

'Game-changer' for public policy

Good Samaritan's new strategy is also borne out of the challenges facing the skilled nursing sector at the moment, such as a severe labor shortage and looming regulatory changes, including a potential federal staffing minimum.

In this environment, having an influence over public policy is crucial, and Schema thinks that concentrating Good Sam's presence in key states will help in this regard.

"We've learned our advocacy efforts are at a totally different level where we have a significant presence in a state," he said.

Recently, he sat down with Democratic Minnesota Sen. Amy Klobuchar to discuss workforce challenges, he noted. In states like Minnesota where Good Sam and Sanford have a "significant presence," he and other leaders can get meetings with key state and federal officials "at a moment's notice."

"So, it's a game-changer," he said, of the decision to operate only in these key markets and continue to build density and influence in these locations.

And Schema believes future success will depend on both a successful strategic pivot and wins at the policy level — not only for Good Sam but for many other providers as well.

"It has to be a part of a very important concentrated effort to align your mission with the overall organizational strategy," he said. "I think if you do that, and you can have those honest and open, collaborative conversations with policymakers — CMS, HHS — like we've been doing over the last year, I think the future can be very bright. But all those things have to come together."

Agenda for THCA Government Relations Committee Meeting
1/18/23

Grassroots Activism

- A. Why we do it
 - a. If we don't participate in the process, we get picked apart.
 - b. Establish trust and communication with elected officials, etc.
 - c. Legislators are notified when there is a deficiency of G or above.
 - d. We need legislative support
 - e. Monitor/Respond to regulatory activities
 - f. Helps THCA and all providers
- B. How to do it
 - a. Email/Call their Legislative Office
 - b. Schedule a time and be prompt
 - i. Center/Facility Tour
 - ii. Issues Briefing
 - iii. Meet your staff/patients
 - iv. Patient Council
 - v. Honor a long-term staff member or 100th Birthday
 - vi. Special Functions
 - vii. NHC-39 Legislative Visits in 2022 to Centers
 - c. Campaign contribution
 - d. Proclamations/Photo Ops
- C. When to do it
 - a. Don't become active ONLY when you need them.
 - b. Consistent involvement creates trust
 - c. Anytime is a good time
 - i. Christmas-when your Center is beautifully decorated
 - ii. Spring-Schedules are a little tougher as Session is in full gear, but a good time to get your opinion on pending legislation
 - iii. Summer/Fall-Elected Officials are out of Session and usually have more time
 - d. AHCA Comments/Letters for Minimum Staffing Mandate-Fri. Jan. 20
 - i. NHC Provided over 300 Comments for the 2022 CMS Payment Rule/Parity Adjustment
 - ii. Over 70 Comments for the 2021 Vaccine Mandate
 - e. THCA Action Alerts via Friday Association Press Newsletters