

2021

# HCA's MEMBERSHIP

# VALUE STATEMENT

Meeting the Moment  
and Forging Ahead  
With You, For You



# HCA Membership Value Statement 2021

In 2020, as the world fundamentally changed, home and community-based providers had to reimagine their role. You did so by drawing upon long-cultivated skills and strengths serving individuals' needs all directly upended by the emergency. You are meeting the moment. So, too, is HCA, together with you, headstrong, prepared, responsive, and ready to forge ahead.

Amid a global health and economic crisis that augments existing systemic pressures – like reimbursement, workforce, safety, and clinical standards of care – HCA equips our members with best-in-class information, resources, education, advocacy and member service to act decisively, leverage opportunities, and overcome challenges.

We help our members as you meet the moment – and beyond – to succeed in providing the best possible care for New Yorkers at home.

## Who We Represent

- Certified Home Health Agencies (CHHAs)
- Licensed Home Care Services Agencies (LHCSAs)
- Managed Long Term Care (MLTC) Plans
- Long Term Home Health Care Programs (LTHHCPs)
- Hospice
- Fiscal Intermediaries
- Associate Members who provide technical, service or legal support to the industry

## Leading State and Federal Advocacy, Technical Expertise

No other association works harder than HCA at the state and national levels to advocate for home and community-based organizations. At HCA's urging, key members of the Congressional Delegation have pressed federal authorities for greater telehealth flexibility and financial support in the COVID-19 emergency. Working with our federal partners at the National Association for Home Care and Hospice (NAHC), HCA has made inroads on key areas of regulatory relief while working with NAHC on home care and hospice policy, program and finance issues, including through HCA's roles on the NAHC Policy Advisory Committee, Hospice Advisory Council and Co-chairing NAHC's Medicare Advantage Committee. Our team also represents HCA members and engages on all of these policy fronts with the Medicare fiscal intermediary, NGS.

At the state level, HCA is a constant participant at all major tables for every member organization type. We are a leader in advancing proactive initiatives for core areas, shaping state policy implementation, advancing program cost-offsets as productive reforms in place of Medicaid budget cuts, advancing workforce recruitment-and-retention legislation, positioning home care and hospice for collaboration with other sectors, and leveraging clinical opportunities to elevate the role of – and program support for – home care, hospice and Managed Long Term Care (MLTC) services.

## Our Mission

*“To promote and enhance the quality and accessibility of health care and support at home.”*

For over 40 years, HCA has been an advocate for quality, community-based care. We represent hundreds of dedicated organizations and their thousands of home and community-based staff at the state and federal levels. We're a resource for information, providing policy and regulatory expertise, professional development, education and training opportunities to support you.

## Our COVID-19 Response Plan: Emergency PPE Distributions, Regulatory Relief, Online Aide Training and More

COVID-19 has erupted with new areas of need, like personal protective equipment (PPE) access. It has also magnified existing challenges, like workforce recruitment and retention.

Throughout the crisis, HCA has worked with local jurisdictions and members to establish sites for distribution of emergency PPE. We continue to work on PPE delivery system improvements and partnerships.

With the suspension or curtailment of aide training programs, HCA pressed for state approval of a hybrid online model to help overcome staffing barriers at a time when home care was already facing tremendous workforce shortages. When the state issued staff screening requirements to address COVID-19, we convinced the Department of Health that its original plan was impractical for community-based settings. We made sure that the state's new and broader Medicaid telehealth permissions included "lanes" for home care and hospice service billing. We assert the visibility and needs of home care, hospice, and MLTC services at every level and stage of the incident command structure.

At the federal level, we worked with NAHC to make the case for critical provider funds and supports while shepherding dozens of other regulatory relief measures at both the state and federal levels as we continue to press for supports, fiscal and regulatory, into 2021, so that home care and hospice staff and providers get the "essential supports" to fulfill your defined role as "essential personnel."

## **Expertise Across – and For – the Full Continuum: Home Care, Hospice and MLTC**

HCA represents the full continuum of home and community-based organizations, from home care providers to hospice to Managed Long Term Care (MLTCs) plans. Our member culture uniquely operates from a broad appreciation and reflection of the value, common cause and mutual impact of each component of our community-based long term care system. This breadth of expertise and representation is applied to every effort we make on issues as diverse as MLTC premium and provider rate adequacy, recruitment-and-retention support, operational support, personnel development, and quality outcomes. HCA's member forums, committee structure, and board representation all reflect this shared intelligence and expertise, too, offering a context like no other for peer-to-peer exchange of ideas, networking opportunities, and a shared commitment to problem-solving across all home and community-based subsectors.

