

Faces Behind the Masks

200+ Caregiver of the Year Nominees Keep People Safe at Home During Pandemic

2020 CAREGIVER OF THE YEAR
KAREN BUTLER

4 Strategies for Supporting Caregivers in a Post-COVID World

8 Five Ways to Reduce Home Care Worker Turnover

10 Meet the New Members of the HCAOA Board

19 Public Policy Decisions across the U.S. Impact Care Delivery



Secure Together.

Generations® Homecare System is inspired by **compassion** and powered by a **commitment** to the highest standards of **security** and **privacy**.



Behind the leading homecare system, is a dedication to developing secure technology solutions that support improved quality of life for recipients of in-home care.

- **Sophisticated and secure technology** you can count on, day in and day out.
- **Comprehensive communication tools** essential for improved health outcomes and quality of life.
- **Accurate records for streamlined operations** allowing you to gain control and grow your business.

To learn more about Generations® or schedule a live demonstration, visit **[HomecareSoftware.com](https://www.HomecareSoftware.com)**.





BOARD OF DIRECTORS

Emma Dickison, President
Home Helpers

Julianne Roth, Secretary
Companions for Living

Brian Petranick, Treasurer
Right at Home

Matt Boever, Legislative Chair
Home Instead Senior Care

Kunu Kaushal, Membership Chair
Senior Solutions Home Care

Peter Ross, Immediate Past President
Senior Helpers

Gale Bohling
BrightSpring Health Services

Chani Feldman
MGA Homecare

Steve Greenwald
ComForCare

Carl McManus
Comfort Keepers

Jesse Petrea
Coastal Home Care

Bob Roth
Cypress HomeCare Solutions

Shelly Sun
BrightStar Group Holdings, Inc.

Dave Totaro
BAYADA Home Health Care

Jennifer Tucker
Homewatch CareGivers

Jeff Wiberg
Family Resource Home Care

HCAOA STAFF

Vicki Hoak, Executive Director

Andrea Liford-Martinez,
Manager, Meetings & Education

Jennifer Battista,
Senior Director, Membership & Operations

ADVERTISING & DESIGN

LLM Publications
800-647-1511
www.llmpubs.com

Design & Layout
Spencer Seastrom

Sales Representative
Grandt Mansfield
503-445-2226
grandt@llmpubs.com

CONTACT INFORMATION

Home Care Association of America
444 N. Capitol Street NW, Suite 428
Washington, DC 20001
Phone: 202-519-2960
Email: info@hcaoa.org
Website: www.hcaoa.org



Executive Corner

2 Meet the Faces Behind the Masks

Member News

4 Strategies for Supporting Caregivers in a Post-COVID World

8 Five Ways to Reduce Home Care Worker Turnover

10 Meet the New Members of the HCAOA Board

12 Advice for Home Care Providers from HCAOA Medical Advisory Council

Feature Article

15 2020 Caregiver of the Year Nominees Demonstrate the Essential Nature of Home Care

Public Policy

19 Public Policy Decisions across the U.S. Impact Care Delivery

Mission, Vision, Purpose & Guiding Principles

The Home Care Association of America (HCAOA) is the nation's first association for providers of private duty home care. HCAOA was founded on the principle that quality private duty home care has one model of care and that model is to employ, train, monitor and supervise caregivers, create a plan of care for the client and work toward a safe and secure environment for the person at home.

HCAOA Mission – The Home Care Association of America is the trusted voice of the home care industry, strengthening our members through advocacy, education and research.

HCAOA Vision – Home care empowers all those in need to live their best lives wherever they call home.

HCAOA Purpose – To provide leadership, representation and education for the advancement of non-medical private duty home care and provide a strong unified voice to speak to the issues of concern within the private duty home care industry.

HCAOA Guiding Principles – Associations that have guiding principles use them to help determine how the association will conduct its business, assist in determining policy and positions, and in providing direction. While the mission and vision of the Home Care Association of America are the main tools for determining strategy and direction, these guiding principles complement that mission and vision. We believe that people should be able to age safely in place at home to the extent possible according to their desires and permitted by their resources. We will champion measures at both the federal and state levels that promote home care quality and affordability. Appropriateness of care and client protection is best provided in an employee based model.

Meet the Faces Behind the Masks



HCAOA Staff Finding New Normal, Too!

Jennifer Battista, Senior Director, Membership & Operations, and Vicki Hoak, Executive Director, follow safety protocols during a recent brainstorming meeting.

FOR MORE THAN SEVEN MONTHS, caregivers have adapted new routines, adjusted to new requirements, and found new ways to deliver quality care as they continued to care for clients during the COVID-19 pandemic. As an association, we have fought for them to be considered essential workers because we know how important they are in protecting our clients and preventing the spread of the coronavirus.

We have also urged members of Congress to offer hazard pay for frontline workers, child care benefits, and liability protection for home care organizations. When state governments have not recognized the value of home care agencies, HCAOA chapters stepped up and urged state legislators to support increased Medicaid rates and flexibility in regulation enforcement during the pandemic. This advocacy continues today as we urge the Senate to approve additional COVID relief.

In this issue of *The Voice*, we celebrate the faces behind the mask—those caregivers who have answered the call and gone above and beyond to keep their clients safe at home. You'll meet the 2020 Caregiver of the Year Karen Butler, along with the other finalists for the award who have exemplified the best of what our frontline caregivers do.

The HCAOA Medical Advisory Council weighs in on how home care agencies can create a safer environment for their caregivers, and Stephen Tweed of Leading Home Care provides a roadmap for creating a welcoming workplace in the midst of a pandemic.

In this issue, we introduce you to new and returning members of HCAOA's Board of Directors. We have an outstanding group of home care industry executives who will help advise and guide our association through this pandemic and, more importantly, in the years ahead.

Over the summer, I wrote in this space how excited I was for our industry's future. While this country continues to battle COVID-19, home care is finally being recognized for the critical role it plays in protecting our most vulnerable. I urge everyone to remain vigilant in the months ahead as we continue to live through this pandemic. Stay safe and stay connected to HCAOA, keeping in mind that we are your partner in bringing care home.



Protective Supplies In Stock Now

Isolation Gowns, Masks, Gloves, Hand Sanitizer, and More



**Community
Attire**

Working hard to work closer together.

Same day shipping.

For sales inquiries, please contact
chris@communityattire.com.

Thank you for letting us help.

Community Attire is proud of our efforts to put protective supplies into the hands of the people who need it most. We're ready to supply you with protective gear to keep people safe and your operations running.

communityattire.com



Strategies for Supporting Caregivers in a Post-COVID World

HOME CARE LEADERS ON THE FRONT LINE



By Stephen Tweed

HOME CARE IN THE YEAR 2020 HAS BEEN TURNED upside down by this Crazy COVID Crisis. Everything you thought you knew about providing in-home care to the elderly has been rearranged by a disease that we can't see, can't hear, can't touch, and don't understand.

