

2024 VALUE STATEMENT

# HCANYS<sup>SM</sup>

Home Care Association of New York State

*Membership - Advocacy - Education - Innovation*



## *In Unity there is Power*

*What's inside:*

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**FROM MANY, ONE.**

For nearly 50 years, HCA has been a trusted and respected organization in home care. We have provided members with expert advice on navigating systemic development, regulatory and statutory changes, evolving leadership at the state and federal level, and delivering quality care to patients throughout the state.

There are always choices with your association memberships, but there is only one HCA. We believe advocacy is our strongest asset to both create and pursue advancement and improvement of the industry. Now more than ever, we need to come together— from every corner of New York State's home healthcare system and beyond. We need to collectively ensure the sustainability of service access, delivery, and quality for every patient who can and wants their care at home, and that means the organizations that provide that care and services must be well-positioned to meet the growing demand. Please join us in this important work; we truly cannot do it without one another.

## 2024 VALUE STATEMENT



The road ahead presents both familiar and new unprecedented challenges; our experienced and highly-skilled staff are the best, positioned to meet and transcend the moment with wide-reaching and comprehensive support for your diverse and most critical needs. HCA is your go-to resource in the immediacy of the needs you face, and in shaping the field's vision for tomorrow. Being part of HCA means being part of the most mutually informative, experienced, and collaborative colleagues across all sectors of the home care field. Everyone is heard, everyone contributes, and no two voices are the same.

When you are an HCA member, your voice is heard, whether you are a provider, plan, fiscal intermediary, or other industry stakeholder. In order for patients to receive the care they need at home, the system needs to function optimally. Inherent in HCA are its unique membership and staff to identify a collective path forward together through complex challenges. HCA believes that together, with one voice, the sector is at its greatest strength, and able to amplify that voice to ensure this resonates with decisionmakers.

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*“HCA membership is considered by our organization to be absolutely essential. HCA is THE association for our home health, hospice, LHCSA and PACE with the history, expertise and effectiveness to advocate at the state and national level. HCA is unsurpassed in its creativity identifying and pursuing new opportunities for and with the home and community-based industry. We also value HCA's understanding of how interconnected the various components of the healthcare delivery system are and HCA's collaborative approach.”*

*Michelle Mazzacco  
Executive Vice President  
Continuing Care network of  
St. Peter's Health Partners*

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# *What We Do for Members*

**WE ARE STRONGER WHEN WE LISTEN, AND  
SMARTER WHEN WE SHARE.**



HCA puts members first ALWAYS. Everything we do is with members in mind from advocacy to education to our communications. The work you do matters; let us help you.

## **Advocacy**

In partnership with our government affairs contractors, Hinman Straub and Envision Strategies, the HCA Policy Team which is second-to-none in experience in NYS and nationally, conducts multi-faceted advocacy in Albany and Washington D.C., regularly engaging and collaborating with members and staff of the New York State Legislature, Executive, and New York Congressional Delegation to navigate complex issues and solutions. Rate and premium adequacy, worker wages, investment in workforce recruitment, training and retention, regulatory flexibility, expanding access to care, and innovation support are among our key focal points.

## **Research & Innovation**

As a valued and pioneering community health leader, HCA has created new, dynamic collaborations with hospitals, physicians, mental and behavioral health agencies, and universities across New York State, obtaining vital support for home care innovation. These partnerships include a series of grant-funded initiatives to our HCA Education and Research, Inc. (HCA E&R) to support home care, hospice and Managed Long-Term Care, many of which are made possible through grants to HCA E&R to support the home and community-based field, and home care's role in the overall health care system.

With the state's Master Plan on Aging, the new coming multi-billion 1115 Medicaid Waiver, industry-wide emphasis on value-based care, population health, improved quality outcomes, and other state and federal policy priorities, these initiatives are invaluable to your service organizations, staff and patients.

## **Exclusive Content**

Our robust research and development arm supports our analytics, education, advocacy and strategic guidance for HCA and the membership. A principal feature is our highly unique HCA Datapage, reserved for members, that contains the latest benchmarks and market data from state cost reports, managed care operating reports, statistical report and other data sources for every home care, hospice and MLTC in the state.



**WHAT WE DO FOR MEMBERS - CONTINUED**

**Expert Analysis and Advice**

Our policy team is always up to date on the latest regulatory and payments developments. Our in-house experts know what information you need and are at the ready to answer your questions.

**Education Programs**

As the pandemic has eased, HCA is able to again offer more in-person programming through our signature events: the Annual Conference, Senior Financial Managers Retreat, Corporate Compliance Symposium and Emergency Preparedness Conference. We continue to offer in-depth briefings on the latest legislative updates, proposed Medicare rules and new labor laws, as well as a fully array of virtual learning opportunities.

**New Technology**

This year, we will unveil a new state-of-the-art website and redesigned learning management system. Together, these new systems will help us meet our members where they are on their own time.

