

**Virtual Advocacy Public Policy Day Tool Kit**

NADSA’s Virtual Advocacy Public Policy Day will allow more ADS/ADHC providers, client families and supporters to participate in NADSA's annual Capitol Hill Days. Participation in this activity by ADS/ADHC providers and supporters is critical. The battle to maintain adequate funding for Medicaid, Community Development Block Grants and Social Service Block Grants is far from over. The effort to bring Adult Day Services into Medicare is continuing with the NADSA Public Policy Committee exploring new ideas to achieve that goal.

**Capitol Hill Outreach**

**Pre-Virtual Advocacy Public Policy Day Email Template**

Your opportunity to speak with a legislator or the proper staff person will be enhanced if you send an email **at least three business days to a week** in advance of your telephone call on May 30th.

Your email should be addressed to the Member of Congress or Senator. You will most likely be directed to a staff member when you place your call and prior notice will help to assure the staff member most familiar with heath / aging issues will be available for you. You can use this [link](https://www.house.gov/representatives/find-your-representative) to obtain the name, email address, and office telephone numbers for your Representative or copy the following web address into your browser: <https://www.house.gov/representatives/find-your-representative>

You will need to click on “Contact” to be able to access the email form.

Use this [link](https://www.senate.gov/senators/contact) for your Senators and click on “contact” to access the email form or copy the following web address into your browser: <https://www.senate.gov/senators/contact>

NOTE: Some Congressional offices are reluctant to provide individual email addresses. However, you can access the email form on their website by using the links above.

*Following is a Template for your Email. Be sure to enter the necessary information within each set of [brackets]. Enter “****Request for telephone appointment****” on the email subject or topic line.*

Dear [Enter Senator or Representative (not both) and the individual’s last name]:

My name is [enter your first and last name]. I [live and/or operate an Adult Day Center] in [city and state].

On Wednesday, May 30th, members of the National Adult Day Services Association (NADSA) will be calling Members of Congress and Senators. I will be calling you to discuss Adult Day Services as a Value Based Quality Alternative to Nursing Homes, particularly as it relates to modernizing Medicare.

We have been Medicaid-authorized providers for many years. However, because we have not been authorized providers under Medicare there is often a default to more expensive institutional care, particularly for individuals who cannot safely remain at home 24/7 upon discharge from an acute care hospital.

I realize your busy schedule may prevent you from speaking directly with me on May 30th. If that is the case, I would appreciate it very much if you would ask your staff person who oversees health care or aging issues to speak with me. If you or your staff person wishes to set a specific time for my call, I will be happy to do my best to accommodate.

Thank you for taking time to listen to your constituents concerns and for paying attention to the needs of seniors and individuals with disabilities in your district.

Sincerely,

[Your Name]

[Complete home or business address in the Congress person’s district]

[Telephone number]

*(Note: Most of the contact forms have separate boxes for your name and address and you will not need to include it at the beginning of your message or at the end of your email.)*

**NADSA Virtual Advocacy Public Policy Day Telephone Template & Talking Points**

Following is a template for you to utilize to participate in NADSA’s Virtual Advocacy Public Policy Day by making telephone calls to Members of Congress and U.S. Senators on Wednesday, May 30, 2018.

This template is intended as a guide to help you begin, follow through, and conclude a telephone call for which you may have only fifteen minutes of time. The seven talking points are written as I would present them. However, it is important that you present these points in words that are comfortable to you so don’t view my suggested language as an actor’s script.

You may find it beneficial to make a copy of the template for each legislator you will be calling, you can add the District and DC telephone numbers to the page and fill in the legislator’s name at the appropriate places before you make the call.

As you may know, requests to telephone a legislator’s office usually consist of a simple statement such as “Please **vote NO on the Farm Bill (H.R. 2) because reducing SNAP benefits will hurt older Americans and their families”.**

Our task for a successful Virtual Advocacy Public Policy Day is more daunting. We need to combine education with advocacy and lobbying for specific legislation. The order of the talking points will guide you through this process. They provide an introduction / re-introduction to Adult Day Services; declare it as a Value Based Quality Alternative to Nursing Homes as recognized by other government entities and private insurers; and include direct ask for legislative support to modernize Medicare with specific legislation. The identification of specific legislation is included because the legislative staff person with whom you are speaking will usually ask if there is current legislation introduced.