Your national association, The Home Care Association of America, responded quickly back in the spring to help agency leaders develop strategies and insights to cope with this crisis. One of the things offered was a series of online web conferences designed to give leaders specific knowledge and skills to care for clients with COVID-19. A huge part of the educational effort was looking for ways to support caregivers who were asked to care for these highly contagious folks.

In putting together this three-part educational opportunity, we learned some powerful lessons that you can apply going forward to support and encourage your caregivers in a Post-COVID World. We interviewed a panel of six home care agency leaders who are members of HCAOA, and also members of the Home Care CEO Forum Mastermind Groups.



COMMUNICATION IS THE KEY TO CARING FOR CAREGIVERS

The biggest challenge for agencies who elected to offer in-home care to clients who had tested positive for COVID-19 was getting caregivers who were willing to take those cases. Communicating with all caregivers was a key ingredient in encouraging them to take COVID cases. Here are some communication strategies shared by Andrea Cohen, CEO and Founder of Houseworks in Boston, MA and a member of our Top 5% Home Care Mastermind Group.

- **Understand what's going on inside their heads.** Under normal circumstances, caregivers are concerned with their consistent work hours and income, their personal safety, caring for their families, and caring for their clients. Showing empathy for caregivers willing to work with COVID-19 cases is critical. This applies to all our caregivers going forward.
- **Make one-on-one calls.** Don't assume caregivers are unwilling to work when they don't respond to a written request. Making personal phone calls to check on caregivers, to learn about

their current situation, and to encourage them to take cases was a critical process.

- **Start with an emotional appeal.** We found out that when we talked with caregivers about the desperate situation of our clients and their families, they were more willing to reach out and help.
- **Boost their confidence.** Many caregivers lacked confidence in their ability to care for clients with COVID. Offering some encouraging words and assurances that the agency was taking measure to assure their own safety was critical to helping caregiver feel more self-confident.

CRAFT POLICIES AND PROCEDURES THAT EMPHASIZE CAREGIVER SAFETY

Taking concrete action to assure the safety of clients and caregivers alike was a critical ingredient early in the COVID Crisis. Glenn Lane, Founder and CEO of Westchester Family Home Care in Mamaroneck, NY, and a member of our Top 7% Mastermind Group, offered some specific insights into the policies and procedures needed to assure caregiver safety.

- Have Policies and Procedures for both COVID and non-COVID cases.
- Assure that you have enough high quality personal protective equipment. Teach your caregivers how to use it to effectively prevent the spread of the virus.
- Have enough willing caregivers to safely cover the cases. And have backups.
- Manage their schedules appropriately during the case with the right duration of shifts and the right number of days for each caregiver.
- Manage their schedules after the case, providing time for isolation and rest.

This approach to caregiver and client safety during COVID will go a long way to helping caregivers feel valued and supported even after this crisis passes.

PROVIDE TRAINING FOR CAREGIVERS CARING FOR COVID CLIENTS

Training for caregivers is always important, and always a challenge with a workforce that seldom comes into the office and seldom gathers in one

place. Gerry Fioriglio, RN, CEO of Family Caregiver Network in Pennsburg, PA, and a member of our Strategic Growth Mastermind Group, shared some insights on training caregivers who are caring for COVID Positive clients.

- Help Caregivers Understand COVID. They need to understand the clinical elements of the disease, and how it is different from the Flu and other illnesses that their elderly clients may face.
- Provide specific information on the symptoms of COVID, how it spreads, and how caregivers can protect themselves.
- Teach caregivers how to properly don and doff Personal Protective Equipment, and how to assure that they are being properly protected.
- Reinforce basic infection control procedures and universal precautions. Emphasize proper management of infected waste material.

Part of this training and education process is to make sure that caregivers have the proper cleaning supplies and tools to assure a safe environment for their clients and themselves.



DEVELOP A SYSTEM TO RECRUIT CAREGIVERS WHO WILL CARE FOR COVID CLIENTS

Finding enough caregivers who are willing to care for clients with COVID is a major challenge. Developing a consistent system for recruiting was critical. Kunu Kaushal, CEO and Founder of Senior Solutions Home Care in Brentwood, TN, and a member of our Top 5% Mastermind Group, shared some insights on how he and his team reached out to caregivers. This system also applies to our efforts today to recruit the caregiver you need.

- Position your company for recruiting. Establish your "recruiting brand" with uniform messaging, a compassionate tone, and appealing imagery.
- Examine the message that your website communicates to caregivers and potential caregivers.
- Craft your recruiting message carefully to match your projected brand message.
- Speak to a "call to duty." Make an emotional appeal to caregivers and prospective caregivers about the importance of the work we do in home care.

"One of the lessons from COVID was the importance of compensating caregivers appropriately for the work they were doing and the risk they were taking. We have a saying at Leading Home Care and the Home Care CEO Forum; 'The behavior that gets rewarded gets repeated.'"



COMPENSATE CAREGIVERS APPROPRIATELY

One of the lessons from COVID was the importance of compensating caregivers appropriately for the work they were doing and the risk they were taking. We have a saying at Leading Home Care and the Home Care CEO Forum; **“The behavior that gets rewarded gets repeated.”**



Carl Bossung, co-founder of Senior 1 Care in South Bend, IN, and a member of our Top 5% Mastermind Group, shared some insights on how to effectively compensate caregivers. The PPP—Paycheck Protection Program—from the US Small Business Administration gave many home care agencies the added financial resources to increase their compensation for caregivers.

- Provide incentives for caregivers who were willing to take on COVID Positive Cases
- Clearly communicate the purpose of the extra incentives, and that they are not permanent pay increases
- Let all caregivers know about the opportunities to earn added income

Since COVID came, we have learned much more about “Economically Fragile Employees.” These are workers who live paycheck to paycheck, and who suffer significant financial and emotional challenges if their pay is interrupted. Understanding how caregivers live, and how their weekly pay affects their living standards is an important element of supporting and encouraging caregivers.



CARE FOR THE WHOLE CAREGIVER

In exploring ways to support caregivers who are caring for COVID clients, we learned a lot about caring for the **whole caregiver**.

Jim Kimzey, CEO of Tender Rose Dementia Care Specialists in San Francisco, CA, and a member of our Top 7% Mastermind Group, developed a matrix for caring for caregivers. This matrix provided agency leaders with a way to plan for the care of caregivers dealing with COVID clients.

