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State of the Association

Dear Fellow Members of Mississippi Health Care Association:

Thank you for giving me the opportunity to serve as your President of this great organization. It is a wonderful honor that I do not take lightly. I hope to meet all your expectations in the coming year as the leadership and staff of MHCA continue striving to serve our members.

As you know, we meet a variety of challenges every year. Funding for our services continues be a challenge but I'm confident that through education and advocacy on behalf of our staff and the residents we serve, we will continue being a strong, effective voice for long term care issues in our state.

MHCA continues to work on your behalf to make sure we maintain solid, trustworthy relationships with all levels of our state government. Our relationships with statewide and legislative leaders are a top priority in making sure they understand how decisions they make impact so many people who work in long term care and most importantly, how laws and regulations impact the most vulnerable people in our society—the residents we serve.

We do everything possible to make sure these relationships stay strong. In addition, we meet quarterly with Medicaid and Licensure, to ensure those relationships also remain open, honest and fair.

I would be remiss if I did not extend my gratitude to the outstanding staff at MHCA. Vanessa Henderson, Executive Director, and her team do a great job keeping us all on track with the everchanging nature of our business. In addition to focusing on ways for improving long term care for our residents, the staff assists us in meeting the needs of any issues that arise.

Once again, this year, it is my goal to assist you in meeting your business and professional goals. If you ever have any questions or I can assist with any issue, please feel free to call me. Again, thank you for allowing me to serve in the leadership of MHCA.

Sincerely,

Stan Maynard

MHCA President
2017 Year in Review

As we look back on 2017 and plan for the coming year, MHCA has a strong focus on navigating the future. Whether it’s managing and implementing changes in long term care or complying with new regulations and policies, our association continues helping our membership navigate the future and at the same time, staying focused on our top priority of serving the needs of our residents and families.

In 2017, MHCA continued an active role in long term events, education, activities and outreach to serve the members of our association as well as inform lawmakers, policy officials and the public about the issues facing long term care and solutions that help the people we serve.

This 2017 Annual Report is just an overview of many of the highlights from the past year as MHCA continues to provide a full scope of services to our membership while also working to increase the overall presence and awareness levels of long term care issues in our state.

One key aspect to making sure long term care is given the attention our residents deserve is having an association that provides a robust source of education, training, advocacy and information to people who affect how we operate and are regulated. By keeping elected officials, policymakers and the overall public informed about long term care, MHCA can achieve its goal of leading the way for long term care.

MHCA is founded on the following principles:

• MISSION  Leading the way in long term care through the passion of our members.
• VISION  The long term care profession is respected, supported and valued.
• VALUES  Integrity, protection, honor and compassion.

Developing and maintaining trustworthy, open lines of communication with elected and appointed officials ensures they have access to reliable information as they make decisions that affect our staff and our residents.

MHCA will continue working to be an effective advocate for our members and the residents we serve. As we look back on 2017 and plan ahead for 2018, together we can navigate the future in a way that benefits our residents and the increased presence and importance of long term care in our state.

Thank you for your interest in long term care and our association. I hope you will enjoy reviewing this 2017 Annual Report as we work to navigate the future in 2018.

Vanessa Phipps Henderson

MHCA Executive Director
Leadership

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Bobby Beebe, Secretary
Harold Beebe, Treasurer
Rob Skelton, Area I Vice President
Mark Odom, Area II Vice President
Debbie White, Area III Vice President
Tonya Eubanks, Area IV Vice President
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Dana Johnston
Trend Health & Rehab of Carthage
Vice-President
Ricky Simpson
Trend Consultants
Secretary/Treasurer
Stephanie Ruffin
Diversicare Healthcare Services

MHCA Board of Directors
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Dimple Hawthorne
Delco
Co-Representative
Amy Wallace
Methodist Senior Care

Area II
Representative
Wendy Kelly
Orianna Health Systems
Co-Representative
Tawnya Pionk
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& Rehab

Area III
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Briar Hill Management
Co-Representative
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Area IV
Representative
Bonita Hinton
HMP Management
Co-Representative
Charlotte Donald
HMP Management

Area V
Representative
Gail Kimery
Trend Consultants
Co-Representative
Amy Brown
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Area VI
Representative
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Gulf Coast Healthcare
Co-Representative
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Pathway Management

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Stacy Seay
Chad Blackard
Libby Lampley
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Public Relations
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Disaster Planning
Mark Clay, Chair
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Stan Maynard
Debi Burns
Dennis Forsythe
David Horn
Danny Blackledge
Member Services

Navigating the future was the mantra for the long term care community as 2017 brought major regulatory changes and a new survey process. The Mississippi Health Care Association was at the forefront in leading the way for its members to navigate these regulatory and survey changes through advocacy, education and training. MHCA helped prepare our members and their staff in their journey to navigate the future of regulatory and survey changes while continuing to meet the needs of the residents and families they serve on a daily basis.

LONG TERM CARE NURSING COALITION OF MISSISSIPPI

The Long Term Care Nursing Coalition Board is comprised of member nurses who have a passion and dedication to long term care. The Mississippi Health Care Association works closely with this group, providing resources and support for the enhancement of the long term care nursing profession. During its quarterly meetings, The Long Term Care Nursing Coalition Board addresses pertinent issues facing long term care nurses as well as works to develop educational offerings that help improve the knowledge base and skills of long term care nurses.