Thank you for your willingness to participate! You will find the individuals with whom you speak will be cordial and interested in what you have to say. Some, of course, will be more engaging than others depending upon how busy they are when you call. But all are interested in receiving specific information to pass along to their boss.

If you have questions about the content of this message or template, please email them to [nadsapublicpolicy@theafferbachgroup.com](mailto:nadsapublicpolicy@theafferbachgroup.com).

**Telephone Template & Talking Points:**

**Good Morning / Afternoon**

**My name is** [state your name slowly and distinctly]

**I am** [an Adult Day Services provider]

[Family member or friend of an individual who receives Adult Day Services]

[An individual who receives Adult Day Services]

**In** [name the town or city and state]

**I am calling to speak with** Senator [name] / Congressman [name] / Congresswoman [name]

**About** **Adult Day Services and Adult Day Health Care as a Value Based Quality Alternative to Nursing Homes, particularly as it relates to Medicare.**

*At this point the receptionist will most likely say the Senator / Congressman / Congresswoman is not available at this time. You may or may not be offered the opportunity to speak with a staff aide. Regardless of whether you are given the offer or need to take the initiative, ask to speak with the aide who is responsible for Medicare / Aging issues. If that person is not available ask when he/she will be available for you to call back or if there is someone else with whom you may speak. Upon connection with the staff aide continue as follows:*

**My name is** [state your name slowly and distinctly]

**I am** [an Adult Day Services provider – state the name of your facility]

[Family member or friend of an individual who receives Adult Day Services]

[An individual who receives Adult Day Services]

**In** [name the town or city and state]

***Ask if the individual with whom you are speaking is familiar with Adult Day Services. If they are, ask how they became aware of ADS, i.e. do they know someone who is receiving ADS?***

*At this point, the conversation becomes fluid. Following are the points you will want to express:*

1. We work with families to help them keep their loved ones at home and out of a nursing home or other institutional-like care (rehab facilities or assisted living) for as long as possible by providing individualized high-quality care in a congregate setting for up to [state number] days per week for up to [state number] hours per day.
2. We serve aging individuals with dementia, cognitive impairment, physical impairment, a combination of these diagnoses and younger individuals with disabilities. [Provide a concrete example of someone whose health has improved or stabilized with ADS/ADHC who otherwise would qualify for nursing home care.]
3. We have been Medicaid authorized providers for many years but because we have not been authorized providers under Medicare, there is often a default to more expensive institutional care, particularly for individuals who cannot safely remain at home upon discharge from an acute care hospital.
4. On April 2nd, CMS [Centers for Medicare and Medicaid Services] formally recognized Adult Day Services as a Value Based Quality Alternative to Nursing Homes by expanding the interpretation of Supplemental Benefits to allow Medicare Advantage plans to offer Adult Day Services for specific purposes as a Supplemental Benefit.
5. We are asking Congress and the Senate to follow CMS’s lead and authorize Adult Day Services as a Medicare alternative to nursing homes by supporting legislation such as H.R 3098, introduced over several sessions by Rep. Linda Sanchez of California; and, S. 309 introduced by Sen. Chuck Grassley of Iowa to authorize a special needs program demonstration for Medicare funded Adult Day Health Center services.
6. Earlier this year Congress demonstrated it understands Adult Day Health Care is a **Value Based Quality Alternative to Nursing Homes** for veterans by passing Act 115-159, which instructs the Department of Veterans Affairs to provide funding to State Veterans Homes specifically for Adult Day Health Care services.
7. The 2017 Cost of Care Study published by the long-term care insurance company Genworth continues to verify, as it has every past year, Adult Day Services are far less costly than nursing home care and less costly than other home and community-based services (HCBS), such as home care and assisted living. [Offer to send the link to the study.]