## **Foundation Support to Train, Support You and Your Staff with New Innovations and Opportunities – Like Never Before**

By leveraging foundation support, HCA, through our "HCA Education and Research" 501c3 corporate affiliate arm, provided home care and hospice providers with over \$2 million in new grant-funded technical support, training and service opportunities throughout 2020, exponentially growing and enhancing our resources for you. We've enrolled nearly 2,000 home care and hospice nurses on COVID-19 testing procedures. We've featured adoptable best-practices and models of home care and hospice collaboration with hospitals that help position you as a valuable pre- and post-acute care asset. And we provided a means for your patients to access virtual senior center services to help patients overcome social isolation.

## A Singular Source of Data on NY Home Care, Hospice, MLTC Finance, Benchmarks

No other state association provides member access to key data from all cost reports, managed care operating reports, statistical reports and other sources for every home care, hospice and MLTC organization in New York State. This data, on our members-only HCA Data platform, is invaluable. It helps you make informed business and operational decisions based on local and statewide market or benchmark analyses, giving HCA-member agencies a competitive edge.

## The State's Only Home Care and Hospice Emergency Preparedness Web Resource

HCA has long been a leader in supporting the emergency preparedness needs of providers, from extreme winter weather events to Superstorm Sandy, Hurricane Irene, and the current COVID-19 public health emergency. Our home care and hospice emergency preparedness website has long been a tool to support providers. Since the onset of the pandemic, this newly revamped site, [www.homecareprepare.org](http://www.homecareprepare.org), has fielded thousands of visits from providers seeking to know the latest guidance documents and regulatory relief actions. It is the only online resource of its kind, offering news, resources, toolkits and contact information exclusively devoted to home care and hospice emergency preparedness in New York State.

## First to Know: Alerting You

With our e-mail alerts (numbering over 200 per year), HCA members are first to know about important developments, including when the federal government opened applications for billions in COVID-19 federal relief funds, when the state released its approval process for online aide training, when emergency regulations changed, and hundreds of other updates in which being first to know means being first to act on – and first to leverage – important opportunities.

## **HCA's Situation Report: Same Depth of Information, More Targeted Format**

HCA's weekly Situation Report, our flagship newsletter, is aptly named for the current moment. It draws its identity from the preparedness lexicon of "situational awareness" – the collection and assessment of field-level information and context that drive decision-making in an emergency. Our new web-based format makes it easier for you to pick and choose which articles to read, print or forward to colleagues while continuing to provide the most comprehensive digest of news you need to know about in order to act.

## **New and Expanded Educational Tools and Resources**

In 2020, HCA moved our flagship Annual Conference to a new and engaging virtual platform, all the while breaking attendance records and creating new ways to involve even more of your staff in premier education at an affordable price point. We did so with a blend of livestream sessions and on-demand learning covering essential topics.

In response to the pandemic and extraordinary changes in the home care and hospice landscape, we also presented our members with free legal and technical expertise to help navigate a swell of new requirements and funding opportunities, from the Wage Parity Law to the Paycheck Protection Program application and reporting process, and more. Meanwhile, our new Learning Management System is creating a library of education and resources that members will be able to easily browse and access on-demand.

## Home Care Publicity, Revealing the “Miracle”

“You are a miracle’: Home care is new front in virus fight,” reported the Associated Press in April. The wire story, which was picked up by several national media outlets, featured reporting from extensive interviews with HCA’s communications team and members. As this story demonstrates, the COVID-19 pandemic has presented home and community care with an opening to take center stage, and HCA has maximized that opportunity by leveraging high-profile press coverage on NBC News, Reuters, Newsday, the New York Times, the Daily News, BuzzFeed, Gothamist, Politico, Crain’s New York Business, and dailies throughout various New York State and city media markets.

## A Spotlight on Your Home Care Heroes

HCA’s Home Care Hero campaign has recognized and publicized the courageous work exhibited by dozens of HCA-member home care staff. This series, promoted widely on social media and in communications to elected officials, has ranked highest among site visits to HCA’s website, putting your staff’s heroism at the forefront and in the public eye.

## Meeting The Moment – and Beyond – With HCA in 2021

Today’s challenges are unlike any other time; but so, too, are the opportunities for those who maximize the intelligence, technical expertise and supports available to them through membership in HCA as we continue, together, to meet the moment and forge ahead in 2021.

Renew or join with HCA in 2021. 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](mailto:lconstable@hcanys.org).