**Increased Focus on Safety and Wellness**

HCA has expanded our wellness offerings by producing programs focused on crises de-escalation, emergency preparedness and resilience.

**Better Communications**

HCA identifies new stories of interest to our members every day. From our must-click Situation Report newsletter delivered every Monday afternoon, to targeted alerts and our enhanced social media presence, we deliver the content you need how you want.

**Member-focused Programming**

HCA members have the critical and regular benefit of participating in our expanding and popular MLTC, CHHA, LHCSA, and hospice Forums, which offer updates and opportunity for feedback and strategic solutions specific to your agency and region. In addition, we have launched a new morning series: HCA Live, an interactive webinar where members can ask our expert staff questions on topics of the day, including social media 101, technology and grassroots advocacy.

# Member Testimonials

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*“When I began my position as an Administrator of Hillside Manor LTHHCP in 1997, there was much I needed to know. HCA and its amazing staff were always ready to assist and share their wealth of knowledge and resources right up to the present!”*

*Angela Moreno  
RN Administrator  
Lynn Agency, Inc.*



*“Home care is a promise; promises turn into actions through HCA, and membership fuels its fulfillment. Their unwavering advocacy, cutting-edge educational resources, and dynamic peer network have empowered my agency to grow while shaping the future of home care in New York.”*

*Chris Graber  
Chief Executive Officer  
Consumer Director Choices*



*“As both a home care provider and an MLTC plan, HCA has been a source of invaluable support. Their unwavering dedication to both sectors has significantly strengthened our ability to deliver high-quality care and advocate for the well-being of our patients and members, making them an invaluable partner in our mission.”*

*June Castle  
Chief Administrative Officer  
Nascentia Health*



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# Who We Are

COMMUNICATIONS LEADS TO COMMUNITY, THAT IS, TO UNDERSTANDING, INTIMACY AND MUTUAL VALUING.

Making the right decisions is not always black and white. It involves active listening, hard work and understanding and respecting the thoughts of everyone. Our membership is inclusive to all in home care. To truly be the voice of home care and carry out our important mission, we have a membership that is diverse in scope and thought. We are a far more effective organization because of our inclusivity of a wide range of members who are ultimately core partners with one another in the delivery of care. Hearing partners across the spectrum, and forging solutions together, allows us to come to the right conclusion and be the voice of home care.

## Our Mission

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

## Our Members

Certified Home Health Agencies (CHHAs)  
Licensed Home Care Services Agencies (LHCSAs)  
Managed Long Term Care Plans (MLTCs)  
Medicare Advantage Plans (MAPs)  
Hospices  
Fiscal Intermediaries (FIs)  
Long Term Health Care Programs (LTHHCPs)  
Waiver Programs  
Community Health Center (FQHC)  
Health Systems  
Organizations with vested interest in New York State home care



“The Home Care Association of NYS provides invaluable services to home health care provider members in the form of state and national advocacy focusing on the critical role of home health care in the health system, the need for fair and adequate reimbursement for the services we provide and the need for reduced regulatory burden. The HCA team works with home health care provider members to advance our mission, drive change and provide guidance and resources that would otherwise not be readily available to home health care providers.”

Lisa Greisler  
President  
VNA of Western NY



# What You've Said

## LISTENING IS ONE OF THE LOUDEST FORMS OF KINDNESS.

**97%** of members said they found us very responsive to their needs. (We say: Challenge accepted! This year we will get to 100%).

**98%** of members found our effective advocacy was our top member benefit. (We say: We agree, but why choose? We have many terrific benefits to offer you).

**100%** of members said they would recommend us to fellow agencies and services. (We say: Thank you and this is why we do what we do).

You heard it here first! HCA offers unmatched value to our members. But more than that, our members provide value and support to each other. You will quickly find that the most important part of the HCA member experience is getting to know your colleagues around the state.

Being a member of HCA gives you access to the brightest minds in home healthcare, and colleagues who know exactly what your pain points are, eager to brainstorm successful solutions. It offers you the support of an established, respected association that has decades-long relationships with officials and other stakeholders across the healthcare system.

With the current landscape, we as an industry need to come together as one strong voice to tell our stories. Will you share yours with us?

We have said so much. Now it is your turn to add your voice. Please contact Laura Constable, our Chief of Operations and Membership, for more information at (518) 810-0660 or [Lconstable@hcanys.org](mailto:Lconstable@hcanys.org).

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*“HCA is a valued resource to Selfhelp. The staff bring tremendous value and are dedicated to ensuring they represent HCA constituencies. I appreciate all they do and we are fortunate to have HCA serve as our leaders in the home and community-based services space.”*

*Russell Lusak  
Chief Operating Officer  
Selfhelp*

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FOR MORE INFORMATION ON BECOMING AN HCA MEMBER, CONTACT  
LAURA CONSTABLE AT [LCONSTABLE@HCANYS.ORG](mailto:LCONSTABLE@HCANYS.ORG) OR AT (518) 810-0660.

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**Home Care Association of New York State**

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