

2020



MEMBERSHIP VALUE STATEMENT





HCA Member Value 2020

Your dues – at work – for you

As a member of the Home Care Association of New York State (HCA), your dues support the work necessary for HCA to represent you, to explore new opportunities for your organization, to learn and be informed, and to have a voice in the state and federal legislative, budget and regulatory processes.

Gains: State, Federal Legislation and Regulations

State Budget

In 2019, HCA successfully defended against across-the-board state budget Medicaid cuts, an administratively oppressive proposal for all home health aides to obtain a National Provider Identifier (NPI), the carve-out of transportation services from MLTC, and other state budget proposals.

Sepsis, In-Service Legislative Wins

HCA gained passage of state legislation to streamline annual home health and personal care aide in-service reporting, reducing provider administrative burdens.

HCA's sepsis-screening and interventions bill passed both houses, supporting home care's work on sepsis, including expanded clinician training, health records integration and coordination across the continuum.

Workforce, Rates, Public Health Support Bills

HCA further cultivated an unprecedented scale of legislative bill sponsorships. These measures, introduced by influential and core committee legislators, have all supported home care, hospice and MLTC reimbursement adequacy and transparency, workforce, and the elevation of home care's role in public health and disparities improvement. They provide an important base for further advocacy in 2020.

Squeezing the PDGM Behavioral Adjustment Cut in Half

Working with national partners, HCA has pursued all avenues to stop federal "behavioral-adjustment" cuts under the Patient-Driven Groupings Model (PDGM), working to achieve a more rational construct for PDGM budget neutrality. With heavy petitioning from HCA and industry partners, the U.S. Centers for Medicare and Medicaid Services (CMS) halved

the cut – from 8.01 to 4.36 percent – and HCA continues to press legislation that would minimize these cuts, allowing them only on a limited retrospective basis.

A DSRIP Voice

HCA has cultivated and coordinated a seven-association advocacy effort on the state's renewal of the 1115 waiver and Delivery System Reform Incentive Payment (DSRIP) program. Our advocacy efforts are gaining broader recognition of home care in the next stages of the \$8 billion DSRIP renewal – specifically, awareness that community based providers must be "in the DSRIP driver's seat," as Assembly Health Committee Chairman Richard Gottfried stated in an HCA-prompted letter to administration officials.

Billions in Retroactive Wage Costs Avoided

HCA was an *amicus curae* on the *Andryeyeva* case that the state's Court of Appeals definitively decided in support of longstanding wage and hour regulations. An opposing decision would have otherwise exposed the industry to billions of dollars in retroactive wage liabilities.

Hospice Reimbursement, OIG Response

HCA has done extensive work to improve hospice reimbursement and program regulations, including our partnership with the National Association for Home Care and Hospice (NAHC) on a proactive response to quality and compliance issues identified by the Office for the Inspector General (OIG) in two highly publicized audit reports. This response helps address the OIG-identified quality and compliance concerns while better positioning hospices for compliance success through greater survey predictability and transparency as well as educational support tools.

Representation: A Broader Reach with Policymakers

Legislative Forum, New *Capitol Report* Elevating Your Work

HCA is even further broadening our reach with state and federal legislative offices. In January, HCA and partners hosted dozens of legislative offices for a forum providing fundamental information about our sector, its needs, its roles and its competencies.

In addition to other forms of regular communications to the Legislature, each of these offices also now hears from HCA every month with our new *Capitol Report* e-newsletter. This carefully curated report is driving hundreds of hits to HCA's website as policymakers find articles that highlight important research, trends or HCA positions. More importantly, these articles are profiling the innovative work of HCA members serving specialized populations or chronic-care needs. Like never before, home care's role and expertise are getting new attention and new levels of understanding.

Continuous Presence at the Capitol

HCA has greatly expanded our Congressional, State Capitol and local district presence; we've teamed up with HCA members to meet dozens of lawmakers locally in all regions of the state while growing a more robust and continuous level of interaction with core committee and leadership offices in Albany.

A Platform for 5,000 Messages from You

HCA's *Legislative Action Center* has yielded 4,800 grassroots messages to elected officials from HCA's members and other constituents on dozens of issues in 2019.

National Committee Leadership

HCA has been tapped for the hospice advisory and public policy committees of the National Association for Home Care and Hospice (NAHC). HCA President Al Cardillo was specifically named co-chair of NAHC's Medicare Advantage (MA) Plan subcommittee at a time of dynamic policymaking in the MA space while holding influential posts on the Executive Committee of the National Forum of State Home Care Associations and other panels.

State Agency Inroads, Collaborative Partnerships

In addition to our active engagement with the state's Department of Health (DOH), Office for the Aging (NYSOFA) and other agencies, HCA has made new inroads working on issues like home care-mental health collaborative models with the state Office of Mental Health (OMH). This effort builds on HCA legislation, signed into law in 2018, which

would help overcome regulatory, procedural and finance barriers to provider collaboration helping patients with co-occurring medical and mental health conditions.

