social Media to Amplify Resident Voices

- ▶ Share your experience throughout your Hill visit!
- ▶ Highlight message or call to action.
- ▶ Use hashtags to stay visible.
  - ▶ #ConsumerVoicesOnTheHill
- ▶ Tag Consumer Voice and your organization.
- ▶ Post photos, quotes, videos and reflections.
- ▶ "[Using Social Media](#)" - Consumer Voice Advocacy Toolkit

# ► Additional Support

- [Consumer Voice advocacy toolkit](#) for more detailed information
- Rolling out issue briefs and other information
- Attend “Take it to the Hill!” Prep Session (in-person only) Wednesday, November 6, 2025, from 5pm to 6pm
  - Last minute tips, pick up packets for the next day.
- Contact [lwalsh@theconsumervoice.org](mailto:lwalsh@theconsumervoice.org) with questions!



**Questions?**



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# Connect with us!

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- 🌐 [theconsumervoice.org](http://theconsumervoice.org)
- ✉ [info@theconsumervoice.org](mailto:info@theconsumervoice.org)
- f The National Consumer Voice for Quality Long-Term Care
- 🐦 @ConsumerVoices