On one axis, there are three dimensions:

- Before Exposure
- Possible Exposure
- Tested Positive for COVID

On the other axis, three dimensions:

- Physical Health
- Mental Health
- Financial Health

Working with his team at Tender Rose, Jim was able to develop specific action steps for each of the nine sections of this planning matrix, and communicate the approach to team members, caregiver, and clients.

Caring for the Caregiver
A Framework

	Before Exposure	Possible Exposure	Tested Positive
Mental Health			
Physical Health			
Financial Health			



FIVE ELEMENTS OF CAREGIVER QUALITY ASSURANCE

Since the emergence of the crazy COVID-19 Crisis in March of 2020, we have worked with the 42 companies who are members of the Home Care CEO Forum Mastermind Groups to identify the big burning issues they are facing as they move forward. No surprise, but the biggest issue facing agency owners is the caregiver recruiting and retention crisis. There are simply not enough in-home caregivers to meet the demands of an aging client population.

“These are workers who live paycheck to paycheck, and who suffer significant financial and emotional challenges if their pay is interrupted. Understanding how caregivers live, and how their weekly pay affects their living standards is an important element of supporting and encouraging caregivers.”

To address this big burning issue, we at Leading Home Care and the Home Care CEO Forum have been working on a totally new approach to Caregiver Quality Assurance. This program is a combination of research, online learning, and mastermind groups of HR team members to help find and keep the caregivers you need to grow your agency. We've identified five elements of this process:

1. The Caregiver Quality Company Culture
2. The Caregiver Quality Recruiting System
3. The Caregiver Quality Selection System
4. The Caregiver Quality On-Boarding System
5. The Caregiver Quality Retention System

As you go forward developing new ways to develop and support your caregivers in a Post-COVID world, keep these lessons, and these five elements in front of you. Continue to stay engaged with HCAOA and your local chapter and together we'll work to care for our clients and our caregivers.

About the Author: Stephen Tweed is an internationally known health care and business strategist, award winning professional speaker, and author. A longtime supporter of HCAOA, he is the CEO of Leading Home Care ... a Tweed Jeffries company, and founder of the Home Care CEO Forum and Caregiver Quality Assurance. Stephen was awarded the first annual Industry Leadership Award by HCAOA in 2019. He can be reached at www.homecareCEO.com or www.Caregiverquality.com.



DoveCart.com
DELIVERING PEACE OF MIND
TO CAREGIVERS LIKE YOU.


We provide professional care supplies to create a safe, healthy, and healing homecare environment.

CAREGIVER PROTECTION | BEDDING |
BOWEL & BLADDER | HYGIENE CARE |
BATHING | BODY POSITIONING | MOBILITY

Save time and hassle with auto-ship options.
DISCOUNTS AVAILABLE.

INFO@DOVECART.COM
866-647-1611

PPE IN STOCK AND READY TO SHIP



5 Ways to Reduce Home Care Worker Turnover

By Adrian Schauer, Founder & CEO



Home care staff represent a key component of the efforts to lessen the strain on the hospital system in the COVID-19 era and with the proportion of seniors over 60 expected to double by 2050 the need to hire and retain high quality home care workers to meet the growing demands has never been higher.

As revealed in the 2020 Home-Based Care Technology Survey, more than half of respondents chose caregiver shortage as a primary obstacle their home care agency faces today. Limited caregivers and high turnover rates can be very taxing and could have a dwindling effect on your business and healthcare infrastructure at large.

A common solution for this problem would be to incentivize employees with raises, benefits, and other compensations, but this might not be an economically viable solution for your agency.

Here are some other practical solutions that could help you maintain or grow care worker retention without hiking up your business expenditures to show recognition for these extremely valuable employees:



1. ACCOMMODATING SCHEDULING

While ensuring patients are receiving essential visits and care is the number one priority, working with your caregivers to coordinate schedules that are manageable for them should also be of high importance. AlayaCare's home care software optimizes scheduling with features like SMS notifications to allow caregivers to conveniently receive and accept shift offers on mobile for high accessibility and flexibility. By finding flexible options for caregivers, your agency can improve the caregiver work experience to increase satisfaction and make your agency a place where caregivers want to stay.

2. PERFORMANCE RECOGNITION

A good way to boost your care workers job satisfaction is to give them recognition for providing high quality services to your clients. Positive feedback makes employees feel valued and appreciated for their work. AlayaCare's home care software gives you full visibility into care worker activities, ultimately allowing you to easily complete performance reviews by seamlessly tracking and recognizing care worker feedback, notes and activities.

3. LISTEN TO YOUR CARE WORKERS

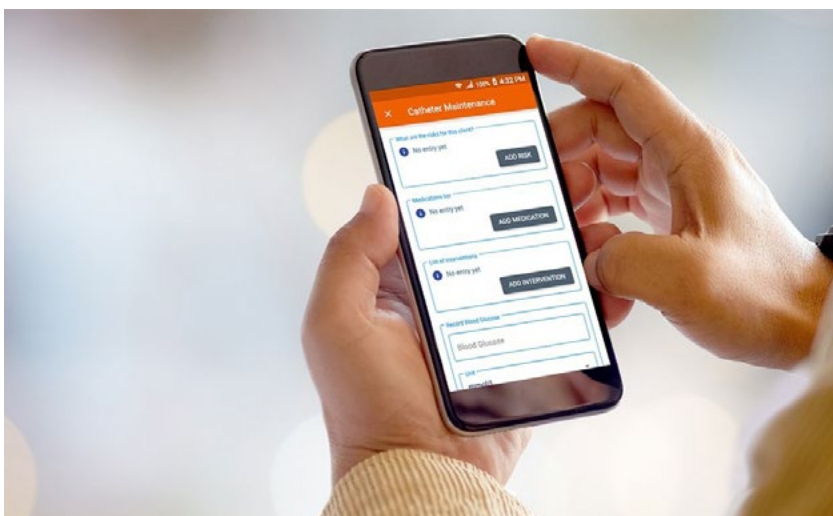
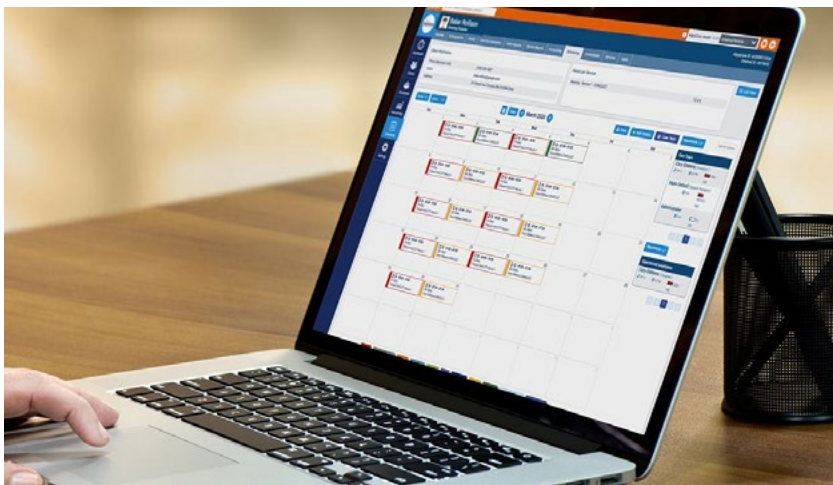
If a care worker openly communicates their unhappiness with their work environment or any other difficult situation, make sure to give them your full attention, listen to them and respond accordingly. Providing a supportive work environment where care workers feel like their opinions and needs are heard will foster employee loyalty and reduce your turnover rate.