Officers of the Long Term Care Nursing Coalition are: Dana Johnston, President; Ricky Simpson, Vice-President; Stephanie Ruffin, Secretary. Board Members Representatives are: Area I Representative Dimple Hawthorne, Area I Co-Representative Amy Wallace, Area II Representative Wendy Kelly, Area II Co-Representative Tawnya Pionk, Area III Representative Kathy Peacock, Area III Co-Representative Libby Lampley, Area IV Representative Bonita Hinton, Area IV Co-Representative Charlotte Donald, Area V Representative Gail Kimery, Area V Co-Representative Amy Brown, Area VI Representative Leann Hyatt, Area VI Co-Representative Tira Sokovich.

The Long Term Care Nursing Coalition worked with the Mississippi Health Care Association education staff to select and outline content of education needed to promote and enhance nursing care in long term care facilities. One major need identified by the Coalition was infection prevention training to meet the new regulatory requirement of an Infection Control Preventionist in nursing homes. To that end, in March, a two-day Infection Prevention Program was provided that addressed infection prevention, antibiotic stewardship, infection surveillance and the role and responsibilities outlined in regulations for the Infection Control Preventionist. The Long Term Care Nursing Coalition also identified an educational need for Interdisciplinary Care Planning and in April of 2017, the Mississippi Health Care Association scheduled training on this topic. The session was so popular that an extra day was added to accommodate the requests for the education.

In 2017, in its continued effort to support Certified Nursing Assistants educational growth on long term care topics, the Long Term Care Nursing Coalition was a gold level sponsor of the Certified Nursing Assistants Conference. The Coalition Board members also provided door prizes that were given away throughout the day.

MISSISSIPPI MEDICAL DIRECTORS ASSOCIATION

In 2017, the American Medical Directors Association changed its name to The Society for Post-Acute Care and Long-Term Care Medicine to better identify who it represents. The Mississippi Health Care Association continued to support the Mississippi Chapter in 2017 through communication on pertinent long term care issues such as re-hospitalization, regulatory changes and quality improvement. The Mississippi Health Care Association’s goal throughout the year was to keep the Mississippi Chapter of The Society for Post-Acute and Long-Term Care Medicine abreast of current trends in long term care that affect the long term care medical community as well as informed on the ever changing regulatory environment.

The Mississippi Health Care Association communicated with the President of the Mississippi Chapter, Dr. Tim Estes, on upcoming meetings of the Central Mississippi Transitional Care Coalition to ensure that the long term care medical community’s perspective on the obstacles as well as solutions to reducing re-hospitalization were part of the discussion. Dr. Estes provided valuable input during discussions on proposed coalition’s action to help reduce re-hospitalization.

In 2017, the Mississippi Health Care Association worked with the Dr. Estes, President of the Mississippi Chapter of The Society for Post-Acute and Long-Term Care Medicine, to present the impact that proposed changes to the prescribing rules for opioids and benzodiazepines could have on the lives of elders living in nursing homes. While supporting the intent, the
Mississippi Health Care Association and the Mississippi Chapter of The Society for Post-Acute and Long-Term Care Medicine were able to affect revisions to the rules so that elders in nursing homes would not be negatively impacted.

**CNA CONFERENCE**

For the ninth year in a row, the Mississippi Health Care Association hosted the annual Certified Nursing Assistant Conference. Following the same format from previous years, this year’s educational offering was a follow up to education provided to other disciplines earlier in the year. This year’s brochure did not have a specific theme but rather it was collage of sayings that represented the care and heart that Certified Nursing Assistants show daily as they care for the residents in their facilities.

The tone of the day was one of celebration with each attendee receiving a tote filled with an array of items including tumblers, notebook, journal, pen, stylus, pocket pal aluminum tool, flashlight, and drawstring sports bag. Throughout the day more than thirty door prizes provided by the Long Term Care Nursing Coalition Board, the Mississippi Health Care Association and members of the Mississippi Health Care Association Board of Directors were drawn. Door prizes consisted of gift bags of all sorts, pottery and most popular - cash.

The presenter for the day was Catherine Selman. Cat, as she is known, is no stranger to Mississippi and the Mississippi Health Care Association. Cat started her long term care in Mississippi as an Activity Director and Social Worker. She now speaks across the nation on a wide array of topics all of which focus on person centered care for residents. Cat also works with the Centers for Medicare and Medicaid on numerous panels and boards.

Cat’s topic was a continuation of the one provided to other disciplines earlier in the year – Care Planning. However, Cat focused on the importance of the Certified Nursing Assistants contribution to this process while still focusing the education for the Certified Nursing Assistants on the process as a whole and the importance of the Care Plan process in person centered care. Cat ended the day with education and advice to the Certified Nursing Assistants on how to care for themselves to prevent compassion fatigue. She taught them how to recognize it as well as how to deal with it so that they can better care for others while caring for themselves.