Press Coverage, Responsive Messaging

HCA continues to drive and respond to media coverage on the issues, serving as a trusted and dependable news source.

Politico, *the Times Union*, *Crain's New York Business*, *Home Health Care News* and *Gothamist* have come to HCA for comment about the state's fiscal intermediary changes and the intricacies of 24-hour/live-in care.

Buffalo Business First, *Newsday*, *the Utica Observer Dispatch* and the *Albany Business Review* have sought HCA's expertise on home care workforce issues.

Our sepsis work has been featured on ABC and CBS television affiliates as well as radio broadcasts throughout the northeast.

Our recent *Times Union* op-ed helped cultivate legislative co-sponsorships on a bill to redo PDGM's behavioral-adjustments. HCA is also expanding our social media presence, guided by a newly developed strategy assessment.

Opportunities: Sepsis, New Research and Development, Emergency Preparedness Specialty Offerings

Sepsis Heroes, Schumer Plaudits

HCA exceeded all key components of our New York State Health Foundation grant (\$150,000) supporting HCA's *Stop Sepsis at Home NY* initiative. This initiative supports home care providers in achieving quality outcomes, reducing costs and positioning themselves in every innovative program model that has identified sepsis as a top cause of readmissions and potentially avoidable hospitalizations. HCA members have access to our clinical screening tool and supports as part of their membership.

Stop Sepsis at Home NY received a national Sepsis Heroes award from Sepsis Alliance, joining four other select honorees from across the nation. The program has been nationally featured by the U.S. Centers for Medicare and Medicaid Services (CMS), in a new training video module for clinicians by Sepsis Alliance, and in nationwide presentations to other state associations. This national presence has raised HCA's leadership profile on sepsis and quality innovations while accruing non-dues revenue under HCA's licensing agreements with non-members.

As Senator Schumer put it in a message to HCA: “You have implemented groundbreaking screening and intervention tools that have made a positive difference in home care practices and the well-being of New Yorkers. This program has not only mitigated the onset of sepsis, but also transformed care for vulnerable populations, saving lives, preventing long term loss of health and disability, and avoiding excessive hospital costs.”

Homecareprepare.org

HCA has enhanced our emergency preparedness resource offerings, modernizing our www.homecareprepare.org website as a one-stop location for planning tools, news, alerts and other emergency preparedness information. Our team is a continuous presence at local coalition meetings that are raising awareness among emergency management officials about your needs, roles and challenges.

Research to Support Your Value Proposition

HCA has launched a new Research and Development wing that is contributing data analysis and profiles in support of all policy, advocacy and communications efforts.

HCA has also embarked on development work for a major new home care, hospice and MLTC research platform that seeks to pair up academic institutions with providers on research projects to better inform policymaking, business practices, clinical models and other assistance to the field, policymakers and the public.

Working for You: Member Education, Engagement and Support Tools

Meeting You in Every Region, Honing Our Priorities

HCA’s ten regional member meetings across the state this past summer provided new insights to inform our advocacy agenda and support for you across all departments. This effort was led by HCA’s newly appointed Executive Vice President Rebecca Fuller Gray who, in a long career as the state’s Director of Home and Community-Based Care, quite literally wrote the book on home care regulations and oversight.

Our extensive member outreach work, paired with unprecedented direct engagement of HCA’s Board of Directors and their management teams, has prioritized HCA’s work plan and issues focus on behalf of the entire HCA membership.

Responsive Education

As providers face the difficulty of preparing for or operationalizing PDGM in 2020, our education programs have incorporated PDGM tracks at every critical phase, along with core emphasis on PDGM financial and operational issues at our flagship Annual Conference, Senior Financial Managers Retreat and two bootcamp sessions that recognized the imperative of clinical and quality manager training on PDGM.

No other state association provides the same depth and breadth of education programming, including over 50 conferences, workshops, member briefings and webinars in 2019 reaching hundreds of members at premier rates.

1,000s of Data Points Just For You

Our *HCA Data* platform provides the most comprehensive storehouse of New York home care, hospice and MLTC data available anywhere – and it is only available to HCA members.

These reports provide a major advantage for HCA members in their business and operations planning. They support and inform your financial benchmarking, local market analysis, strategic plan development, contract negotiations, consulting work, and many more functions across various departments.



Renew or join with HCA in 2020 today!

HCA is making unprecedented policy and advocacy gains. We are representing home care, hospice and MLTC in new and profound ways, growing our reach like never before. We are taking every opportunity to raise the profile of home and community based care beyond the range of understanding that may typically influence perceptions and decision-making. 2020 will no doubt present new challenges as well as opportunities for HCA to work for you and support our shared mission: “to promote and enhance the quality and accessibility of health care and support at home.”

Please allow us to represent you in meeting this mission: Renew or join with HCA in 2020 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.