



# 2021 Mid-Year Report

Progress & Milestones - June 30, 2021



## RECORD-BREAKING MEMBERSHIP

The Home Care Association of America (HCAOA) - the trusted voice of the home care industry - is excited to provide members with a Mid-Year Report featuring your association's activities, initiatives, and successes during the first six months of 2021.

We entered the new year with high hopes of moving past the devastating coronavirus pandemic, still providing members with resources, including a toolkit with information to educate caregivers about the COVID-19 vaccine.

While continuing to monitor the pandemic's impact on home care, we are laser-focused on advocacy, education, and resources so members can do the important work of bringing care into the homes of seniors, people with disabilities, and children with complex medical conditions.

Our mantra at HCAOA is **Members Matter Most**. We value your membership and strive to provide a strong return on your investment, constantly adding new resources, benefits, partnerships, and discounts for members. HCAOA launched an unprecedented membership campaign in January, spotlighting this focus on tangible member benefits.

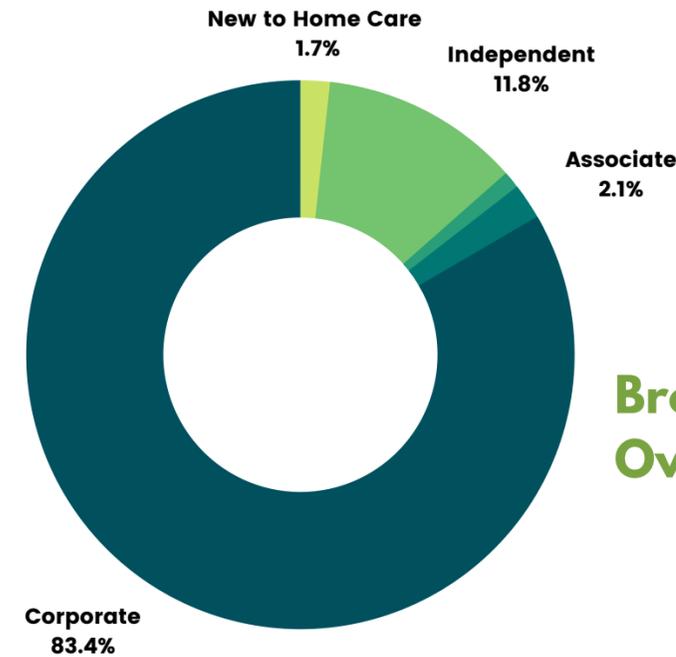


Member Retention Rate

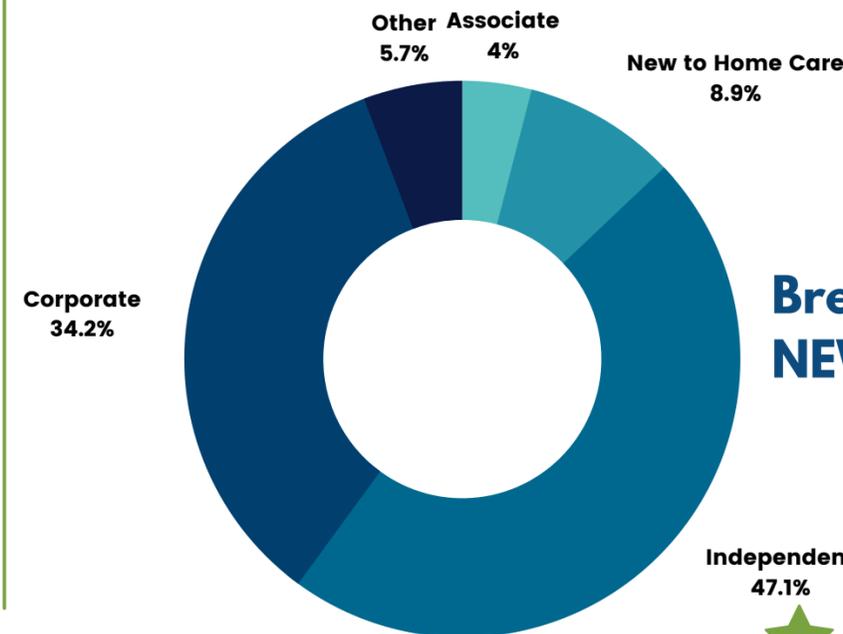


New Members in 2021

## HCAOA MEMBERS = 3,758



Breakdown of Overall Membership

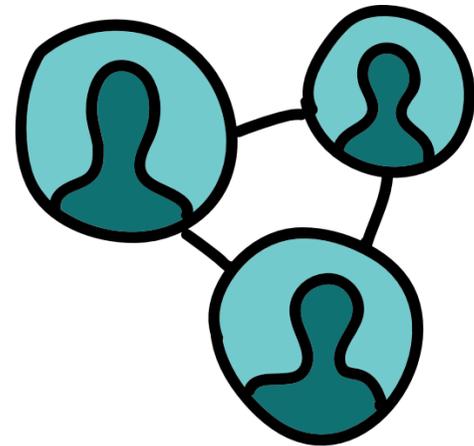


Breakdown of NEW Members in 2021

★ Opportunity for Growth & Diversification of Membership



Member engagement is a strong indicator of an association's vitality. This year, HCAOA has doubled the number of educational webinars and workshops offered in 2020, rededicated efforts to bolster our 25+ state chapters, and added four new committees for members to get involved with specific issues impacting the home care industry.



## NEW COMMITTEES:

- Policy & Regulatory
- Data & Research
- Veterans Services Council
- Workforce Committee



In January, HCAOA kicked off a new series of free, monthly webinars for members focusing on the business of home care operations. Topics have included financial operations, caregiver recruitment and retention, marketing guidance, and a review of industry data.



## FROM THE THE U.S. CAPITOL...



HCAOA is working with the new Biden Administration and members of the 117th Congress to tell the story of home care, from the millions of vulnerable citizens who rely on our care and services to remain independent at home, to the immense value home care brings to the country's overall health care system. Looking back over the last year and capitalizing on the increased recognition of home care, HCAOA is taking full advantage of the opportunity to increase the visibility of the industry and secure our seat at the table where healthcare decisions are made.

### Bills on our radar...



#### Home Care for Seniors Act (H.R. 2829, S. 1399)

- Permits people to use funds in their Health Savings Accounts to pay for home care.

