

2016 ANNUAL REPORT & VALUE STATEMENT



COMPLIANCE

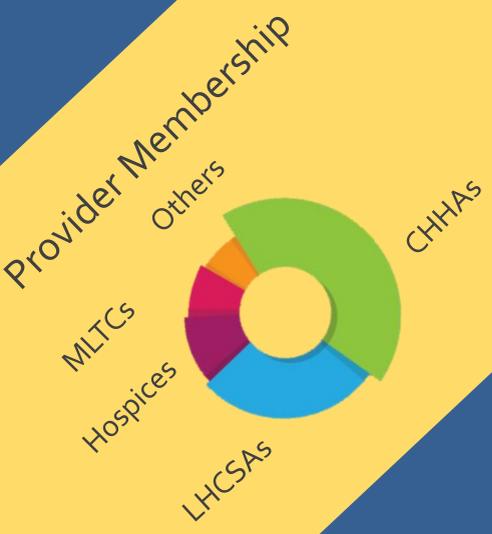


FINANCIAL



EDUCATIONAL

50+ EDUCATIONAL PROGRAMS



62 COUNTIES IN NEW YORK REPRESENTED



'Outcomes' & 'Process' Measures: How HCA is Working for You



'Outcomes' & 'Process' Measures: How HCA is Working for You

A Year-End Annual Report and Value Statement for HCA Membership 2015-16

HCA continues to build a strong advocacy and education agenda for New York's home and community-based care community through the efforts of our expert staff working on behalf of members in conjunction with the leadership of our Board of Directors.

If there is an issue you are facing in home care, you can be assured that HCA has a strategy of legislative, regulatory, programmatic and education solutions to resolve it. Our 2016 action plan is also distinguished by several first-of-their-kind initiatives that members may not have considered before but will likely see as necessary tools for success in the future.

Just as federal regulators are rating home care agencies on their clinical "outcomes" and "process" measures, we invite you to rate HCA's work in similar terms, as you review our accomplishments over the past year and look to renew or become a new member of HCA.

On a global level, our main priorities in 2015 have included responsive and proactive measures to meet your needs in payment, regulatory and programmatic areas with a crosswalk to several dozen robust education offerings to add insight and information from consultants, government officials and other experts as you adapt your internal operations to a dynamic home care environment.

To be successful as an association, we need as many partner members as possible helping to lead these endeavors. At the same time, as a member of HCA, you'll have access to countless benefits that make HCA a must-have resource throughout the year in 2016.

To inspire you, this report showcases several quotes that HCA obtained from Members of New York's Congressional Delegation, who clearly recognize the value of services you and your staff provide to their constituents. As you read this report, we hope you see the value that HCA likewise offers you, through tangible measures such as: legislation; regulatory advocacy; education; expert analysis; and member service as you work to succeed in an increasingly complex home care landscape. Please consider joining – or rejoining – HCA in 2016.



Relief Outcomes:
 EPS Rebasing
 Physician Orders
 Medicare F2F
 Uniform Billing
 Medicare Rebasing, Copays
 FLSA Overtime



“We are especially grateful for our home care workers and thank them for their dedication, service and the critical care they provide for so many New Yorkers.”

-U.S. Senator Kirsten Gillibrand

HCA Outcomes and Process Measures: Specific Advocacy Issues

Below are just a few specific issue areas where HCA has made measurable progress in the advocacy arena at the state and federal levels in 2015. We've selected these specific measures as highlights because they cover areas of concern to the whole spectrum of home care providers: those providers who predominately bill Medicare; those predominately billing Medicaid fee-for-service; those with a large portfolio of Medicaid Managed Care contracted services; and those agencies with high labor costs and paraprofessional staffing.

CHHA Episodic Payment System (EPS) Rebasing:

HCA led the effort this year to gain passage of legislation to mitigate Certified Home Health Agency Medicaid EPS rebasing cuts which have reduced payments to certified agencies by about 20 to 30 percent; we are continuing to work on approaches to solve this major issue, alongside our advocacy on other reimbursement challenges and concerns affecting the entire landscape of home care service delivery.