The day started with a breakfast that included an array of breakfast items. Throughout the day names were drawn for the thirty plus door prizes. The day culminated with an appreciation catered luncheon and a final grand monetary door prize. During the luncheon the three Certified Nursing Assistants who received recognition as first, second and third place CNA of the Year winners at the Mississippi Health Care Association Caregiver Awards Banquet were honored with a certificate of recognition and a monetary award. These individuals were also treated to a night at the Hilton Hotel. In their room, upon arrival was a welcome basket of snacks.

Those honored for Certified Nursing Assistants were first place winner Begonia Jones from the Care Center of Laurel; second place winner Darlene Cox from Diversicare of Ripley; and third place winner, Kathy Neal from The Windsor Place Alzheimer’s Unit in Columbus. At the conclusion of the day Certified Nursing Assistants were afforded the opportunity to have facility group pictures made with the presenter, Cat Selman. These were sent to the facilities for news release in their individual communities to celebrate the work and dedication of Certified Nursing Assistants and to show the value the individual facilities place on promoting the education of their Certified Nursing Assistants.

*The following member facilities graciously supported this event through a sponsorship:*

**GOLD LEVEL**
- Methodist Senior Services
- Long Term Care Nursing Coalition

**BRONZE LEVEL**
- Bedford Care Centers
- Magnolia Health Care Centers
- Briar Hill Management Facilities
- Plantation Pointe Retirement Community
- Gulf Coast Health Care
**Member Services**

**EDUCATION**

MHCA’s education focus for 2017 was on the array of regulatory changes that went into effect. The topics and direction of this education was obtained from the Annual Needs Assessment that is sent to all member facilities, the write-in request on the education evaluations provided at every educational session, as well as input by the Mississippi Health Care Association Education and Convention Committee. All these resources were utilized in determining the course of education to provide. The MHCA Staff also stayed abreast of the many changes to the long term care arena scheduling needed education on these changes to help its members stay up to date and knowledgeable of current and pending changes that might impact their operations and care of residents.

In 2017, the Mississippi Health Care Association offered a total of 14 educational sessions. These ranged from one and two-day seminars to week long Administrator-in-Training and Activity Director Course events. In addition to these education seminars, the Mississippi Health Care Association provided multiple educational sessions at its annual Convention and Trade Show.

There was an opportunity for various disciplines to receive not only education but required continuing education hours upon attendance at these many events. In 2017, the Mississippi Health Care Association provided a total of 51.5 hours of Mississippi Nursing Home Administration continuing education hours through the Mississippi State Board of Nursing Home Administrators. In addition, there were 9.0 continuing education hours from the National Accreditation Board of Nursing Home Examiners for Nursing Home Administrators. A total of 5.25 Nursing continuing education hours were offered through the Mississippi Nurses Foundation along with 5.0 Activity Professional continuing education hours through the National Certification Council for Activity Professionals and 5.0 Social Work continuing education hours through the Mississippi Board of Examiners for Social Workers and Marriage and Family Therapists.

**OTHER ACTIVITIES**

In 2017 the march of new changes in regulations continued for the long term care community to navigate. The Mississippi Health Care Association staff spent many hours learning about these regulatory changes through webinars, conference calls, attending meetings and reading vast amounts of information all in its efforts to lead its members in meeting the goals and challenges of these changes. In 2017, the MHCA participated in webinars and conference calls on the changes to the Skilled Nursing Facility’s Quality Reporting Program and Value Based Purchasing, changes to the Emergency Preparedness requirements and most significantly the implementation of the second phase of the new Requirements of Participation. Information gathered was shared with the Mississippi Health Care Association members through its weekly e-newsletter and special notices. In addition, the Mississippi Health Care Association’s educational focus for 2017 was to educate on these regulatory changes.

The Mississippi Health Care Association also partnered with other state and national groups to provide information that would help its members better serve the elders of our facilities and our state. The Mississippi Health Care Association partnered with the Mississippi State Department of Health and the State Ombudsman to establish a process for the newly required notice to the State Ombudsman of resident’s transfers and discharges. The Mississippi Health Care Association promoted education by the Mississippi State Department of Health on the new electronic plan of correction submission, the RAI Training Updates and Civil Monetary Penalty Grant information. The National Initiative to Improve Dementia Care also continued to be a vital part of the Mississippi Health Care Association’s efforts in assisting member facilities in improving the lives of the elders they serve. The Mississippi Health Care Association staff participated in calls with the Centers for Medicaid and Medicare; the Centers for Medicare and Medicaid’s Region IV staff; the Mississippi State Department of Health staff and the Information for Quality Healthcare staff on improving dementia care.
The Mississippi Health Care Association staff also continued its role in supporting dementia care through its participation in the Statewide Alzheimer’s Strategic Plan Coordinated Care Group meetings. In addition, the Mississippi Health Care Association staff assisted with the improving of its members knowledge of the care of individuals with dementia related illnesses through promotion and participation in the education, “Best Practice in Dementia Care” which was put on by the Mississippi State Department of Health Licensure and Certification Division. The Mississippi Health Care Association assisted the Mississippi Division of Medicaid Long Term Care Division in promoting education on Minimum Data Set Updates. Further coordination with the Division of Medicaid included attendance at meetings whose purpose was to develop strategies to improve the transition of residents in the event of a facility closure. During 2017, the Centers for Medicare and Medicaid’s Long Term Care Open Door Forums and MLN Connect webinar offerings were participated in by the Mississippi Health Care Association Staff. The Mississippi Health Care Association also was a participant on the Mississippi State Board of Health’s Healthcare Acquired Infection Advisory Committee.

