Aiming High, Making the Mark, for Member Value
In resounding numbers, HCA’s home care, hospice and MLTC members find valuable returns on their HCA member dues, as well as an HCA advocacy strategy in harmony with their priorities on pressing advocacy issues.

How do we know?

HCA members told us so.

Importantly, 91% of members say that HCA provides good value for the dues paid; and we constantly strive to offer you more and better – to grow HCA’s value for your organization, your staff and the patients you serve.

In our further resolve to achieve the best possible member value, HCA’s Board of Directors recently sharpened HCA’s mission statement – “to promote and enhance the quality and accessibility of health care and support at home” – to correspond with the widening role of home care in the delivery system. The Board also adopted a strategic plan with goals and action items aligned with this mission statement.

These goals and work plan are aimed at substantially broadening our membership offerings and footprint in the coming years while building on our strengths, as ranked by members.

What follows are some ways that HCA is making its mark – among members and in the industry widely – as you consider joining or renewing with HCA in 2019.
Our federal advocacy voice and presence, in coordination with national partners, succeeded this past year in getting CMS to withdraw its Home Health Groupings Model. As a result, CMS opted for a new approach, the Patient Driven Groupings Model, which includes important baseline demands from HCA and partners, like budget-neutrality. Our efforts continue, however, as CMS has front-loaded the new model with a behavioral adjustment that HCA is working to remove, along with other refinements to this latest iteration of payment reform that require staunch HCA advocacy.

When the Governor’s budget proposed a hard cap on the number of contracts between LHCSAs and MLTCs as well as major MLTC cuts and enrollment changes, HCA pushed back. The final budget not only rejected a number of the major cuts to MLTC, and consequently to network providers as well, but it retreated from a hard contracting cap, instituting a more measured approach to LHCSA-MLTC contracting, with key flexibility and outlets, which nevertheless still demands further HCA advocacy to assure provider stability, patient choice and network adequacy.

HCA is tapped for and rigorously participates in the state’s top committees on health development and reform, providing key expertise and an advocacy voice for home care, MLTC, hospice and all of our community-based care membership. These efforts include fiscal, program, regulatory, and other major areas. HCA’s expertise and input are second to none, and our creativity in forging workable solutions is constantly sought-after.

This past year, HCA had a solid track of bills introduced and advanced in the State Legislature, including legislation on: workforce training, recruitment and retention and supplemental workforce funding; public health and health disparities initiatives for home care, hospice and MLTC; mental-health and home care coordination; support for home and community-based sepsis interventions; and more. With thousands of bills introduced each year, very few make it to the Governor’s desk for signature, as did HCA’s essential personnel bill for home care and hospice emergency preparedness, and HCA’s bill fostering collaboration between home care and mental health providers – both signed into law and/or implemented in the last year.

At a time when HCA has heard reports of non-home care agencies overreaching into home care’s jurisdictional authority, HCA continues to fight for the integrity of home care’s role. When the state Department of Health implemented the HCA-developed statute on collaboration opportunities, the new directive reiterated what has been a core focal point of HCA’s advocacy: that services provided in the home – whether under DSRIP or any other integrated model – “must include” a home care services agency.

As a result of legislation developed by HCA in consultation with HCA’s Hospice and Palliative Care Forum, the state Palliative Care Education and Training Council this year issued a ground-breaking report, many years in the making and with HCA input, which establishes a series of important recommendations for continuing education in palliative care content, legislation to develop new models of palliative care education, and other specific curricula changes to support the home care and hospice workforce.

These are just a few of the many concrete developments in HCA’s strategic advocacy on behalf of the membership, where ev
of HCA members find HCA’s communications to be effective and 97% agree that HCA communicates regularly and effectively with members.

HCA works hard to deliver information to you in a variety of formats and from a variety of sources written and organized by our award-winning communications team.

Our weekly newsletter, *The Situation Report*, is a trusted, comprehensive source for everything you need to know about the advocacy, regulatory, legal, financial and programmatic developments occurring at a frenzied pace in New York’s home and community-based industry.

