



**OALA**  
Ohio Assisted Living Association

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## O4a Advocacy Conference

*Victoria Gresh, CAE*  
*Executive Director*

# About Us

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# OALA BACKGROUND

- Trade Association formed in 1993
- Provides Advocacy, Communication, Education, and Resources
- Both private pay and AL Waiver provider members
- 619 Members in 2024 - 77% market share

Assisted Living is all we do.





## MY BACKGROUND

- ▶ Joined OALA in 2024; Association Management since 1996
- ▶ Background in healthcare policy - including representing SNFs and Physical Therapists
- ▶ Started career in Statehouse as Legislative Aide in both House + Senate
- ▶ Studied International Studies + German at Ohio Wesleyan University



# Biggest Challenges for Members

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# Member Challenges Include:

Cost of care rising faster than reimbursement rates

Increased acuity in Assisted Living

Aging population

Inconsistency with surveyors and increased Civil Monetary Penalties

Workforce training + retention issues



# Biggest Challenges for our Residents + Families

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# Challenges for Residents + Families Include:

The desire + ability to age in place

Financial constraints

Health and safety concerns

Environmental changes





# Budget Priorities

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# PREVIOUS BUDGET OUTCOMES (FY23-25)

AL Waiver base rate  
increase to \$130/day

Critical Access Rate - add  
\$15/day = \$145/day

Memory Care Add On -  
capped at \$155/day



# FY25-27 BUDGET PRIORITIES

Regular review of AL Waiver rates for increased access to services



*Rates should reflect real cost of services*



*Help providers continue to serve their communities and enhance the range of services offered*



# PERSONAL NEEDS ALLOWANCE

- Increases from \$50 to \$100 in proposed budget

Ensures that seniors can maintain a degree of financial independence and dignity, afford items and services that enhance their comfort and self-esteem, and engage in social and recreational activities, which are vital for mental and emotional health.



# Advocacy Tips

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# ADVOCACY TIPS FOR INDIVIDUALS

|          |   |
|----------|---|
| Be       | Be informed + research-driven             |
| Develop  | Develop a clear and concise message       |
| Build    | Build relationships and network           |
| Leverage | Leverage social media + digital platforms |
| Tell     | Tell a story of impact                    |
| Know     | Know your legislative target              |



# ADVOCACY TIPS FOR ORGANIZATIONS

- Establish a clear mission + objectives
- Develop strategic partnerships and seek coalitions - legislators ask
- Utilize data and evidence-based approaches (concise!)
- Know who is on the committees and strategize accordingly
- Invite legislators to events



# Questions?

- ▶ [Victoria@ohioassistedliving.org](mailto:Victoria@ohioassistedliving.org)
- ▶ (614) 481-1950
- ▶ [Ohioassistedliving.org](http://Ohioassistedliving.org)