The Mississippi Health Care Association continued to promote long term care in Mississippi by attending various state coalition and committee meetings. The Mississippi Health Care Association staff and select members met with the Division of Medicaid Staff on a quarterly basis to discuss Medicaid reimbursement issues as they related to long term care. This face to face communication helped to ensure a stable reimbursement environment. In order to help members address the issues of re-hospitalization, the Mississippi Health Care Association partnered with hospitals, hospices, home health agencies and other stakeholders interested in reducing re-hospitalization by attending monthly meetings of the Central Mississippi Transitional Care Coalition. Staff of the Mississippi Health Care Association accepted a leadership role in this process in an effort to assist the coalition in moving forward with actionable activities to assist facilities in reducing their re-hospital rates. The Mississippi Health Care Association Staff also attended the final meeting of the MAC 2.0 group but continued to stay abreast of future plans regarding the Pre-Admission Screening process for long term care providers.

The Mississippi Health Care Association also continued its participation with the Caregiver Taskforce as it works to support caregivers at all levels of care. During 2017, the Caregiver Taskforce, whose mission was to promote caregiving issues through a legislative approach, transitioned to the Family Caregiver Coalition whose focus will broaden to include education as well as legislative support of caregivers. Continuing its efforts to be a leader in long term care, the Mississippi Health Care Association was an active member of many activities and initiatives of the American Health Care Association. The Mississippi Health Care Association’s Executive Director served on the American Health Care Association Survey and Regulatory Committee. Staff of the Mississippi Health Care Association participated in the American Health Care Association Quality Network Calls which provided information on best practices in quality as well as stayed abreast of the Centers for Medicare and Medicaid Service’s quality assurance initiatives. Staff also participated in the American Health Care Association’s National Association of Assisted Living monthly calls which discussed issues of interest to Assisted Living Communities. Other American Health Care Association activities that the Mississippi Health Care Association staff participated in was Emergency Preparedness calls; webinars on MDS changes; webinars on Quality Reporting Program and calls on the national efforts on the repeal and replace of Obamacare that would impact long term care.

Last but not least, the Mississippi Health Care Association was a driving force in helping member facilities work through regulatory issues that arose in individual facilities. The Mississippi Health Care Association promoted positive relationships with the states survey agency through its Licensure and Certification Committee that is comprised of facility members and Mississippi State Department of Health Licensure and Certification staff. It also was an active participant in weather and health related calls as the need arose across the state, partnering with other associations and the Mississippi State Department of Health to ensure resources were available during times of potential or pending weather related and health emergencies. 2017 saw the need for several such calls including calls on water outages in Jackson and Vicksburg; flooding and hurricane related emergencies and flu outbreaks.
WINTER BUSINESS MEETING

The Mississippi Health Care Association held its annual Winter Business Meeting on December 6, 2017, at the Hilton – Jackson. The education for the day continued 2017 education focus – regulatory changes. Marilynn Winborne, Division Director of the Mississippi State Department of Health – Health Facilities Licensure and Certification Division, was the presenter. Ms. Winborne spoke to a packed crowd. Her presentation focused on the new survey process, new regulations and the new emergency preparedness rules and survey process.

In addition to the vast educational information, the day included the presentation of service awards for Nursing Home Administrators and Directors of Nursing and the American Health Care Association’s Quality Awards. The Nursing Home Administrator’s service included twelve Nursing Home Administrators with years of service ranging from 20 years to 40 years. Nursing Home Administrators who received a twenty year tenure award were Tony Hamrick, Lisa Crager, Margaret Stept, Joan Stanford, Shelly Ledbetter and Eric Holland. A 35-year Nursing Home Administrator tenure award was presented to Debbie Spence. Cleta Mullins and James Williams received their forty year Nursing Home Administrator tenure award. Seven Directors of Nursing received service awards with years of service ranging from 10 to 20 years serving as a Director of Nursing. Directors of Nursing receiving their ten-year tenure award were Beverly Irby, Elsie Hall, Jennifer Ryals and Margaret Leggett. Frances Hood and Paige Simmons received their fifteen year Director of Nursing tenure award and Shay Holder received her twenty year Director of Nursing tenure award. Six nursing homes received the coveted American Health Care Association Bronze Quality Award. They were Brandon Nursing and Rehabilitation Center; Camellia Estates; Manhattan Nursing and Rehabilitation Center; Ruleville Nursing and Rehabilitation Center; Senatobia Health Care and Rehabilitation Center; and Tupelo Nursing and Rehabilitation Center. The Bedford Care Center of Hattiesburg received the prestigious American Health Care Association Silver Quality Award.
ANNUAL CONVENTION

The Mississippi Health Care Association's Annual Convention and Trade Show was held June 6-8, 2017, at the Beau Rivage Resort and Casino in Biloxi, Mississippi. The theme of the convention was “Navigating the Future.” The theme and content of the convention for 2017 was to help attendees NAVIGATE the regulatory requirements presently in place and prepare them for the regulatory requirements scheduled to be implemented in the FUTURE.