4. LEARNING OPPORTUNITIES

There are a number of certifications, credentials and licensing needs for care workers, which can be easy to lose track of. With a system like AlayaCare, automatic notifications are generated when care worker skills and qualifications are about to expire, keeping you and your care workers updated on their credentials. By reminding care workers of their job expectations and offering them ongoing training, you will show your employees that you're thinking about their growth and development, and want them to feel confident in their abilities.

5. GIVE THEM THE TOOLS THEY NEED

In order to deliver the highest quality of care, having the tools to be the most efficient is crucial for success in the home care industry. With new home care systems and software solutions being introduced into the market, care workers have the ability to be more informed and prepared for client visits than ever before. With the AlayaCare home care software, care workers have complete visibility into everything they need before their visits occur, ensuring they can deliver the best care possible. Providing your care workers with effective tools and solutions will make their lives easier and empower them to provide better care.



MEET THE New Members OF THE HCAOA Board

This Fall, the HCAOA membership elected four new members to the Board of Directors. Meet the new Board members below, who will begin a three-year term on Jan. 1, 2021. Four Board members were also re-appointed to a second three-year term. Learn more about them on the next page.



JEFF BEVIS

FirstLight Home Care

Bevis has led major franchise growth or rebuilding efforts in six different franchise brands across five different industries with record-setting success in every brand. He is the co-founder and CEO of FirstLight Home Care Franchising, LLC.



ANDREA COHEN

HouseWorks

Cohen is a social entrepreneur dedicated to transforming the way care is delivered to seniors at home. As HouseWorks Founder and CEO, her vision crystalized over 25 years ago when she took care of both her parents and made an unwavering commitment to redefine what it means to age.



SANDI MCCANN

Home Care of the Rockies

McCann was looking for more than a job when she moved on from a career in marketing and founded HomeCare of the Rockies in 2012. She wanted to make a meaningful difference in the lives of others. Inspired by caring for a terminally ill family member, she believed that older adults deserved exceptional care provided by trained and prepared professionals.



AARON STAPLETON

Queen City Home Care

Stapleton is the Founder and CEO of Queen City Homecare in Cincinnati. In 2012 he decided to start a new type of private duty company that focused on patient centered care for the clients and not just companionship. With this in mind, he has paved the way for rethinking what private duty care is and how the industry must grow with the needs of its clients.



CHANI FELDMAN

MGA Healthcare

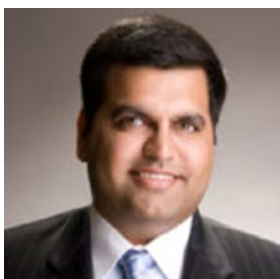
Feldman joined MGA in 2020 as the Chief Government Affairs & Strategy Officer. In this role, Chani works to build relationships that contribute to MGA's mission statement by acting as a liaison with government officials, legislators, consultants, staff, provider partners, state and federal officials, as well as payers to make an everlasting change in the home healthcare space. Prior to MGA, Feldman spent 13 years with Maxim Healthcare Services, serving various policy and clinical roles. She received her nursing degree from Montgomery College in Maryland, a professional certificate from the State Government Affairs Council, and a lean healthcare certificate from Belmont University.



CARL MCMANUS

Comfort Keeper

McManus joined CK Franchising, Inc. in January 2014. McManus began his career in public accounting in New York with Arthur Andersen and Co. as a certified public accountant. He also worked as a management consultant with Deloitte in Los Angeles. His experience includes several years with YUM! Brands in operations and franchising, and he was a director in Acquisitions and Divestitures during Taco Bell's re-franchising process, transforming the network into a franchise business model. He also worked for Gateway as a Director for Retail Strategy and focused on growing the business-to-business market through their country stores.



KUNU KAUSHAL

Senior Solutions

With the motivation of helping his grandparents as his first clients, Kaushal started Senior Solutions Home Care in 2010. Today the company provides in-home care, nutritional support, and transportation services to the entire state of Tennessee out of multiple offices. He studied business management at the University of Alabama at Birmingham and proceeded to work in multiple healthcare fields focused on the highest quality of care.



DAVID TOTARO

Bayada

Totaro joined BAYADA Home Health Care in June 2009 as chief government affairs officer. In this role, Mr. Totaro spearheaded the development of a far-reaching legislative advocacy program. His team of legislative professionals advocate daily for BAYADA clients and caregivers and regularly interact with legislative and regulatory officials at the state and federal levels. Prior to joining BAYADA, Mr. Totaro was chief marketing officer at RehabCare Group, Inc., a national rehabilitation therapy management company headquartered in St. Louis, MO. Mr. Totaro currently serves as chairman of the Partnership for Medicaid Home-based Care (PMHC), a Washington, DC based alliance of Medicaid home care providers, managed care companies, national and state home care associations, and technology companies.

2021 BOARD OF DIRECTORS

Emma Dickison, President
Home Helpers

Brian Petranick, Treasurer
Right at Home

Matt Boever, Legislative Chair
Home Instead Senior Care

Jeff Bevis
FirstLight Home Care

Gale Bohling
BrightSpring Health Services

Andrea Cohen
HouseWorks

Chani Feldman
MGA HomeCare

Steve Greenwald
ComForCare

Kunu Kaushal
Senior Solutions Home Care

Sandi McCann
Home Care of the Rockies

Carl McManus
Comfort Keepers

Jesse Petrea
Coastal Home Care

Bob Roth
Cypress HomeCare Solutions

Aaron Stapleton
Queen City Home Care

Shelly Sun
BrightStar Group Holdings, Inc.

David Totaro
BAYADA Home Health Care

Jennifer Tucker
Homewatch CareGivers

Jeff Wiberg
Family Resource Home Care

Advice for Home

from HCAOA Medical Advisory Council

JB



Jake Baker, MM, BSN, RN

Jake Baker is the Director of Clinical Services for ComForCare. Prior to joining ComForCare, Jake worked as an Emergency Department nurse and healthcare systems trainer. He is certified to train Nursing Assistants in the State of Michigan.