In 2018, HCA has sent members more than 200 alerts on pressing items that demand your attention so you don’t miss a compliance deadline, so you get immediate analysis on payment rules or new regulations, so you know when a rate change is coming … and so much more. These alerts help prepare you, put your eye on the ball and give you a heads-up of what’s to come.

Our Wednesday and Friday news clips provide you with the headlines as they appear in the media, in trade publications, and from legal analysts writing for public audiences. These curated news items supplement the information developed by HCA’s communications shop which is also a trusted source for news outlets seeking the perspective of New York’s home and community-based care industry, including recent HCA quotes and mentions in *Crain’s New York Business*, *Politico*, *NPR’s Marketplace*, statewide newspapers, and trade publications like *Home Health Care News*. 
Unbeatable Member Responsiveness on Technical Questions, Information Requests, Data and More

100% of members rate HCA as responsive to members.

HCA takes great pride in our 100% responsiveness metric. Our Policy Team, which has several decades of combined experience in home care, fields inquiries from members daily on policy clarifications, data requests, compliance questions, and more.

We provide technical support in myriad ways. Our members-only HCA Data Page – managed and updated with reports from our Policy team – includes valuable benchmarking data culled from Cost Reports, Statistical Reports and Medicaid Managed Care Operating Reports for all entities in the state. These reports help you with your contracts and comparative, local-market analyses. HCA Data also includes issue-specific reports such as an analysis of how each CHHA in New York State fares under the Patient Driven Groupings Model and a wealth of other information that would otherwise come at a premium cost outside of membership in HCA. This is just one of many ways that members come to rely on HCA’s in-demand technical expertise.
In 2018, HCA held over 50 education programs, ranging from webinars for home health and hospice aides, to our members-only Forums, and signature HCA events, like our Senior Financial Managers Retreat, Quality and Technology Symposium, Compliance Symposium and our 40th Anniversary Annual Conference – all available to members at special rates or as an inclusive benefit of your dues.

Our education and research agenda is also breaking new ground and forging new partnerships.

Under a grant from the New York State Health Foundation, HCA this year launched our most ambitious research and training program to date: the HCA Stop Sepsis at Home initiative (www.stopsepsisathomeny.org).

This initiative has reached hundreds of home care providers, hospitals, EMS, health plans and others through webinars and in-person trainings culminating in near-statewide implementation of the HCA-developed sepsis screening tool to help providers stem the tide of sepsis – a top killer, a top contributor to health care costs and one of several health outcome areas that providers must address to participate in value-based payments.

HCA’s Stop Sepsis at Home initiative has led to critical partnerships and visibility of home care with national organizations, partners and decision-makers like Health Commissioner Dr. Howard Zucker, MD, JD, and the Director of New York State’s Office for the Aging, Greg Olsen, who are among the chorus of leaders praising this effort.

In October, HCA took the lead on organizing the nation’s first All-Sector Sepsis Summit, co-sponsored with a dozen affiliate organizations, bringing the entire continuum of care together on a “call to action” aimed at the sepsis crisis.

This initiative joins our slate of programs covering all of the financial, legal, regulatory, quality and operational concerns that you are responsible for – and need answers on.


94% of members rate HCA’s education effective, with 97% agreeing that HCA provides high quality and relevant education programming.
We hope that what you’ve seen from HCA in 2018 continues to confirm our top-rated member value, our alignment with your goals and priorities, and our responsiveness to your needs.

Our newly adopted strategic plan provides a much-needed compass to further guide our work in support of the membership. It calls upon HCA to develop programs and offerings that: expand our grassroots and organizational advocacy footprint; make HCA your “essential conduit” for all solutions; rebrand and broaden the definition of membership to embrace the full continuum of home and community-based care.

These strategic goals will be met with some of the most ambitious and exciting offerings and resources to date for the membership, redoubling our commitment on your behalf as the industry continues to face major areas of need that only an association like HCA can address.

With this in mind, please renew or join with HCA in 2019 today. If you have any questions, do not hesitate to contact our Senior Director of Membership Laura Constable at (518) 810-0660 or lconstable@hcanys.org.