The Mississippi Health Care Association 2017 Convention and Trade Show opened with a registration that included snacks and drinks sponsored by Mississippi Health Care Association Associate Member Lancaster Pollard. The first education session was a pre-conference session by Jim Craig, Director of Health Protections for the Mississippi State Department of Health, on the newly implemented emergency preparedness requirements. Jim outlined the regulations and discussed how to successfully develop and utilize the Emergency Preparedness template provided by the Mississippi State Department of Health to develop an emergency preparedness plan.

The 2017 Convention officially kicked off the first day with an opening session sponsored by First Choice Medical Supply. The award-winning columnist and author, Jack McCall, officially opened the convention with a presentation titled Rekindling the Fire. Mr. McCall presented entertaining and heart-warming stories to help attendees rediscover their sources of motivation and recharge from stress and strain. He also provided concrete tools for developing life strategies, support networks and strong relationships to help keep everything in balance and perspective. Attendees moved from the education events to the President’s Reception sponsored by the Mississippi Health Care Self Insurers’ Fund and which honored Stan Maynard who finishes his first year of a two-year term as President of the Mississippi Health Care Association Board of Directors. The day ended with the first of two Trade Shows where attendees could mingle with vendors who provide services and goods to the long term care community.

The final day of the convention started with back to back one-hour morning education sessions both of which were sponsored by another Associate Member, MobilexUSA. Angela Cooper was the presenter for the first of the two sessions. Ms. Cooper’s presentation was titled Quality Measures and Continuous Quality Improvement. Ms. Cooper provided an overview of the Quality Measures then provided valuable information facilities can use this to determine where their care issues might be, which residents may have care issues and where the facility's care team should dig to determine the causes. The second presentation of the morning was on the Long Term Care trend Tracker system which is a service provided by the American Health Care Association for members of the Mississippi Health Care Association. Lonnita Belk, Long Term Care Trend Tracker Customer Service Specialist for the American Health Care Association, and Gautami Inamdar, Long Term Care Trend Tracker Manager for the American Health Care Association led the attendees through an overview of new enhancements to Long Term Care Trend Tracker. The second of two Trade Shows was held and included lunch for attendees. The afternoon education session The Requirements of Participation: A Deeper Dive Into Key Changes was led by Lyn Bentley, Vice President of Quality and Regulatory Affairs for the American Health Care Association. Ms. Bentley provided an overview of key changes in the reformed Requirements of Participation with a focus on the Phase 1 and Phase 2 regulations.

The 2017 Convention ended with an evening event on the event deck of the Beau Rivage overlooking the Gulf of Mexico sponsored by the Mississippi Health Care Self Insurers’ Fund. The renowned band, Dr. Zarr’s Amazing Funk Monsters, entertained and provided great dance music for attendees. The evening event also included an array of great food and fellowship.
By setting goals and priorities for the coming year, MHCA can help ensure that our member facilities have the highest value from their association, and as a result, residents of their facilities have a stronger advocate on their behalf. MHCA sets goals each year to ensure we are staying true to our mission of leading the way for long term care.

**STRATEGIC GOALS & OBJECTIVES FOR 2018 ARE:**

- Positively affect the quality of life for residents
- Secure appropriate reimbursement
- Optimize political & regulatory relationships
- Improve public perception

The goals for 2018 are priorities to ensure that MHCA members can continue to provide the highest quality of care to the residents in our long term care facilities all across the state. In addition to providing quality care to our most vulnerable citizens, long term care facilities are also one of the largest employers in many communities in Mississippi—making the community stronger and providing a strong economic engine as well.

**FINANCING**

MHCA focuses on making sure appropriate funding is in place so we can best take care of the needs of our residents. Fully funding Medicaid continues to be very important for residents of MHCA facilities.

By working closely with our state and federal officials, as well as our national organization, the American Health Care Association (AHCA), we will continue to be the leading voice for Mississippi’s long term care facilities and residents.

In 2018, MHCA will continue focusing intently on supporting Medicaid and Medicare funding levels that are appropriate to allow our facilities to provide the highest quality of care to all our residents.

While there are many competing voices in Medicaid and Medicare discussions, it’s critically important—to our members and the residents they serve—that we provide a strong, effective presence for long term care issues in our state and on the national front.
Economic Impact

MHCA members provide a major economic impact to local communities and the entire state. With more than 17,000 jobs supported annually by the long term care profession, much-needed care is provided to people in need, and at the same time, local communities and the entire state receive a major economic impact.

In 2016, MHCA commissioned a study by two Ph.D. Professors in Economics from Mississippi State University to look at the tangible economic impact of long term care on our state—specifically examining how Medicaid spending for nursing home care in Mississippi affects the economy.

To help provide reliable, scientific-based data, MHCA is including the following Executive Summary as well as some of the other highlights from the study, based on the most recent, available data from 2014:

**EXECUTIVE SUMMARY**

The study quantifies the economic impacts of Medicaid spending for nursing homes in the Mississippi economy along five dimensions: output or total demand, employment, personal income, value added, and tax collections. Each $1 allocated to Medicaid in the Mississippi budget was matched by an additional $2.73 from the federal government. In other words, for each dollar budgeted at the state level, Mississippi health care providers received $3.73. The impacts of this multiplicative relationship are augmented when the total Medicaid spending ripples through the economy, sparking additional economic activities.

