2023 MEMBERSHIP

VALUE STATEMENT
Everyone wants to be at home: our patients, their families, our staff and, as we are all increasingly observing: even our healthcare system partners who have historically been strictly facility-based. This comes as little surprise — we now live in an era when we can have almost anything delivered right to our doors, in-home technology is incredibly advanced and widely accessible, and the world very recently saw just how much could be done from the home during the COVID-19 pandemic.

We don’t need to tell you that homes and communities are where most of our health care can and should be delivered, but as others continue to recognize this there is unprecedented interest in this space from stakeholders across the healthcare industry spectrum. This presents new and unique challenges for the field as we look into the near future.
Many of you represent agencies that have been key components of the existing home health care and community based services infrastructure in New York State since its inception. Others are organizations that have entered the system more recently during the transition to managed care, or as changes to regulatory and programmatic structure have been implemented. No matter your tenure in this industry, virtually all of you are together in this pivotal moment for home health care—when perhaps the only certainty is that change is coming. Whether via top-down delivery system changes, unbearable financial pressures, new types of entities or those traditionally not delivering care in the home pursuing pathways into that space, or numerous other potential scenarios, we are moving into uncharted waters. It is both our collective opportunity and imperative to take strategic action and ensure it is the state’s home health care experts who are setting the path towards the industry’s future.

HCA has been a steadfast, trusted leader in this field for over 40 years, navigating you through systemic development and expansion, regulatory and statutory changes to structure and financing, evolving leadership at the state and federal level, and more, ensuring access to and delivery of quality, innovative care to patients throughout the State, our perennial North Star.

You always have choice when it comes to association memberships, and HCA is both proud and grateful you have continued to choose us. We believe 2023 will begin a transformative period for our health care system—and home health care is going to be front and center. HCA is eagerly prepared to seize this opportunity and ensure our membership is well-positioned and leading the transformation of home health and community based care delivery in New York State. Join us!

Health at home is expected to grow 40% in the next years!

In anticipation and preparation for all that is ahead, HCA has developed an ambitious agenda for 2023. Here’s a look:

**Revisioned & Enhanced Advocacy**
- Increased staff dedicated to advocacy at state and federal levels developing compelling messaging, multi-level targeted outreach, stronger grassroots engagement to progress initiatives expanding opportunity and tackle issues presenting threat

**Program Policy Priorities with an Eye Toward the Future Vision of Home Health Care**
- Dedicated attention to existing and perennial programmatic issues across provider types, plans, and other stakeholders while strategically investing focus on home care's top priority areas that emerge, furthering the industry's capacity and impact, such as reimbursement, workforce and staffing, data adequacy and others

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Increased Data & Analytics Capability
- Expansion of data acquisition and analysis to support members with reporting and illustrating value to partners and decision-makers

Innovations Advancing the Depth & Breadth of Home Health Care Role and Impact
- We are committed to the continued pursuit, receipt, and execution of grant-funded initiatives that leverage and illuminate the power of home health care, test new models, and further the industry’s capability and position
- Efforts ongoing and underway in areas such as models for collaboration between hospitals and home health care, sepsis and other areas of clinical quality, addressing health disparities, workforce development solutions, and more

Diligent Regulatory Advocacy, Analysis & Expert Insight
- Our robust policy team relentlessly analyzes regulatory and payment developments, boasting national experts that employ decades of knowledge and experience in these areas to ensure you are always receiving the best and most current information about issues effecting your bottom line

Robust Education Menu Reflective of Member Needs & Feedback
- More tailored members-only CHHA, LHCSA, MLTC, Hospice and FI forums and long-time signature programs like Senior Financial Managers Retreat and Corporate Compliance complement dozens of timely education opportunities to ensure you and your staff are always prepared

Association Rebrand, New Website & Strategic Positioning
- A new state of the art website with improved members-only accessibility and an association rebrand will launch in early 2023 better positioning the association and industry moving forward

Top-Notch Member Service & Individual Assistance
- You have questions? We have answers that are just one call or click away. Our team will endeavor to maintain and strengthen what we are best at—serving you!

We are dedicated to responding to your feedback and priorities. Please take this opportunity to weigh in so this next year with HCA is your most satisfying yet!
OUR MEMBERS
BREADTH AND DEPTH

Change in the home care industry, and health care industry more broadly, is nothing new. The field has encountered several distinct periods of change in as many decades. As the system has evolved, so have the key elements and stakeholders that determine how care delivery decisions are made and implemented, payment is effectuated, patients are served, and more. In recognition of this, HCA stands by our position that in order to effectively carry out our mission and represent the interests of home care in New York State, we must do so comprehensively on behalf of the breadth and depth of the field rather than select components.

WHO WE SERVE AND REPRESENT: You!

Certified Home Health Agencies (CHHAs)
Licensed Home Care Services Agencies (LHCSAs)
Managed Long Term Care Plans (MLTCs)
Hospices
Long Term Health Care Programs (LTHHCPs)
Organizations with vested interest in New York State home care

OUR MISSION

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

From advocacy to education, regulatory interpretation to funding innovative pilots, HCA is committed to member service and putting your needs first. Everything we do is to ensure that our members’ voices are heard, their successes are highlighted, and they are able to address today’s challenges while being positioned to tackle what’s ahead.

We have been your advocate to combat disastrous Medicare home health cuts and to ensure that the State provides adequate funds to providers and plans to pay for increases in aides’ wages. We collaborate with partner associations to leverage and highlight your delivery of complex care in home and communities, or communicate to policymakers about the detrimental impacts of initiatives on staffing and capacity for patient care. We share opportunities to aid your staff in improving their cultural competency and advancing health equity, or improving their infection control and early recognition.

HCA identifies new opportunities to further your interests every day.

Between our must-read Situation Report, delivered every week to your inbox, up-to-the minute alerts and engaging social media posts, we connect with you in a way that fits your needs. We want you to be in the know as soon as we are.

One of our premier member benefits is our robust HCA Data Page, a members-only dashboard of benchmarking and market data from state cost reports, managed care operating reports, statistical reports and other data sources for every home care, hospice and MLTC organization in New York State.

The work you do is vital; let us strengthen your organization and staff as we move forward together.
THE HCA EXPERIENCE

BY THE NUMBERS

97% of members said they found us very responsive to their needs.

98% of members found our effective advocacy was our top member benefit.

100% of members said they would recommend us to fellow agencies and services.

The most important part of the HCA experience is getting to know our members. As an HCA member, you will be able to participate in HCA’s expanding MLTC, CHHA, LHCSA and hospice Forums, which offer updates and opportunity for feedback and strategic problem-solving specific to your program type and region.

Our goal is to make New Yorkers feel right at home. You too will feel right at home at HCA. For more information on membership, please contact Laura Constable, Chief of Operations & Membership, at (518) 810-0660 or lconstable@hcanys.org.