SF



Dr. Steven C. Fox, DO

Dr. Steven C. Fox is a licensed physician and surgeon. He was the founder of Wellspring Gerontological Services. In 1993, Dr. Fox assisted in the creation of Wellspring Personal Care. He continues to serve as a Physician Consultant to WPC. Dr. Fox is a founding member of the Midwest Private Geriatric Care Managers Association; a member of the American Osteopathic Association; American Geriatrics Society; the American Academy of Home Care Physicians; American Society on Aging; and, the American Medical Directors Association.

Early in the coronavirus outbreak, HCAOA assembled a team of physicians, clinical experts, and emergency preparedness leaders to help guide home care agencies through the pandemic safely.

What are the most important things that an agency can provide for their caregivers during the pandemic?

JB

The most important things an agency can provide their caregivers during the pandemic is guidance and understanding. COVID-19 has been difficult for everyone from trying to understand what to do to stay safe to knowing what to do if you've become ill. As agencies we can be a guiding light and a helping hand to our caregivers by providing information on how to stay safe, what to do if they need to get tested, and understanding that some caregivers may not be able to work as they care of themselves or their loved ones during this difficult time.

SF

Emotional Support: It is important to provide emotional support to maintain the caregiver's caring nature which will translate into better care for the client.

Educational Support: Accurate and timely information regarding COVID-19 is necessary to decrease caregiver anxiety while at work. The increased confidence that comes with knowledge will make them more apt to come to work and not call off.

PPE: Appropriate and sufficient PPE is essential to show that the agency prioritizes the health of its employee. It allows the caregiver to perform their job confidently and efficiently.

Financial Rewards: Monetary rewards in the form of bonuses for employees shows an appreciation for their hard work and dedication.

Scheduling Flexibility: The pandemic does not spare caregivers and their families from being effected personally.

Paid Leave: Although it is difficult to definitively verify the source of an infection, it is essential that employees not be penalized financially for exposure during the performance of their job.

What protocols can a home care agency not do without?

JB

Home care agencies should have a protocol for handling the contact of exposures/possible exposures. Knowing who to contact and what to say can be one of the most difficult things to manage when you come across an exposure situation. Having these protocols ready will make it easier when reaching out to clients, caregivers, and other applicable parties.

Care Providers



SF Clear internal policies regarding minimizing the risk of exposure for caregivers and clients. Protocols and post exposure quarantine periods that comply with the most current CDC guidelines.

What can agencies do to minimize contact points for caregivers?

JB To minimize contact points for caregivers agencies can set up designated drop off points and times in their office for paper delivery. Utilizing a drop off point can make it so that office staff and caregivers are adhering to proper social distancing and not coming within 6 feet of each other. Setting up a drop off time for caregivers can make it so that caregivers are not coming in contact with each other as they are dropping off paperwork.

SF Use touchless delivery of food items, medications, and supplies. Work with families to minimize the number of visitors to the client's home. Minimize the number of clients that the caregiver sees in a single day.

How often do you think caregivers should be tested for COVID-19?

JB Caregivers should be tested whenever there is an exposure or possible exposure to COVID-19. It is important to also keep up state and county guidelines as additional testing may be necessary.

SF To avoid false negatives, testing should be done no sooner than 72 hours prior to the time of exposure. Testing after an appropriate quarantine or a negative test result without symptoms is not necessary. COVID-19 antibody testing is of questionable accuracy, value and should be avoided.

EMPOWERING PROVIDERS TO ENHANCE PATIENT CARE



PRIVATE DUTY



ISO 9001:2015 CERTIFIED. CMS APPROVED. → [achc.org](https://www.achc.org)

ACCREDITATION COMMISSION *for* HEALTH CARE



FULL-PAGE PRINTING FOR FULL-SPECTRUM CARE

As home health providers strive to deliver higher quality patient care, mobile printing becomes more important than ever.

- Leave updated care instructions at the time of visit
- Provide clear communications for patients and their families
- Eliminate the need to mail or deliver forms after visit
- Help save time, money, and spend more time with patients

The PocketJet 7 Mobile Full-Page Printer.
Simple. Affordable. Necessary.

Try one for Free

 BrotherDemo-HomeHealth.com

 1-800-543-6144

 PLANS OF CARE	 MEDICAL TEST RESULTS
 PHYSICAL THERAPY INSTRUCTIONS	 DRUG INTERACTION FORMS



Get all the printers you need now, no upfront cost -
one low monthly price!*

Learn more by visiting BrotherMobileSolutions.com/Shift

*Shift & Print Subscription Service is subject to credit approval.

2020

Caregiver of the Year

Chicago's Karen Butler of Custom Home Care
Recognized as Top Caregiver in the Country



Caregiver of the Year Nominees Demonstrate the Essential Nature of Home Care

We recognize the caregivers who made it possible for so many people to stay safe and healthy at home this year. In the midst of the ongoing pandemic, home care is quite literally the best medicine, the work of our caregivers across the country has been beyond essential.

HCAOA received nearly 200 nominations for this year's Caregiver of the Year Award—the most ever! Meet the winner, finalists, and nominees...

KAREN BUTLER, A CAREGIVER WITH Custom Home Care in Chicago was named the 2020 Caregiver of the Year during HCAOA's Virtual Conference in October. She was selected from more than 200 nominees submitted by home care agencies across the country.

"As we've known for a while now, the right caregivers allow for seniors to truly live out their advanced years with grace, dignity, and joy," said Vicki Hoak, HCAOA Executive Director. "We were blessed to receive more submissions for Caregiver of the Year than in any previous year, and even with all of the great nominations, Karen was the clear winner. We're delighted to be able to recognize her exemplary service, not just this year but for the many years she has served her community."

Butler has dedicated her life and career to caring for others. A caregiver for more than 50 years and a CNA for more than 35 years, she was nominated because of her gift for making her clients feel special. In her nomination of Butler, Custom Home Care Executive Director Jennifer Avila said, "She understands that the small things matter in the lives of her senior clients. A current client loves to play BINGO, and when she wins, Karen substitutes the candy given out as a prize for sugar free candy to keep her blood sugar in check. Butler goes the extra mile for her clients whether shopping for them, communicating with them and their families, keeping her supervisor informed of any issues, or sharing a joke and a smile."