In 2014, the state received about $552.4 million from the federal government for nursing homes, which matched the approximately $202.4 million spent by the state. These Medicaid expenditures increased the demand for goods and services by $1.28 billion across the state. This figure includes the direct increase in demand from Medicaid spending, the indirect effects resulting from increases in demand along the supply chain, and the demand resulting from additional household expenditures.

The increased economic activity from Medicaid spending supported 17,478 jobs and generated $549.2 million in personal income in 2014. Another way to quantify the impacts of Medicaid spending is the $716 million in increased value added to goods and services produced in the state.

These increases in economic activity also impacted tax collections at all levels throughout the state. General Fund collections increased by $33.9 million based on the increase in personal income. Overall, tax revenues, including the General Fund and local tax revenues increased by $67.8 million in 2014. In addition, nursing homes paid Medicaid daily bed assessments totaling $76.3 million in 2014.
### Key Findings

#### Output Added
Medicaid expenditures increased the total demand for goods and services across the state.

**Direct Effect:** Medicaid spending initially increased demand in the state by $755.7 million as these funds were injected into local economies.

**Indirect Effect:** The suppliers of goods and services to the nursing homes subsequently experienced increased demand. The economic impacts that occur as a result of this spending reverberating through the supply chain increased output by $216.9 million.

**Induced Effect:** Increases in demand translate into more spending by households. The increase in consumer demand for goods and services sparked by Medicaid spending totaled $307.9 million.

**Total Effect:** In total, Medicaid spending on nursing homes increased output in the State by $1.28 billion which is a summation of the direct, indirect, and induced effects.

#### Employment Supported
Medicaid spending on nursing homes recurs annually, thus jobs are supported over time as a result of the injection of this spending.

**Direct Effect:** 13,158 jobs were supported directly by Medicaid spending in 2014.

**Indirect Effect:** Through the supply chain, an additional 1,759 jobs were supported.

**Induced Effect:** Household spending supported 2,561 jobs.

**Total Effect:** In 2014, a total of 17,478 jobs were supported by the direct, indirect, and induced effects sparked by Medicaid spending on nursing homes.

#### Personal Income Generated
Households benefit from the Medicaid spending on nursing homes through increased personal income.

**Direct Effect:** Medicaid spending directly increased personal income in Mississippi by $403.2 million in 2014.

**Indirect Effect:** $57.9 million in personal income was sparked by economic activity along the supply chain resulting from Medicaid spending on nursing homes.

**Induced Effect:** Increased household spending due to Medicaid injections, in turn, increased personal income by $88.1 million through consumption expenditures.

**Total Effect:** In total, personal income increased in Mississippi by $549.2 million in 2014 due to Medicaid spending on nursing homes.

#### Value Added Created
Another way to quantify the impacts of the Medicaid spending injection is by summing the valued added to goods and services produced in the state.

**Direct Effect:** Medicaid spending increased valued added directly by $435.7 million in 2014.

**Indirect Effect:** The Medicaid spending spark contributed $115.4 million in value added.

**Induced Effect:** Increases in household spending resulting from the Medicaid injections contributed $164.9 million to the valued added in Mississippi.

**Total Effect:** The value added in Mississippi increased by $716.0 million in 2014 as a result of the Medicaid spending on nursing homes.

#### Revenues Generated
The economic activity sparked by the injection of Medicaid spending to nursing homes in Mississippi generated tax revenues.

- **General Fund:** Economic activity generated $33.9 million in tax collections for the State’s General Fund.
- **State-wide Taxes:** These same activities also sparked local tax collections. Summing both the General Fund and other taxes yielded total tax collections of $67.8 million in 2014.
- **Bed Assessment:** In addition to the tax collections based on economic activities, nursing homes paid daily bed assessments of $14,080 to Medicaid—totaling $76.3 million in bed assessment payments in 2014.

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#### Estimated Impacts of Total Medicaid Nursing Home Expenditures in MS in 2014

<table>
<thead>
<tr>
<th></th>
<th>Direct Effects</th>
<th>Indirect Effects</th>
<th>Induced Effects</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Output Impacts</strong></td>
<td>$754.7 million</td>
<td>$216.9 million</td>
<td>$307.9 million</td>
<td>$1,279.8 million</td>
</tr>
<tr>
<td><strong>Employment Impacts</strong></td>
<td>13,158</td>
<td>1,759</td>
<td>2,561</td>
<td>17,478</td>
</tr>
<tr>
<td><strong>Labor Income Impacts</strong></td>
<td>$403.2 million</td>
<td>$57.9 million</td>
<td>$88.1 million</td>
<td>$549.2 million</td>
</tr>
<tr>
<td><strong>Value Added Impacts</strong></td>
<td>$435.7 million</td>
<td>$115.4 million</td>
<td>$164.9 million</td>
<td>$716.0 million</td>
</tr>
<tr>
<td><strong>State General Funds Tax Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td>$33.9 million</td>
</tr>
<tr>
<td><strong>Tax Collections Across the State</strong></td>
<td></td>
<td></td>
<td></td>
<td>$67.8 million</td>
</tr>
<tr>
<td><strong>Bed Assessment</strong></td>
<td></td>
<td></td>
<td></td>
<td>$76.3 million</td>
</tr>
</tbody>
</table>

* in 2014 dollars

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Awards

Each year, MHCA recognizes and honors the people who go above and beyond their job descriptions by providing extraordinary efforts in serving long term care residents. Nominations are made by residents and their family members. Author and editorial cartoonist Marshall Ramsey was our 2017 Volunteer and Caregiver Awards Luncheon Keynote Speaker.

