

# THE HCA MEMBER EXPERIENCE: HOW YOU BENEFIT



HCA has a reputation for unparalleled technical expertise, member service, and support for home and community-based organizations. But how does this translate into your day-to-day experience as an HCA member? Here are just some of the direct benefits available exclusively to you and your member peers.

## REPRESENTATION AND TECHNICAL HELP



- Expert representation on home care, hospice and Managed Long Term Care issues at the state and federal levels.
- Access to some of the state's most experienced and knowledgeable experts on home care policy. Among them: HCA President Al Cardillo, a veteran of the Senate Health Committee and a longtime HCA policy executive, as well as HCA Executive Vice President for Clinical and Program Affairs Rebecca Fuller Gray, who previously served as the state Health Department's principal director of home and community-based programs.
- A say and influence in HCA's advocacy platform and priorities on behalf of the industry.
- Technical expertise on reimbursement, regulation, and program issues – just a phone call or e-mail away at any time.
- Use of HCA's grassroots advocacy tools like our digital advocacy platform and individualized member advocacy supports.
- Participation in HCA's Advocacy Day and meetings with state and federal legislators, gaining critical exposure and face time with political leaders.
- For associate members, a chance to forge new client relationships; for provider members, a connection to trusted associate member consultants or legal experts who can assist you with everything from certificate-of-need applications to financial management services and more.

## INSIDER INFORMATION & RESOURCES



- The keys to HCA Data, a members-only dashboard of benchmarking and market data from all cost reports, managed care operating reports, statistical reports and other data sources for every home care, hospice and MLTC organization in New York State.
- HCA's weekly newsletter, the Situation Report, delivered straight to your inbox with the latest industry news in a simple, easy-to-navigate web-based format overseen by a communications team that has years of journalism, political, and home care technical writing experience.

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- Over 200 alerts and event notifications annually, keeping you informed of pressing news and opportunities for funding, supports and training.
- Twice-per-week HCA News Clips, which link to traditional-media news articles, trade publications, and blog posts by legal and technical experts to further inform you.
- Member Policy Memos with in-depth analysis of rate methodologies or regulatory requirements and other intricate policy developments.
- Access to HCA's members-only online resources, including our newsletter and alert archives, HCA Data, and member policy memos.

## VISIBILITY AND ENGAGEMENT



- Eligibility to join HCA's Board of Directors and Committees that drive decision-making on behalf of the industry.
- Participation in HCA's MLTC, CHHA and LHCSA Forums, which offer updates and opportunity for feedback and strategic problem-solving specific to your program type and region.
- Member public relations and communications or messaging support.
- Participation and exposure through HCA's annual awards and special recognition programs.
- Opportunities for networking with your peers on business partnerships, mutual problem-solving, and more.
- Opportunities to highlight your agency and its work in HCA's Capitol Report, a monthly e-newsletter sent to all state legislative officials and key staff.
- Becoming featured faculty at HCA educational programming.

## COMPLIMENTARY OR DISCOUNT EDUCATION, TRAINING AND AFFINITY OPPORTUNITIES



- Discounts on HCA-member education events.
- Complimentary access to HCA-member-exclusive events such as our state and federal policy briefings, and statewide informational calls on federal payment rules, legal cases or regulations, and more.
- Discounted rates on accreditation, financial benchmarking tools, and other services offered by HCA affinity partners.
- For questions about membership, contact HCA's Senior Director of Membership Laura Constable at [lconstable@hcanys.org](mailto:lconstable@hcanys.org) or (518) 810-0660.