Physician Orders: HCA succeeded this year in getting the state to align its Medicaid physician order deadlines with the broader time constraints allowed by Medicare (replacing the current 30-day limit for signed orders with a one-year window) so that home care providers are appropriately paid when physicians are not timely in their completion of home health orders. We continue to

work with the Department of Health (DOH) on this regulation change that will provide significant billing and administrative relief. This has been a long-standing issue in home care, and a major focus of HCA advocacy, supported by members.

Medicare Face-to-Face Rule: HCA has pursued every avenue possible for reform of the Medicare face-to-face rule, through: legislation, advocacy in Congress, and our work with the state's Medicare Administrative Contractor to permit – in the very least – the use of a streamlined clinical template for home care providers to more easily document physician compliance with the face-to-face regulation. These efforts are ongoing and consume massive energy from HCA and partner state and national associations.

Uniform Billing Under Managed Care: To provide further reimbursement relief, HCA has been working with DOH on uniform billing codes for home care providers to more easily bill Medicaid managed care plans as these services become an expanding part of the home care portfolio – a process made possible through legislation that HCA authored, and got passed, in the state budget this past year through the support of members.

Continued next page...

Medicare Rebasing, Copays: HCA has been a constant presence in Washington to: fight Medicare copays (which have, to date, been removed from the negotiating table over federal budget issues); seek a more realistic Medicare rebasing methodology; and present our view that the U.S. Centers for Medicare and Medicaid Services (CMS) uses a flawed analysis of case-mix changes as it sets Medicare payment rates. CMS's final 2016 Home Health Prospective Payment System scales back the "case-mix-creep" adjustments and phases these adjustments over time. While this is welcome news, more work clearly needs to be done to overcome a singular, national perspective at CMS as the New York experience clearly runs counter to trends that CMS is observing in other states when it comes to the acuity of patients and the costs of delivering services.

FLSA Overtime Funding: In response to HCA and industry concerns about new federal overtime requirements, the state has recently proposed a managed care premium rate increase of \$.34 per hour to account for new overtime, travel and live-in requirements and will also provide an increase to Medicaid fee-for service rates. HCA collected the data, with the help of members, and presented arguments for this critically needed funding; we will continue to ensure that the flow of payments are appropriately procured and disbursed at the right levels across the entire spectrum of home and community-based services.



"Home care workers provide elderly, disabled, and chronically ill New Yorkers with the essential, personal support they need. Not only is this type of care efficient and effective, but it is also good for patients, who receive needed care in the comfort and security of their own homes."

-U.S. Representative Joseph Crowley



"Let us honor the dedicated professionals, the women and men whose work supports the health and safety of elderly, disabled, and chronically ill patients in their own homes. Our entire community depends on your invaluable contributions."

-U.S. Representative Yvette Clark



Process Measures



HCA Process Measures: Expert Policy Analysis

At the same time that HCA works to relieve payment and regulatory challenges, HCA provides member organizations with the deepest analysis possible for you and your finance or operations teams to understand how the payment methodologies and regulatory requirements of Medicare will affect your budgeting in 2016; to educate your legal and leadership teams on court decisions or compliance requirements affecting your operation; and to understand how home care is affected by state budget and legislative proceedings.

This year, we provided members with over a dozen detailed analyses offering deeper insights on technical issues like: the Executive Order 38 Rule and legal decisions affecting it; the proposed and final 2016 Home Health Prospective Payment Rule for Medicare; several memos offering policy updates from the Medicare home health fiscal contractor on hospice and home care issues; the outcome of the 2015 state legislative session; and an analysis of the Governor's 2015-16 Executive State Budget proposal as well as the final state budget.

