

HCANYS

MEMBERSHIP **VALUE** STATEMENT

2025

THE SUPPORT YOU NEED;
THE ASSOCIATION YOU WANT



Home Care
is healthcare.



WE'RE YOUR PARTNER

For nearly 50 years, HCANYYS has been the voice of home care in New York. But...our members know that we are more than that.

We are your trusted advisor and partner: the first call you make when you need guidance or expertise, the backbone of your support system, and, above all, the place you call your professional home.

We understand the daily challenges for our members. We are continually reminded of the fragility of our home care system. We hear your concerns, and we work tirelessly to find solutions for you.

In tackling these challenges, our voices amplify, our arguments strengthen, our commitment to you solidifies. We help you stay focused on delivering quality care to patients throughout the state. We communicate with legislators and key stakeholders about the important work you do and the resources you need.

We know that you have choices with your association memberships, but there is only one HCANYYS. We have a place for you whether you are a provider, plan, fiscal intermediary, or other industry stakeholder. Being part of HCANYYS means being part of the most mutually informative, experienced, and collaborative colleagues across all sectors of the home care field.

Let us show you why being an HCANYYS member matters.

WE PUT YOU FIRST

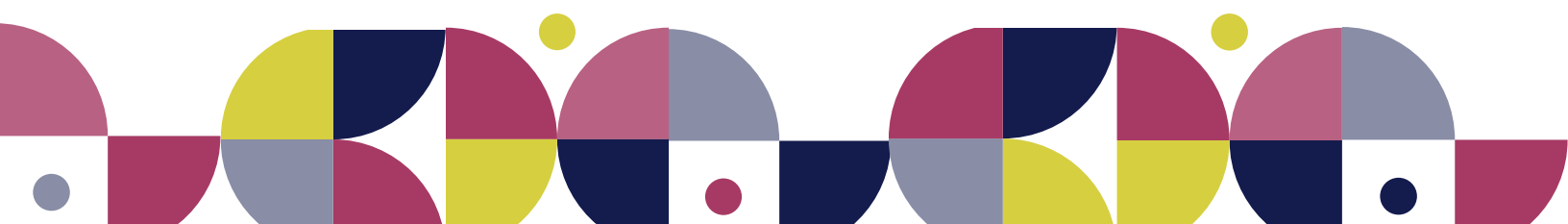
Member service is at the very heart of everything we do from advocacy to education to our communications. There's a reason why we are the premier association for home care in New York. (It doesn't hurt that we have the best members and would do anything for them.)

“Eddy Visiting Nurse & Rehab Association (CHHA), Community Hospice, and Eddy SeniorCare (PACE & LHCSA) firmly believe that membership in HCANYYS is not only hugely beneficial, but also necessary. We face challenges (workforce, reimbursement, regulatory, etc.) at unprecedented levels. We receive tremendous returns on our investment in HCANYYS membership:

- Advocacy at the State and Federal levels is strong, essential, and beyond anything we could achieve alone;
- Our entire team—clinical, administrative, finance, compliance, social media is continually learning through HCANYYS's educational programs and initiatives;
- Helps us to better understand the entire health care system and to identify (and sometimes even present to us through grants), opportunities for collaboration.

We are pioneering members of HCANYYS. It is key to our success in meeting our mission.”

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





ADVOCACY

HCANYS’s advocacy is the cornerstone of our portfolio. Throughout the entirety of the year, in both Albany and Washington, D.C., the HCANYS policy team is dialed in on programmatic and financial policy developments. Engaging in analysis, debate, negotiation, and education to support and protect the home health care and hospice industry at the federal and state level. HCANYS, along with our government affairs contractors, Hinman Straub and Envision Strategies, worked tirelessly in 2024 toward these goals.

HCANYS advocated for the critical need for workforce investment and support in home health care and hospice, supporting essential funding for provider and health plan services, removing burdensome regulations, expanding access to care, stopping disastrous state and federal home health cuts and misguided proposals, such as the transition to a single statewide fiscal intermediary, and more.

HCANYS participated extensively in state and federal workgroups and councils, advising and advocating for home care, managed care and hospice. We are your voice to the Governor’s Commission on the Future of Health Care in NY, the workgroups under the NYS Master Plan on Aging, the regional and state emergency health preparedness coalitions, and more, working to support and improve the state’s home health and overall health delivery system. HCANYS also joins the Department of Health’s biweekly program advisory meetings as well as the Department’s monthly managed care/managed long-term care plan association meetings, addressing issues, needs and challenges for provider and health plan services, and recommending improvements in state policies and funding.

HCANYS also advises other provider and professional associations concerned with hospitals, physicians, public health, health education, and other key areas.

GRANT-SUPPORTED INITIATIVES

As a valued and pioneering community health leader, HCANYS has created new, dynamic collaborations with hospitals, physicians, mental and behavioral health agencies, universities, and other continuum partners, as well as obtained vital support for services, innovation, and health care improvement. These partnerships include a series of grant-funded initiatives made possible through the work of HCANYS in collaboration with government and philanthropic organizations 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 multi-billion 1115 Medicaid Waiver; the establishment of nine social care networks and three new workforce investment organizations; and industry-wide emphasis on value-based care, population health, and improved quality outcomes, the resources and opportunities being produced by HCA Education and Research (HCA E&R) grant and program initiatives are invaluable to your service organizations, staff and patients.



PREMIUM CONTENT

Our robust and highly unique HCANYS Data page, reserved just for members, 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.

HCANYS's signature, annual report, the "State of the Industry Report," remains an unparalleled data and advocacy document created each year by our policy, research and development team. The report continues to demonstrate the increasingly concerning financial position of the home health care and hospice industry within New York State.