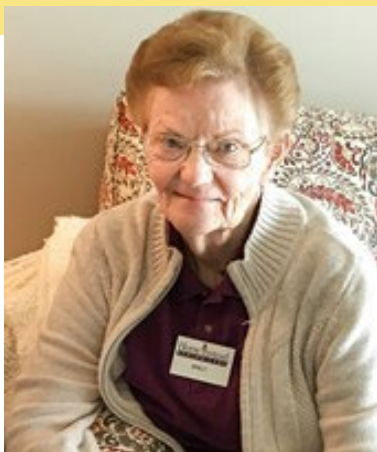
"Karen has changed so many lives, and she has made our company a truly special place," said Tamara Jackson, CEO of Custom Home Care. "We're proud that she is receiving this richly deserved recognition."

In her nomination of Butler for the award, Avila noted that Karen has been known to hold the hand of a dying senior because her philosophy is, "No one should die alone." Karen says her most rewarding experiences as a caregiver were working in hospice with AIDS patients in the 1980s. At that time many healthcare professionals were afraid to care for AIDS patients because of misinformation and prejudice, but not Butler.

"All of these beautiful, young men and their families had turned away from them. They needed somebody, and we were there for them. When I knew that they were dying and only had moments left to live, I would crawl into bed with them, put my arms around them, hold them and sing 'Into the Garden,'" she said of the experience.

Butler was one of six finalists for the award. Meet the other finalists and nominees on the following pages.

FINALISTS



EMILY BRESSETTE

Home Instead Senior Care, Ohio

Bressette is in her 80s and is tough as nails. But she tears up easily when she speaks of her clients and her love for them. Deborah Archer, Director of HR for Grey Havens LLC, said in her nomination, "She is the best kind of tough cookie. The tough cookie with a selfless dedication to others." Though she could have retired years ago, Bressette has said she will not leave her clients who rely on her for their well-being. She even continued to grocery shop for her client during the pandemic, even though she is in her 80s herself!



ERIN BUFFORD

Bayada Home Health Care, Pennsylvania

Bufford cares full-time for a child with non-verbal autism and learning disabilities who uses an iPad to communicate. Last year, his middle school staged a production of "Frozen," and his classmates banded together to include him and even wrote a special role for him. He and Bufford are a package deal, so the classmates also included her in the play, with costumes and dancing roles. She spent countless hours in rehearsals after school and on weekends so he could participate and feel included. "Erin's dedication made sure that her client could experience the joy of being a part of his school years, and made sure he is included with his peers," said Director Brett Berghardt in her nomination.



GWENDOLYN "MICHELLE" MICHAEL

BAYADA HOME HEALTH CARE, NORTH CAROLINA

Most of Michael's 23,000 hours of caregiving with Bayada have been spent caring for one client, a man who requires care for a traumatic brain injury and other catastrophic ailments after a work-related accident. The client's daughter said he considers Michelle to be his "buddy." "Very simply put, that is what makes their relationship so special. He does not go on and on about what she does. Instead, he comments on how she makes him feel—as though he has a buddy," said Director Tom Minowicz in his nomination of Michael.

FINALISTS



AJIBOLA OLA

Lifesprk, Minnesota

"At a time when seniors need compassion, a calm voice exerting confidence, and a connection to what gives their life purpose, Ajibola Ola has been a constant and comforting presence. She takes the extra steps every day to make sure her clients are receiving the best care possible," said Kalie Christensen, Talent Acquisition Manager with Lifesprk, who nominated Ola. One of her clients was quarantined during the COVID pandemic on her 89th birthday, so Ola sent her flowers so she would feel less alone. She did whatever she could to help seniors feel less isolated during these unprecedented times.



DECLAN QUICK

Family Resource Home Care, Washington

At the age of 29, Quick decided to pursue a career in caregiving. Little did this Australian-transplant know that her decision would change the lives of hundreds of people. She has cared for hospice clients, clients with traumatic brain injuries, and those with Multiple Sclerosis. A family member of one her clients compares Quick to Mary Poppins: "practically perfect in every way." Regional Director Trish McKinney quoted a client's family in Quick's nomination: "Declan not only touches the lives of her direct clients but their extended families as well."

