

NEWS RELEASE

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Home Care Association of America & Association for Home & Hospice Care of North Carolina Announce Partnership to Support Personal Care & Private Pay Providers

July 19, 2021 (WASHINGTON, DC/RALEIGH, NC) – The Home Care Association of America (HCAOA) and the Association for Home & Hospice Care of North Carolina (AHC) today announced a partnership to support personal care & private pay agencies throughout North Carolina.

HCAOA, the industry’s leading trade organization representing nearly 4,000 home care agencies, caregivers, and consumers across the country, and AHC, a nonprofit trade association representing more than 750 providers of home health, hospice, palliative care, personal care, private duty nursing, and companion/sitter services in North Carolina, will work together to provide members with advocacy and education at both the state and federal levels.

“There is strength and power in numbers, and this partnership will enable both of our associations to provide a unified voice for home-based care providers,” said HCAOA Executive Director Vicki Hoak. “The home care industry is regulated at the state level by health and human services departments, and must also comply with federal labor and Medicaid regulations. By working together, we can ensure that our member agencies are covered in Washington and in Raleigh.”

“This partnership is a win-win for personal care & private pay providers in North Carolina,” said AHC President and CEO Tim Rogers. “Over 500,000 North Carolinians receive clinical care, as well as critical home & community-based assistance from many types of essential agencies & supports. This partnership will allow North Carolina’s personal care & private pay sector to have strong representation in both Raleigh and Washington, DC for the cost of their membership dues – far more affordable than hiring an independent lobbyist on their own as AHC has a stellar advocacy team.”

HCAOA and AHC will work together on common goals, including addressing the caregiver shortage, advocating for increased Medicaid reimbursement rates for home and community-based services, and working with the Veterans Administration (VA) to ensure veterans receive care and services.

Together, the associations will host a [joint webinar](#) to kick off the partnership on Tuesday, August 3 from 2:00-4:00 p.m. Agenda items include a federal regulatory and legislative update, a state regulatory and legislative update, an update from North Carolina Medicaid Deputy Secretary Dave Richard, a discussion about the caregiver shortage, and labor law updates for providers.

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