

Introduction and Background

- By 2050, the number of Americans aged 65 and older is projected to nearly double to 83.7 million.¹ About 40% of nursing home administrators (NHA) are 55 and older, and 32% of NHAs are expected to retire in the next 10 years.² The past years of the National Emerging Leadership Summit (NELS) for Healthcare Administrators in Health and Aging Services participants have defined challenges for the NHA profession, including recruitment and perception issues, due to low pay and negative public perceptions.
- NELS is an annual gathering of emerging leaders in the field of health and aging services administration to engage in discussions of current best practices, meet with representatives of key professional organizations, gain an inside perspective on the legislative process, and explore solutions for attracting and retaining new and evolving leaders.
- The first NELS cohort in 2010 built the foundation for all future NELS participants by identifying four thematic areas which have evolved throughout the seven-year life of NELS.

Purpose

- Strategize:** NELS participants collaborate with other emerging leaders in the post-acute and long-term care and services field to develop strategies on how to increase, improve, and support the value of the profession while assisting health care executives in attracting and retaining talented leaders.
- Advocate:** Attendees learn about regulatory and legislative issues facing the NHA profession and craft ideas at the Summit to support innovative change. The theme “Advancing Our Profession, Enhancing Lives” emerged in 2016 as a way to support and engage emerging leaders to strategize, advocate, connect, and innovate the future of the health care and aging services administration profession.
- Connect:** Participants unite with fellow Generation X and Y leaders and network with the key leaders of NAB, AHCA, AHCA, LeadingAge, and the U.S. Senate Special Committee on Aging.
- Innovate:** Attendees gain knowledge on how to effectively lead an organization and be leaders in this profession through shared learning experiences and current best practices.

Methods

- Twenty-three NELS participants were chosen through an application process and were then invited to attend a three-day summit held at The George Washington University and the United States Senate.
- Participants gained an understanding of past NELS work and identified current topics that impact the NHA profession. Participants collaborated to set goals, create action plans, and develop timelines to implement the initiatives agreed upon during the Summit.

Results from 2016 NELS Participants Pre-Summit Survey

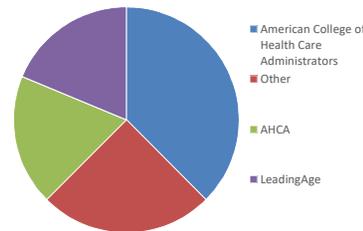


Figure 1. NELS 2016 Attendees Involved in Associations

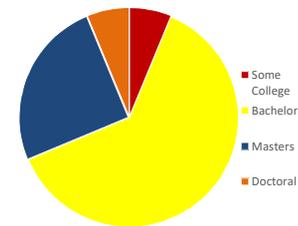


Figure 2. Distribution of Highest Degrees Obtained of Attendees

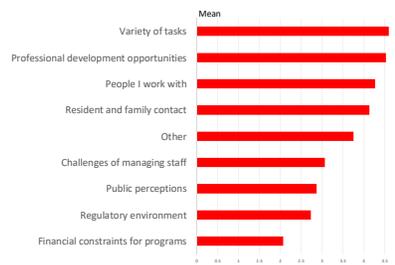


Figure 3. Attendees' Satisfaction with Aspects of Administrator Jobs

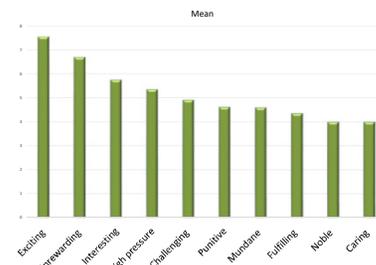


Figure 4. Attendees' Perspectives on How the LTC Field is Viewed

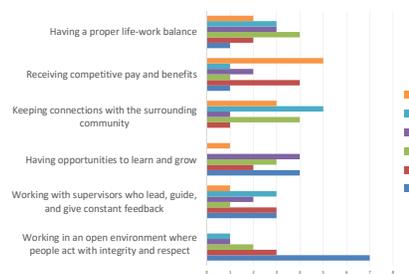


Figure 5. Importance of Ancillary Considerations in the Administrator Job (Lower number signifies higher importance)

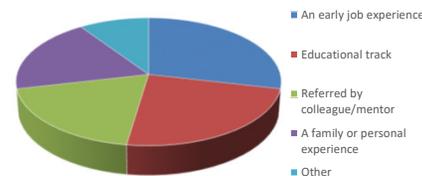


Figure 6. How Attendees Became Involved in the LTC Field

Challenging factors for recruiting new long-term care leaders:

- Lack of awareness and knowledge of the profession
- Wages, benefits, and licensure standards
- Achieving a desirable work-life balance
- Negative public perceptions of “nursing homes”

2016 Summit Outcomes

Accountability Group

- Tracking and following up with previous NELS participants
- Promoting the progress made on previous initiatives
- Working with prior NELS attendees on outcomes and responsibilities related to fulfilling their action plans
- Design a video displaying the mission of the Summit
 - Include information about the success of previous action plans and projects either finished or currently being implemented
- Creation of an eNewsletter for NELS, which highlights the work performed during and following each Summit
 - eNewsletters will focus on positive outcomes from attendees
 - The NELS eNewsletter will be distributed at least semi-annually
 - Sponsors will be involved in NELS projects and will be included in the newsletter updates

Workforce Group

- Enhancing recruitment of talented individuals to the health and aging services profession from future and current professionals
- Complete at least twenty different visits to high schools and colleges to spread awareness of the LTC administrator profession
- Use many different social media platforms to:
 - Promote awareness of profession through internet efforts
 - Attract more individuals to the profession
 - Create a video to advertise through social media platforms
 - Include testimonials of current professionals discussing their experiences with the field and the Summit
 - Develop a set of skills and attributes that lead to success
 - Use branding and targeted awareness to attract professionals

Focus for 2017 NELS Summit

- The 2017 NELS Summit will build upon priorities established in previous years, such as supporting the Health Services Executive (HSE) initiative from NAB, improving the public perception of the NHA profession, reducing barriers for entry and increasing retention of excellent administrators in the long-term care and health services field, and ensuring continued participation by NELS members in work done by the professional and trade organization partners.
- The central theme for the 2017 NELS Summit is “Enhancing and Expanding Health Services and Senior Living Executive Leadership Programs at Universities Across the Country.”
- The 2017 NELS Summit will be held in Washington, D.C. at LeadingAge, the American Health Care Association, and the United States Senate. More information and Summit application information can be found at: <http://www.nelssummit.org>.