LIST OF 2020 NOMINEES

Karena Ainsworth
Home Helpers of Mequon, OH

Jahmilya Akbar
Visiting Angels -
Sacramento, CA

Modupe Akinrinola
Home Instead Senior Care, IL

Jacqueline Alexander
BAYADA Home
Health Care, NC

Seraphenea Alexander-Brennan
Right at Home Twin Cities
& Southern Suburbs, MN

David Anderson
Home Instead Senior Care, NJ

Eddiong Antiaobong
Care To Stay Home, WA

Mirtha Aparcana
24 Hour Home Care, CA

Juty Archambeau
24 Hour Home Care, CA

Orlando Ardilla
The Cameron Group, FL

Joel Atuhaire
Citizens Bright Ideas
Home Care, IL

Jeanna Bailey
24 Hour Home Care, CA

Rosemary Barnes
Homewatch Caregivers, IL

Louise Barnett
Christopher's Bridge
Home Care, GA

Deborah Barrett
DAALD Senior Care LLC, NJ

Filomena Barros
Senior Helpers Boston
and South Shore, MA

Kevin Bauhin
Home Helpers, NJ

Tiffany Beavers
Synergy HomeCare, IL

Ilana Beltran-Torres
HomeCare of the Rockies, CO

Shanta Boles
Senior Helpers of
Hilton Head, SC

Jakobie Bouie
Comfort Keepers, WA

Emily Bressette
Home Instead Senior Care, OH

Vivian Brooks
24 Hour Home Care, CA

Travis Brosius
BAYADA Home Health Care, PA

Sola Brown
Hearts For Healing LLC, GA

Erin Bufford
BAYADA Home Health Care, PA

Karen Butler
Custom Home Care, IL

Dominique Byers
BAYADA Home
Health Care, NC

Doris Carriere
Visiting Angels, LA

Eboni Carter
ComForCare Chester
County North, PA

Maria Castro
24 Hour Home Care, CA

Penelope Catterton
Virginia Kares Home
Care Services, LLC, VA

Mary Caughlin
Visiting Angels Edmond, OK

Toshima Chambers
Links4Care Services, CA

Lady Chance
Comfort Keepers, TX

Kiara Clark-Lewis
Synergy HomeCare, IL

Dawn Coffey
Right at Home, TX

Renee Cofield
24 Hour Home Care, TX

Juanita Compton
Companion Extraordinaire
Home Care, VA

Patricia Cooney
FirstLight Home Care
Woodbridge, VA

Violeta Cornejo
Comforcare Senior Services
South Orange, NJ

continues >>

LIST OF 2020 NOMINEES, *continued*

Shaniqua Council

FirstLight Home Care
of Guilford, NC

Nora Daniel

Home Helpers Home
Care of Columbus, OH

Leonie Delva

Senior Helpers of
Winter Park, FL

Patricia Diggs

HomeCentris Healthcare, MD

Charito & Rodrigo Dimapilis

Carefree Home Care, CA

Travis Dixon

Fresh Perspective
Home Care, MI

Karin Doney

Home Helpers Home Care, KY

Shirley Dyer

CareMaster Medical
Services, GA

Leslie Edwards

Right at Home Glendale, CA

Mary Kay Ellis

Home Instead Senior Care, WI

Marjory Erdman

Comfort Keepers, MI

Sheila Faulks

Queen City Homecare, OH

Mark Fitzgerald

ComForCare Brooklyn, NY

Stacy Fortin

BAYADA Home Health Care, PA

Fran Foulam

Home Instead Senior Care, OR

John Gadzekpo

Home Helpers Home
Care of Hinsdale, IL

Janette Galeana

For Papa's Sake Home Care, IL

Aria Geller

24 Hour Home Care, CA

Beverly Gentle

Right at Home of North
Suburban Chicago, IL

Brenda Gibbons

Visiting Angels, OH

Deborah Gissart

LivHOME, Inc., CA

Shander Green

LivHOME, Inc., CA

Natalie Greer

24 Hour Home Care, CA

Twila Guzman

Senior Helpers Bunnell, FL

Karen Harris

Angels 4 Angels, Inc, VA

Shirley Hartman

Synergy HomeCare, IL

James Hatfield

Senior Helpers of
Hilton Head, SC

Bobbi Hawes

Home Instead Senior Care, WA

Sherria Hawkins

Timesavers Concierge,
Caregiving, & Chauffeur, KY

Beverly Headley

Companions for Living, LLC, CT

Hannah Hendriksen

HomeJoy of Kalamazoo, MI

Fletcher Hester

Right at Home of Durham
& Chapel Hill, NC

Karina Hidalgo

24 Hour Home Care, CA

Latonya Higginbotham

Beyond Care LLC, SC

Ellen Hinman

Senior Helpers, KS

Josephine Holt

Caring Companions, GA

Cassandra Housmyer

Right at Home Arcadia, AZ

Ethel "Rachel" Hubka

Right at Home Chicago
Northshore/Chicago Metro, IL

Ann Hudson

Nightingale's Nursing
and Attendant Care
Services, Inc., SC

Shakina Hudson

Like Family We Care HHC, PA

Patricia Hurt

Visiting Angels of Farmington
/ Cape Girardeau, MO

Penny Issac

LivHOME, Inc, TX

Laurie James

Comfort Keepers, MI

Silka Jarvis

24 Hour Home Care, CA

Summer Jefferies

Assisting Hands Home
Care Serving Southwest
Milwaukee, WI

Joylene Johnson

Endeavor Home Care, AZ

Shawn Johnson

Generations Home
Healthcare, NJ

Evelyn Jones

Home Instead Senior
Care of Shawnee and
Douglas County, KS

Rebecca Jones

Home Helpers - Hinsdale, IL

Savanna Kauffman

Home Instead Senior Care, WV

Shamim Kavuma

Beacon InHome, an
Arosa Company, MA

Charlene Keys

Senior Helpers Baltimore, MD

Stephanie King

FirstLight Home
Care, Omaha, NE

James Kohler

Always Best Care of
Boulder County, CO

Sashi Lal

LivHOME + Arosa, CA

Shannon Leahy

Comfort Keepers of
Grayslake, IL

Ingrid Lee

HouseWorks, MA

Kim Lewis

MOG Home Health
Care Services, PA

Jenny Lien

24 Hour Home Care, CA

Loretta Lloyd

Nurse Care of North
Carolina, NC

Shiela Loquinte

Norwood Seniors Network, IL

Sonya Renee Love

Homewatch CareGivers, IL

Hazel Lowe Tucker

Visiting Angels, CT

Kathleen Madelon

Right at Home, GA

David Marott

BrightStar Care
Conejo Valley, CA

Maria Marquez Castro

Collier Home Care, FL

Yolanda Martin De Aguilar

Gentle Home Services, IL

Gabriel Mascio

ComForCare, PA

Angela Mathis

Senior Services of Alameda
County LLC, CA

Malini Maumalanga

24 Hour Home Care, CA

Shannon McAuley

Home Helpers Home Care
of Huntington, NY

Susan McCullough

Right at Home South
Central Michigan, MT

Tammee McDonald

Senior Helpers, PA

Candi McGuire

Family Resource
Home Care, WA

Rose Meredith

Visiting Angels, TX

Gwendolyn Michelle Michael

Bayada Home Health Care, NC

Samuel Molla

Home Assist Health, AZ

Nancy Monak

Comfort Keepers, MI

Jevon Moore

24 Hour Home Care, CA

Moises Morales

Always Best Care
Senior Services, CA

Heather Morre

Home Helpers of
Clear Water, FL

Bryant Mosley

ComForCare Home Care, IN

Zharla Mourning

Lane Home Health
Care LLC, PA

Chantal Mutesi

Agape In Home Care, WA

David Naniot

Comfort Keepers, MI

Elida Narvaez Sandino

Care to Stay Home, CA

Brian New

Care Around the Block, TN

Flora Obieeee

At Home Care, Inc., MS

Ngozi Obika

LivHOME, CA

Colleen O'Connor

JWR Health Services, MI

Ephraim Oduori

Careforce, WA

Ajibola Ola

Lifesprk, MN

Migdalia (Maggie) Ortiz

Home Helpers Home
Care of Fort Lee, NJ

Rocio Pacheco

24 Hour Home Care, CA

Gerardo Panlilio

Home Care Angels, IL

Gilbert Parachini

Senior Helpers of
Smithtown, NY

Aleta Pesce

Right at Home Northwest
Orange County, CA

Cynthia Phillips

Assured Quality Homecare, CT

Martha Pierce

Right at Home Spokane, WA

Colleen Pirone

Right At Home- Edmond/
Norman, OK

Josh Polanski

Right at Home Twin Cities
& Southern Suburbs, MN

Abiola Pollard

LivHOME - An Arosa
Company - Chicago, IL

Kathleen Pouliot

Senior Helpers of Naperville, IL

Nicole Purdy

Senior Helpers, WI

Declan Quick

Family Resource
Home Care, WA

Shannon Regan

Right at Home Twin Cities
& Southern Suburbs, MN

Pauline Reid

The Cameron Group An
Arosa Company, FL

Cindy Remmers

Synergy HomeCare, IL

Rosa Rios

Senior Helpers, CO

Britney Robinson

Full Heart Home Care LLC, GA

Mary Robinson

Star Kids Pediatric
Home Health, UT

Allyson Royer

Extended Family, NH

Angela Rudd

Nurse Care of NC, NC

Angelica Ruiz

24 Hour Home Care, CA

Marlene Samczuk

Home Helpers Delaware, OH

Theresa Samples

24 Hour Home Care, CA

Joanie Schrecengost

Harmony Home Care, PA

Mariana Selejan

Home Instead Senior Care, IL

Evangelina Serafini

24 Hour Home Care, CA

Virginia Serrano

Change Maple Leaf Manor, CT

Cindy Sheppard