*When making these points and in subsequent conversation do not hesitate to answer questions with* ***“I am not sure about that. Let me get the information and send it to you to be certain it is correct.”***

*As your conversation comes toward a close:*

**Offer to send** additional information. **Ask if there is specific** information the person wants.

*The next question is extremely important because office policy often allows only the individual to provide their email address. In short, we cannot obtain it from the office receptionist.*

**May I have your email address so I may keep you informed as new information comes available?** [or to forward the information they have requested]

**Thank you** for your time today! I look forward to hearing if Senator/Representative [name] will be inclined to support legislation to modernize Medicare with Adult Day Services as s **Value Based Quality Alternative to Nursing Homes.**

**Email Follow-up for Telephone Call to Legislator/Staff Aid**

**Be sure to insert the necessary information within the [brackets] throughout the entire document. Please send a copy to** [**nadsapublicpolicy@theafflerbachgorup.com**](mailto:nadsapublicpolicy@theafflerbachgorup.com) **so we may follow-up.**

Dear [First name is sufficient if staff member. Always use title plus last name for legislator.]

Thank you for taking time to speak with me on May 30th about Adult Day Health Care as a Value Based Quality Alternative to nursing homes.

For your convenience, I have included below a summary of the most important points. Additionally, this link will take you to the cost of long-term care calculator on the Genworth Financial website. It will allow you to see the forecast cost increases of different services forward to 2047: <https://www.genworth.com/aging-and-you/finances/cost-of-care.html>

Also, for your convenience, here are links to [H.R. 3098](https://www.congress.gov/bill/115th-congress/house-bill/3098?q=%7B%22search%22%3A%5B%22hr3098%22%5D%7D&r=1) (modernizing Medicare by permitting Adult Day Health Care in lieu of nursing home services) and [S. 309](https://www.congress.gov/bill/115th-congress/senate-bill/309?q=%7B%22search%22%3A%5B%22s309%22%5D%7D&r=1) (establishing a Medicare Advantage Special Needs Plan [SNP] demonstration permitting direct Medicare funding for Adult Day Services).

I am looking forward to learning if [Representative / Senator {Last Name}] will support modernizing Medicare with Adult Day Health Care as a value based quality alternative to nursing homes.

Sincerely.

[Your name]

[Your address]

[Your Telephone number]

Summary of key points supporting Adult Day Health as a Value Based Alternative to Nursing Homes

1. We work with families to help them keep their loved ones at home and out of a nursing home or other institutional-like care (rehab facilities or assisted living) for as long as possible by providing individualized high-quality care in a congregate setting for up to [number] days per week for up to [number] hours per day.
2. We serve aging individuals with dementia, cognitive impairment, physical impairment, a combination of these diagnoses and younger individuals with disabilities who otherwise would qualify for nursing home care.
3. We have been Medicaid authorized providers for many years but because we have not been authorized providers under Medicare, there is often a default to more expensive institutional care, particularly for individuals who cannot safely remain at home upon discharge from an acute care hospital.
4. On April 2nd, the Centers for Medicare and Medicaid Services (CMS) formally recognized Adult Day Services as a Value Based Quality Alternative to Nursing Homes by expanding the interpretation of Supplemental Benefits to allow Medicare Advantage plans to offer Adult Day Services for specific purposes as a Supplemental Benefit.
5. We are asking Congress and the Senate to follow CMS’s lead and authorize Adult Day Services as a Medicare alternative to nursing homes by supporting legislation such as H.R 3098, introduced over several sessions by Rep. Linda Sanchez of California; and, S. 309 introduced by Sen. Chuck Grassley of Iowa to authorize a special needs program demonstration for Medicare funded Adult Day Health Center services.
6. Earlier this year, Congress demonstrated it understands Adult Day Health Care is a Value Based Quality Alternative to Nursing Homesfor veterans by passing Act 115-159, which instructs the Department of Veterans Affairs to provide funding to State Veterans Homes specifically for Adult Day Health Care services.
7. The 2017 Cost of Care Study published by the long-term care insurance company Genworth Financial continues to verify, as it has every past year, Adult Day Services are far less costly than nursing home care and less costly than other home and community-based services (HCBS), such as home care and assisted living. (Use this link to access the study: <https://www.genworth.com/aging-and-you/finances/cost-of-care.html>

**Social Media Outreach**

Leading up to Virtual Advocacy Public Policy Day, please tweet and share the following messages and hashtags with your contacts:

Adult Day Services is the value-based quality alternative to early nursing home placement. #adultdayvappd #nadsa

Modernize Medicare with Adult Day Services for cost avoidance and quality care. #adultdayvappd #nadsa

Support Adult Day Services for value-based, quality person-centered home and community care. #adultdayvappd #nadsa

NADSA will be tweeting these messages each day on a rotating basis between now and May 30th.