WE ARE PLEASED TO HIGHLIGHT THE 2017 VOLUNTEER AND CAREGIVER OF THE YEAR AWARD WINNERS.

**Awards**

**Adult Volunteer of the Year**

Cynthia Miller  
*Volunteer at Willow Creek Nursing and Rehabilitation*

**Young Adult Volunteer of the Year**

Luke Flippo  
*Volunteer at Diversicare of Amory*

Luke Flippo is also the National Award Winner for Young Adult Volunteer of the Year by the American Health Care Association.

**Group Volunteer of the Year**

St. James United Methodist Church in Amory  
*Volunteer at Diversicare of Amory*
Awards

Activity Professional

1ST PLACE  Julia “Dian” Wilemon  
Diversicare of Amory

2ND PLACE  Darlene Currie  
The Boyington Health & Rehab

3RD PLACE  Tammy Johnson  
Grenada Living Center

Social Worker/Designee

1ST PLACE  Anita Hardin  
River Place Nursing & Rehab

2ND PLACE  Chasity Kitchens  
Shelby Health & Rehab

3RD PLACE  Leichmann Twiner  
Lakeland Nursing & Rehab

Director of Nursing

1ST PLACE  Gladys Kirklon  
River Heights Healthcare Center

2ND PLACE  Christie Martin  
Heritage House Nursing Center

3RD PLACE  Angie Hillman  
Glen Oaks Nursing Center

Certified Nursing Assistant

1ST PLACE  Begonia Jones  
Care Center of Laurel

2ND PLACE  Darlene Cox  
Diversicare of Ripley

3RD PLACE  Kathy Neal  
The Windsor Place

Nursing

1ST PLACE  Angie Teague  
The Windsor Place

2ND PLACE  Jennifer Eanes  
Mississippi Care Center of Morton

3RD PLACE  Rebecca Zepeda  
Shearer Richardson Memorial Nursing Home

Nursing Home Administrator

1ST PLACE  Carl Young  
Bedford Care Center of Hattiesburg

2ND PLACE  Barbara Lenard  
Tunica County Health and Rehab

3RD PLACE  Abby Little  
Lakeland Nursing and Rehab

2017 MHCA Volunteer and Caregiver Award Winners
National Awards

MHCA MEMBERS ARE BEING RECOGNIZED NATIONALLY WITH AWARDS FOR THEIR HIGH QUALITY OF CARE.

The American Health Care Association (AHCA) and National Center for Assisted Living (NCAL) – a trade association with approximately 11,000 members nationwide – awarded several MHCA member nursing homes with “Commitment to Quality” national Quality Awards in 2017.

These awards are based on each nursing home’s development of an organizational profile including vision and mission statements, an awareness of their environment and customers’ expectations, and their ability to improve a process.

Awards were formally presented to the nursing homes during the America Health Care Association’s and National Center for Assisted Living’s annual convention in October.

2017 Silver “Commitment to Quality” Award Winner
• Bedford Care Center of Hattiesburg

2017 Bronze “Commitment to Quality” Award Winners
• Brandon Nursing and Rehabilitation Center, LLC
• Camellia Estates
• Manhattan Nursing and Rehabilitation Center, LLC
• Ruleville Nursing and Rehabilitation Center, LLC
• Senatobia Healthcare & Rehab
• Tupelo Nursing and Rehabilitation Center, LLC
To lead the way in long term care, MHCA believes it is important to consistently provide factual, reliable information about current events and topics facing long term care in our state. To ensure decisionmakers and the public are informed about long term care, MHCA stays in close contact with opinion leaders, elected and appointed officials and the public so they will understand the challenges facing long term care providers—and how public policy decisions affect caregivers and the residents who are being served.

To effectively communicate long term care issues, MHCA engages in public relations and advertising activities each year. In 2017, MHCA continued educating Mississippians about long term care, our member facilities across Mississippi, and the positive impact we have on so many people’s lives.

MHCA members are encouraged to provide substantive news to their local media outlets to help make sure their local communities are informed about long term care issues, events and activities taking place at nursing homes. Whether it’s a special event, a holiday celebration, a 100th birthday party or even a wedding, MHCA member facilities across the state are actively communicating with their local media to let the community know about interesting happenings at the facility.

MHCA has engaged key elected officials by hosting many of our state’s top leaders at our monthly Board of Directors meetings at the MHCA office in Ridgeland. These meetings have proved beneficial in providing a format to discuss key issues facing elected leaders, our Board of Directors and staff of MHCA. These meetings provide a venue for Board and staff of MHCA to have substantive, focused policy discussions with our state’s top leaders about issues affecting our facilities and residents.