First-of-Its-Kind Process Measures

Quality tracking tool: New in 2016, HCA is offering a first-of-its-kind – and first-in-the-nation! – quality-and-compliance tracking platform that will offer you a thorough, methodical tool to measure risk areas in clinical, financial, operational and quality oversight across all payor sources and regulatory compliance requirements. This tool was developed by HCA's Quality Committee and a special subcommittee. It is now in the RFP stages of development with a vendor to automate it. We'll be presenting this tool for use by HCA members in 2016, giving you access to the first such comprehensive vehicle for keeping track of and enhancing your quality-of-care and compliance activities.

New Clinical Program Initiatives: HCA has also zeroed-in on several clinical and opportunity areas – like sepsis-prevention, behavioral health, and home care services to

veterans – where we are developing new tools and programs to help you address these leading causes of hospital readmissions, service gaps, and focus-areas for state and federal program models like the Delivery System Reform Incentive Payment (DSRIP) program and value-based payments. These initiatives are not only aimed at providing better care but they also seek to provide you with new opportunities and lines of programming.

New Measures: Inside Changes at HCA

A New HCA Website in 2015: Within our own internal operation, HCA has invested resources into new areas that we hope make it easier for you to access information and assistance. This includes our new website, which is far easier to navigate than our previous one. It will soon also include new, interactive tools for members to update their profiles and send and receive information, registrations or requests.

Staff Assistance – and New Staff: As always, our staff is available to provide technical assistance whenever our members need it, helping you with the intricacies of regulatory compliance or providing critical case-work on your behalf with state or federal agencies when you need help with authorization of services, overcoming regulatory snags, or other issues.

We also have two new members of our staff who are adding energy to our education programming and leading HCA into new spaces on your behalf, including a new focus on consumer resources (so that home health patients and their families can easily find you), a more focused analysis on new models of care like DSRIP, and efforts like our new Bring The Vote Home NY campaign that will assist staff in helping patients to vote if they are homebound and unable to reach the polls on election day.



Outcomes Measures

HCA Outcomes Measures: Resource Guides, Publications, Alerts and Data Tools

In 2015, HCA published 44 editions of our *ASAP* newsletter (amounting to hundreds of pages of must-read news) and sent our members more than 200 time-sensitive e-mail alerts that: reminded members of critical compliance deadlines, informed members of new policy guidance or regulatory requirements, shared resources, highlighted education offerings, and requested advocacy through HCA's *Legislative Advocacy Center*, where members made over 2,100 connections with lawmakers and the Governor's office in support of HCA priorities.

This year we also provided the following issue-specific publications and resources:

- HCA Guidebook on FLSA Changes for Home Care Overtime Pay
- Home Health Prospective Payment System Rule for CY 2016: What it Means for NY Providers
- Home Health Copays and Regressive Payment Cuts Undermine Access to Services
- Repeal or Reform the Physician Face-to-Face Encounter Requirement for Home Health
- NY Home Care Hit with Growing Medicare Operating Losses Under CMS Rebasing Cuts, Threatening Access to Care
- HCA's Financial Condition Report: Home Care Financial and Program Support Vital for Success of New Care-Delivery Models
- HCA's Legislative Advocacy Agenda: Driving Health Care Improvement and Savings through Home Care



Members also continue to flock to HCA's member-only Data Webpage which provides reports to assist home care and hospice providers and managed care plans in their benchmarking efforts, understanding of system-wide trends,

and access to reimbursement and premium rates for Medicare, Medicaid and Managed Long Term Care plans.

Your membership makes it possible for HCA to dedicate resources generating these reports. The benefit to you is that these member-only reports allow organizations like yours to compare themselves with peers or network partners on: costs by service discipline, payor mix, operating margins and other key data.

Continued on next page...

HCA Outcomes Measures: Education

In 2015, HCA offered more than 50 education programs, member forums, webinars and teleconference briefings. These programs are either free of charge for members, offer a discounted member rate, and/or are for members only.