Visiting Angels Waco, TX

Yvonne Sheppard

Companions &
Homemakers, CT

Mauctaru Sherif-Riley

Caring Friends, PA

Peggy Shrimpton

Home Instead Senior Care, VA

Hiawatha Smallwood

Access To Home Care
Services Inc., NY

Theresa Sossamon

Visiting Angels, OK

Audrey Standifer

Serenity Care Providers, LA

Clarrissa Stinson

Clarrissa's CARE Services, OH

Elfenesh Tafwsse

Senior Helpers, FL

Lawrence Thuku

Family Resource
Home Care, WA

Janaya Turner Jones

24 Hour Home Care, CA

Miranda Untalasco

Advanced Health Care, WA

Savannah Upchurch

Home Helpers Home Care, KY

Veronica Walton

Unconditional Care
Senior Services, NC

Doris Warren-Hester

Anointed Elder Concierge
H C Services LLC, FL

Julie Williams

At Home Care, OK

Angela Wilson

Holli Care, LLC, MI

Saquesha Wilson



Public Policy Decisions across the U.S. Impact Care Delivery

POLICY CONVERSATIONS ACROSS THE COUNTRY have focused on what state legislatures can do to help their communities recover from the economic damage wreaked by COVID-19. At the time the Spring-Summer issue of *The Voice* was published, it was assumed that Congress would deliver a fourth COVID relief bill that would extend CARES Act Funding and the Paycheck Protection Program. Unfortunately, that bill never came to fruition, and so much of those protections and funds became the responsibility of state policy makers.

HCAOA Members have pushed hard for key protections for frontline workers—over the Summer 2,000 members sent over 5,000 messages to their Senators and Representatives demanding things like increased access to PPE, hazard pay, and expanded protections for home-based community services like home care. While those did not become federal law, some states have taken up these items.

Michigan Creates Hazard Pay Fund for Frontline Workers

The State of Michigan in mid-July released a total of \$300 million in hazard pay to first responders for working during the coronavirus pandemic.

The First Responder Hazard Pay Premiums and the Public Safety and Public Health Pay Roll Reimbursement programs are aimed at helping first responders receive premium hazard pay and reimbursing local governments for payroll costs incurred due to the coronavirus pandemic, according to a July 8 state news release.

The money comes from federal coronavirus relief funds [appropriated by the state July 1](#).

“HCAOA Members have pushed hard for key protections for frontline workers—over the Summer 2,000 members sent over 5,000 messages to their Senators and Representatives demanding things like increased access to PPE, hazard pay, and expanded protections for home-based community services like home care.”

Florida opens Long-Term Care to Home Care Workers, Shifts to Federal Testing Standards

In Florida, Governor DeSantis issued an [emergency order](#) adjusting visitation rules for long-term care facilities related to COVID-19. The order includes home care workers in its definition of Essential Caregivers that are allowed to enter long-term care facilities.

Enforcement of PPE and infection control policies is the responsibility of the facility, as are all testing protocols. The order further states that all tests should follow CDC and FDA guidelines.

The order largely follows the [final recommendations](#) from The Task Force on the Safe and Limited Re-Opening of Long-Term Care Facilities.

In addition to the Essential Caregiver definition, the recommendations also require that Essential Caregivers wear PPE “consistent with CDC Guidance” and comply with facility-provided testing protocols.

In addition, the Emergency Rules requiring biweekly staff testing for nursing homes and assisted living facilities expired on September 13. Nursing home staff are required to continue staff testing under federal regulations. Information about the federal rule can be found [here](#).

Illinois Department of Public Health Issues Emergency Rule on Mask Requirement

The Illinois Department of Public Health (IDPH) will hold businesses and organizations accountable if they don’t enforce social distancing and mask mandates. The IDPH amended its Control of Communicable Disease Code with emergency provisions for pandemic or epidemic respiratory disease and outlined enforcement procedures against violators of the emergency rules. Anyone over the age of two who is medically able to tolerate it must wear

a mask or cloth face covering over their noses and mouths when in a public place and unable to maintain at least a six-foot distance from others. The requirement applies outdoors as well as indoors.

All local boards of health, health authorities and officers, police officers, sheriffs, and all other officers and employees of the state are required to enforce the orders issued by IDPH, the emergency amendment says.

Businesses shall be given a written notice of non-compliance and a reasonable opportunity to comply upon first violation of Health Department rules. If the offending business does not comply after the first notice, the enforcing agency may issue a written order to disperse and clear the property.

[Click here for details about the changes to the public health code.](#)

Ohio and Georgia Enact Liability Shield Laws Related to COVID-19

Ohio Governor Mike DeWine signed a liability shield law, which protects health care providers from lawsuits related to “injury, death, or loss to property or person caused by exposure to, the transmission of, or contraction of COVID-19 or any mutation thereof,” except in the case of reckless, intentional or willful transmission. This law covers claims arising between March 9, 2020, and September 30, 2021.

The law also prohibits COVID-related class action suits against care providers, and prevents future laws or public orders from forcing providers to deliver care to infected patients.

In Georgia, Governor Brian Kemp signed legislation that provides limited protections to businesses from COVID-19 related suits. While Georgia Chapter worked with the law’s sponsors to specifically name home care workers in the delineated classes covered by the legislation, it was determined they were covered in the general business provisions of the bill.

Save up to 40% on Select Dell Branded Products!



Home Care Association of America
can now save on World Class Technology with Dell!



SMALL
BUSINESS

REFRESH YOUR
SMALL BUSINESS



Visit www.Dell.com/HCAOA Or
Call 800-757-8442 | Member ID:530011521562





444 N. Capitol Street NW, Suite 428
Washington, DC 20001

Behind the mask



It's peace of mind. It's reassurance. It's the quiet confidence that lets patients know they're in expert hands – no matter what.

Joint Commission leaders, staff, and surveyors recognize the courage and dedication of home care and community-based professionals, and we commend you for your daily efforts to put your patients' health and safety first.

We are here to support, assist and guide health care providers just like you, both personally and professionally, through this ever-evolving environment.

Trusted guidance. Trusted resources.

Visit www.jointcommission.org/covid-19/ to access our special library of COVID-19 resources, which includes critical pandemic information and topics dedicated to enhancing your well-being. Also please feel free to reach out to our home care service team. Call 630.792.5070 or email homecare@jointcommission.org. We're here for you.

