Figure 1. Policymakers Cite an Adequate Workforce, Improving Quality, and Securing Adequate Financing as the Most Urgent Challenges Facing Long-Term Care

“In your opinion, how urgent are the following challenges facing long-term care for policymakers and health care leaders to address?”

- Developing a health care workforce that is sufficient in size and skill to provide long-term care: Very urgent 48, Urgent 34, Total 82
- Improving the quality of care in long-term care facilities: Very urgent 46, Urgent 34, Total 80
- Securing adequate financing of long-term care: Very urgent 54, Urgent 26, Total 80
- Forming a sufficient supply of home- and community-based services: Very urgent 39, Urgent 37, Total 76
- Establishing adequate information on long-term care facilities and providers for consumers/families: Very urgent 24, Urgent 43, Total 67
- Establishing sufficient regulations and their enforcement: Very urgent 13, Urgent 38, Total 51
- Adopting information technology systems: Very urgent 15, Urgent 33, Total 48

Figure 2. More Than Half of Opinion Leaders Say Long-Term Care Costs Should Be Shared by Individuals and the Government

“Whom do you think should pay for long-term care? Costs for long-term care should be...

- Mostly paid by government programs: 8%
- Mostly paid by individuals and/or their children: 11%
- Shared by individuals, employers, and the government: 26%
- Shared by individuals and the government: 55%
- Mostly paid by employers: 0%
- Not sure: 1%

Figure 3. To Pay for Long-Term Care, Majorities of Opinion Leaders Favor Adding a Long-Term Care Benefit To Medicare, Financed by a Premium

“Below are three broad policy mechanisms that have been proposed to address paying for long-term care. Please indicate your level of support for each one.”

- Add a long-term care benefit to Medicare, financed by a premium: 39 (Strongly favor) and 40 (Favor) out of 79.
- Provide tax incentives for individuals to purchase private long-term care insurance: 27 (Strongly favor) and 37 (Favor) out of 64.
- Transfer the responsibility for Medicaid long-term care from states to the federal government: 27 (Strongly favor) and 36 (Favor) out of 63.

**Figure 4. One of Three Opinion Leaders Would Favor a Policy to Limit Medicare/Medicaid Long-Term Care Participation to Only Nonprofit Facilities and Agencies; Over Half Would Oppose It**

“Would you favor or oppose a policy that would limit Medicare and Medicaid long-term care participation to only nonprofit facilities and agencies? Please indicate your level of support for this.”

- **Oppose**: 40%
- **Favor**: 20%
- **Strongly oppose**: 16%
- **Strongly favor**: 10%
- **Not sure**: 14%

Figure 5. Using Payment Incentives to Promote Quality Perceived to Be Most Effective Potential Strategy for Improving Long-Term Care

“How effective do you think each of the following strategies would be in assuring and improving high quality of care in home health, nursing homes, and assisted-living arrangements?”

Using payment incentives to promote quality*

- Very effective: 24
- Effective: 50
- Total: 74

Increased public availability of quality and price information on nursing home and home health care

- Very effective: 22
- Effective: 39
- Total: 61

Having a full-time physician or nurse practitioner on site at nursing homes

- Very effective: 17
- Effective: 39
- Total: 56

Investment in long-term care information technology and linking patient records with regional hospitals

- Very effective: 14
- Effective: 39
- Total: 53

Voluntary efforts to improve quality and set goal areas

- Very effective: 6
- Effective: 19
- Total: 25

*Such as earmarked rate enhancements to improve staffing levels, decrease turnover rates, or limit use of agency staff.
Figure 6. Consumers and Families Need Assistance in Making Informed Choices About Long-Term Care

“How effective do you think each of the following strategies would be in helping people make informed choices when navigating the long-term care system?”

- **Formal care coordination services that explicitly link people to available long-term care options**
  - Very effective: 31
  - Effective: 43
  - Total: 74

- **Counseling services that help people navigate available service options when long-term care is needed**
  - Very effective: 26
  - Effective: 48
  - Total: 74

- **Having a medical home* to link families and services and offer shared decision-making with the family**
  - Very effective: 38
  - Effective: 30
  - Total: 68

- **Ensuring that hospital discharge planners are informed about services in their community and help patients make decisions**
  - Very effective: 24
  - Effective: 43
  - Total: 67

- **Public information campaigns aimed at stimulating people to plan for future long-term care needs**
  - Very effective: 7
  - Effective: 22
  - Total: 29

*“Medical home” is defined as a patient-centered primary care practice that is designed to offer accessible, continuous, and coordinated care.

Figure 7. Majorities of Opinion Leaders Are at Least Somewhat Familiar with Culture Change and the Resident-Centered Care Movement

“A growing movement, known as ‘culture change’ or ‘resident-centered care,’ is working to deinstitutionalize long-term care and radically transform the nursing home environment. In a culture change model, seniors enjoy much of the privacy and choice they would experience if they were still living in their own home. Nursing home residents are given greater control over their daily lives (e.g., daily schedules, food choices, other decisions) and there is a living environment that is designed to be a home rather than an institution. How familiar are you with the culture change or resident-centered care movement in nursing homes?”

Figure 8. Nearly One of Three Opinion Leaders Familiar with Culture Change Believe It Has Been Effective in Improving the Quality of Care in Nursing Homes

“How effective has the ‘culture change’ or ‘resident-centered care’ movement been in improving the quality of care in nursing homes?”

- Very effective: 8%
- Effective: 20%
- Somewhat effective: 38%
- Not at all effective: 5%
- Not sure: 28%

*Asked of those familiar with culture change/resident-centered care.

Figure 9. Opinion Leaders Believe It Is Important That the Health Reform Plans of the Presidential Candidates Address Quality and Financing of Long-Term Care

“Thinking about the health reform plans of the presidential candidates, how important is it that their plans address the quality and financing of long-term care?”