Your membership, along with the support from generous sponsors and exhibitors, give us the resources to make these education programs possible, affordable and available at a member discount or free of charge.

In 2015, we offered dozens of member forums; education to better train your aides for new quality of care imperatives; several programs on finance issues for CFOs and finance managers; technical programs on documentation and ICD-10; symposiums on quality, technology, compliance and new models of care; and much more!



"We recognize and thank all those who provide quality, in-home care for millions of Americans."

-U.S. Representative Lee Zeldin

Here's what we offered in 2015, including several offerings that directly meet the education needs of your organization. You can expect a similarly robust education agenda in 2016.

- The Aide's Role in Communication
- Home Care Survival Bootcamps (six sessions)
- Downstate LHCSA Forum (two sessions)
- Quality Symposium
- Home Care Council of HCA Member Forum (five sessions)
- Statewide LTHHCP Forum (two sessions)
- The Aide's Role in Transferring Clients Safely
- HCA Regional Meet-Ups – Hudson Valley, Long Island, NYC, Utica, Rochester
- MLTC Forum
- Blueprint for OASIS Accuracy
- SupervisionPlus Workshop
- The Aide's Role in Legal Aspects of Documentation
- Corporate Compliance Symposium
- ICD-10-CM & OASIS Coding Back to Basics & Beyond
- Senior and Financial Managers' Retreat
- The Aide's Role in Disaster Preparedness
- Northeast Future of Home Health Symposium
- The Aide's Role in Patient-Centered Care
- The Aide's Role in Infection Prevention and Control
- Upstate LHCSA Forum
- Blueprint for OASIS Accuracy
- HCA's Technology Symposium and Vendor Showcase
- Home Health Face-to-Face: Cut the Confusion Webinar
- The Aide's Role in Working with Clients with Dementia
- Executive Order 38 Update Webinar
- Are you Ready to Navigate New Models of Care & Coverage?
- The Aide's Role in Recognizing When to Call for Help
- Annual Membership Conference
- OASIS Proficiency for Therapists (four sessions)
- The Aide's Role in Pain Management
- Creating Your Seat at the Table for Chronic Disease Management
- Understanding Coding & Documentation (six sessions)
- How to Plan & Package Care Transitions: A Provider's Perspective Webinar
- CFO Forum
- The Aide's Role in Working with Clients with Congestive Heart Failure
- OASIS-C1 Basics Teleconference Series (five sessions)
- The Aide's Role in HIPAA
- Comprehensive Case Management Webinar (two sessions)
- Northeast Home Health Leadership Summit
- The Aide's Role in Customer Satisfaction
- Comprehensive Case Management Webinar



Take Your Measure: Renew or Join Today!

These are just a few of the key measures that we hope illustrate for you the value of membership in HCA. While this report outlines some of the tangible work we've accomplished in 2015, our members can tell you that there are also less tangible measures which make HCA a go-to resource. Whenever you need assistance, HCA's staff is happy to greet you and make every effort possible to find a resolution for whatever issue, problem or need arises. Your needs will be handled with professionalism and dedication to finding the right solution.

If you have any questions about membership or want to learn more about how HCA can best provide you with member value, please do not hesitate to contact HCA's Senior Director of Membership Laura Constable at (518) 810-0660 or lconstable@hcanys.org.



"By providing quality, human-centered services, home care workers empower individuals to live in the community and reach their full potential ... I would like to offer my wholehearted thanks to all the dedicated home care nurses, home health aides, therapists and more who provide these valuable home services."

-U.S. Representative Paul Tonko



"I have eleven older brothers and sisters. We've seen first-hand treatment in a hospital and treatment at home ... I can assure you that the Reed family — we like to be home. So we want to take a moment and do the right thing and recognize everything you do here for the constituents ... Job well done."

-U.S. Representative Tom Reed



388 Broadway
Fourth Floor
Albany, New York 12207
PH (518) 426-8764 WEB www.hca-nys.org