Another way MHCA stays at the forefront of public policy discussions is through the MHCA “Capitol Day” held each year at the State Capitol building in Jackson. In 2017, MHCA members from across the state gathered at the State Capitol on February 1 to visit with legislators in a one-on-one setting. This is a great opportunity each year for legislators to learn more about MHCA and long term care issues. MHCA will have its 2018 Capitol Day on February 6, 2018.

MHCA aired its three television commercials in January, 2017, to help inform the public about our facilities, staff and services that provide a high level of care to residents all across Mississippi. These television ads are a high impact way to help MHCA deliver our story to a wide audience of viewers.

In early 2018, MHCA plans to air these national-quality advertisements again. All of the ads were filmed on location at an MHCA-member facility featuring real caregivers, staff and residents—not actors. These ads help ensure that Mississippians have a high level of awareness of the job that MHCA member facilities do every day to serve the residents who deserve our respect, compassion and quality health care.

In addition to the television ads, MHCA will continue working in 2018 through public relations, media relations and advertising strategies to provide outreach and awareness to accurately represent our member facilities, staff, caregivers and the quality care that is being provided for the residents.
Mississippi Health Care Foundation

The Mississippi Health Care Foundation enhances the quality of care for long term care residents in nursing home facilities throughout the state. The Foundation, through donations, assists in providing those special emotional and physical needs of the resident that might otherwise go unmet.

Scholarship opportunities are also available through the Foundation for health care staff members wishing to return to school to further their education. Through the imparting of scholarships, the Foundation is not only financially aiding in their educational endeavors, but investing in the future success of their careers.

The Foundation hosts fundraisers throughout the year which aide in financially supporting our efforts in continuing to meet the needs of our nursing home residents. Some of our fundraisers include:

**ANNUAL GOLF TOURNAMENT**

Held each May, the Annual Golf Tournament kicks off fundraising for the Foundation. In 2017, the golf tournament was held at the scenic Lake Caroline Golf Club in Madison County.

**RESIDENTS’ CONVENTION**

Offered every September, the 2017 Residents’ Convention celebrated more than 381 residents and over 235 caregivers from across the state during this day of fun, food and celebration with a special guest—Mississippi’s First Lady Deborah Bryant. More details and photos about the 2017 Residents’ Convention are included in a future chapter of this Annual Report.

**SPORTING CLAY TOURNAMENT**

Held in October at Providence Hill Farms, 2017 was the second annual event for this fundraiser. More than 65 shooters competed in this tournament, which was followed by a drawing for prizes, lunch and an awards presentation.

To facilitate in the work of the Foundation, each MHCA nursing home member facility is asked to make a voluntary contribution of $250 annually. The Mississippi Health Care Foundation is a non-profit, 501(c)(3) charitable organization, and contributions may be tax deductible. All monetary support of the Foundation assists in providing:

- Medical and personal supplies such as eyeglasses, dentures, laptops and other needs not provided by Medicaid, Medicare, private insurance or family members.
- Fulfilling life-long dreams by organizing special events and outings for nursing home residents to make lasting memories.
- Scholarships to those wishing to further their education in long term health care fields.
- Raise positive community awareness about the services provided in long term health care facilities.
The Residents’ Convention is one of the most fun, highly-anticipated events each year.

The event is a great and interactive way for residents from all across the state to get together and participate in a wide variety of entertainment and activities.

In 2017, the Residents’ Convention took on an international flair with the theme “Paris – City of Lights!” featuring music, costumes, food and the atmosphere from one of the most iconic and captivating cities in the world–Paris, France. One of the highlights of the Residents’ Convention was a special visit from Mississippi’s First Lady Deborah Bryant. It was an honor once again to have our state’s First Lady take part in this special day and she is always so gracious and enthusiastic by taking photos with residents and visiting with them one-on-one. MHCA continues to appreciate her genuine love and heartfelt compassion for our state’s most vulnerable citizens.
MHCA Presidents Past & Present

SINCE THE FOUNDING OF MHCA, WE HAVE BEEN FORTUNATE TO HAVE STRONG LEADERS WHO CARE DEEPLY ABOUT THE RESIDENTS OUR FACILITIES SERVE, AND MAKING SURE OUR ASSOCIATION GROWS STRONGER FOR THE FUTURE.

Stan Maynard
2016 - 2018

Bobby Rotolo
2014 - 2016

Mark S. Clay
2012 - 2014

Reita K. Hall
2010 - 2012

Eric W. Holland
2008 - 2010

Charles “Tripp” Francis
2006 - 2008

Steven L. Delaney
2004 - 2006

Thomas E. Hill
2002 - 2004

H. K. Beebe, Jr.
2000 - 2002

Roy A. Dumas
1998 - 2000

Hugh C. Franklin
1996 - 1998

Douglas M. Wright
1994 - 1996

Royce Delaney
1993 - 1994

John K. Gresham
1991 - 1993

A. D. Buffington
1986 - 1991

Billy F. Reed
1984 - 1986

James T. Todd
1981 - 1984

Don D. Felts
1979 and 1981

Bob Knott
1980