#### Credit for Caring Act, (H.R. 3321/S.1670)

- Provides a \$5,000 tax credit to family caregivers to offset out-of-pocket expenses they incur while caring for a loved one at home.

## ...TO STATE CAPITOLS ACROSS THE U.S.

HCAOA advocates for members at the federal level in Washington, D.C., and also contracts with 10+ lobbyists on the ground in states across the country to monitor legislation and regulations that could impact home care providers at the state level.

**California** - Working with state to correct deficiencies with home care aide registration and background check system

**Connecticut** - Advocating for Medicaid rate increase for HCBS

**Florida** - Successfully advocated for nurse delegation, preparing to play role in development of regulations

**Georgia** - Successfully advocated for 10% Medicaid HCBS rate increase

**Illinois** - Revising home care license to allow aides to provide additional services

**Michigan** - Fought to block portion of insurance reform that cut reimbursement for home care providers serving individuals with brain injuries suffered from auto accidents

**Nebraska** - Working with state association to develop legislative language for home care licensure

**New Jersey** - Advocating for CNA reciprocity among neighboring states

**Ohio** - Successfully passed home care licensure bill

**Virginia** - Working with state to provide recommendations for home care regulation revisions



## PRIORITIES FOR NEXT SIX MONTHS

- 
- Partner with other national home care associations to **develop a plan to address the critical workforce shortage** →
  - Support the **expansion of home and community-based services** in Congress' "Better Jobs, Better Care" proposal
  - Support **immigration legislation** to create a temporary visa for home care workers
  - Advocate for the "**Credit for Caring**" and "**Home Care for Seniors**" acts
  - Release the second edition of the **Value of Home Care Report**
  - Launch a demonstration project to evaluate a common set of performance indicators to **validate the cost savings of in-home personal care**
  - Introduce a **Code of Conduct** for HCAOA members to sign attesting to a set of home care standards
  - Advocate to **carve out private duty nursing services** from the Medicare Conditions of Participation

## WORKFORCE SHORTAGE

The home care industry is facing an unprecedented workforce shortage. The demand for care at home is increasing exponentially, yet agencies cannot find and hire enough caregivers to meet this demand. HCAOA is addressing this challenge through dedicated advocacy efforts, not only in Washington but in states across the country by seeking increased Medicaid reimbursement so agencies can increase workers' wages.

In the coming months, HCAOA will announce a national plan of action in conjunction with other top national associations to address this workforce shortage.



**HCAOA appreciates your membership and is honored to represent you and the home care industry as a whole. By working together, we have a unified voice to move our agenda forward and make home care accessible and affordable for all Americans.**