EXPERT ANALYSIS & ADVICE

There is a saying in the field: if HCA doesn't have the answers, no one does! Our staff is second to none in fielding the most experienced health care team in home and community-based services among state associations nationally. 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. With our years of experience and institutional knowledge, we know what issues and regulations are most important to you and we know who to ask for more information.

EDUCATION PROGRAMS

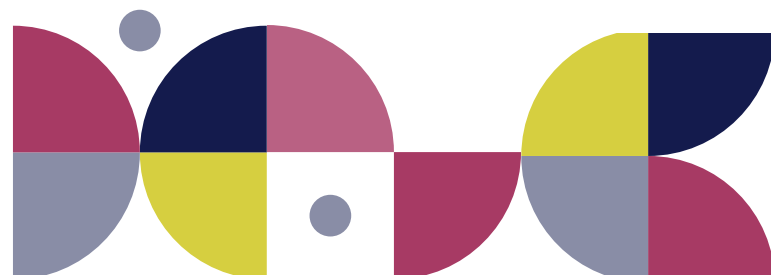
We heard you! HCANYS has added frequent and more timely online webinars and conferencing, including our Signature Events, when virtual best meets your needs. We have increased our offerings by more than 30% in the last year alone. Our flagship Annual Conference held in Saratoga Springs remains a highlight of the year for HCANYS and its members. Of particular note, this year was HCANYS's new series of quality-focused webinars on a range of topics, from developing and improving quality improvement plans and metrics, to key insights on data-driven approaches to improve patient care transitions, strategies for combating implicit bias in home care nursing, and more. These resources live in our learning management system and are available for viewing.

NEW TECHNOLOGY

New Technology: This year, we will unveil a new state-of-the-art website that we have been steadily working to rebuild, along with our redesigned learning management system. Together, these new systems will help us meet our members where they are on their own time. Stay tuned for some exciting developments.

“HCANYS is such a brain trust of knowledge of the current status of the industry and prior trends/practices/initiatives. I just love that I can turn to HCANYS' leadership and get that depth of history and context for what is going on today.”

*Emina Poricanin, Esq,
Founder Forework*



MEMBER-FOCUSED PROGRAMMING

HCANYS members have the critical and regular benefit of participating in our expanding and popular CHHA, LHCSA, MLTC/PACE, hospice and CDPAP members-only meetings, which offer updates and opportunity for feedback and strategic solutions specific to your agency and region.

INCREASED FOCUS ON SAFETY & WELLNESS

HCANYS has expanded our wellness and safety offerings by producing programs focused on crises de-escalation, emergency preparedness and resilience. Our Emergency Preparedness team routinely sends out alerts and announcements to keep you informed and your patients and staff safe.

MORE PERSONALIZED COMMUNICATIONS

HCANYS 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.

“ I have been a member of the Home Care Association of NYS for more than 20 years and in different capacities. I have always found their advocacy to be unmatched and their resources to assist agencies to be very deep. I know when I call there with a question, I will receive the help I need. ”

*Shelley Eggleton, President and CEO
Bartlett Strategy Group*





COMING SOON!

HCANYS constantly reviews and plans new initiatives to meet our members' needs and wants. For 2025, we have some exciting new developments in store!

Career Center

HCANYS will launch a new online Career Center, including job postings, real time alerts, and resources to help our members navigate career moves and new opportunities.

Member Meeting Structure

Being part of HCANYS means you get immediate and unparalleled access to your fellow providers. All across the state, we hear the common concerns from members. This year, we are revamping our members-only discussions to provide greater value and member satisfaction.

Lunch and Learn

This will be an opportunity for HCANYS members to hear from our Associate members, sponsors and exhibitors, lawyers and vendors on their areas of expertise. It promises to be a great way to directly contact our experts without taking time away from your busy schedule.

Innovations

Coming soon to the HCANYS spectrum of services is "HCA Innovations, LLC," (HCAi). HCAi will bring new opportunities for HCANYS members to engage HCAi expertise and support for customized, deeper-dive assistance, innovative program development, and other ventures that advance the work, services and operations of home and community based services organizations.

“When you think of home care advocates, Al Cardillo and his team at HCANYS immediately come to mind. For many years, under Al's leadership, we have greatly appreciated and valued HCANYS's quick response and excellent guidance.”

Stuart B. Almer, President and CEO
Gurwin Health care System



WE ARE...

Our membership is inclusive to all in home care. To be the voice of home care and carry out our important mission, our membership is diverse in scope and thought. We are a far more effective organization because of our wide range of members who are ultimately core partners with one another in the continuum of 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)
- Regional Resource Development Centers (RRDCs)
- Waiver Programs
- Organizations with vested interest in New York State home care

WE HEAR YOU

These numbers tell a story. Everyone wants to be a part of the HCANYS Community, (and who can blame them?).

98% of members said they found us very responsive to their needs. (Every year, we get closer to 100%.)

97% of members found our effective advocacy was our top member benefit. (We have lots of outstanding benefits; no need to choose.)

100% of members said they would recommend us to fellow agencies and services. (Tell your friends; we love recommendations!)

HCANYS truly offers unmatched value to our members. But the best member benefit (in our opinion) is getting to know your fellow members. Each day our members provide value and support to each other. Being a member of HCANYS gives you access to the brightest minds in home health care, and colleagues who know your exact pain points and are eager to brainstorm successful solutions.

Are you ready to be a part of this outstanding community? We thought so! Please contact Laura Constable, our Chief of Operations and Membership, for more information at **(518) 810-0660** or lconstable@HCANYS.org.

HCANYS





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