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FOR IMMEDIATE RELEASE

HCAOA Adds Role to Focus on Member Benefits, Partnerships *Continues Efforts to Focus on Growth*

WASHINGTON, D.C. (July 16, 2020) – The Home Care Association of America ([HCAOA](#)) announced today that Jennifer Battista has joined the organization as Senior Director of Membership and Operations, effective immediately.

Battista brings nearly 10 years of experience working with home-based care providers and consumers and nearly 20 years of experience in advocacy and nonprofit management to the Association, which is the leading association nationally for home-based personal care providers.

“Jennifer is a strong advocate for the home-based care industry, and will focus on supporting our members and seeking out new partnerships and opportunities to support their operations,” said Vicki Hoak, HCAOA CEO.

Battista earned a Bachelor’s Degree in Communications from Ithaca College, and is currently pursuing a Master’s of Business Administration (MBA) from West Chester University. She previously served as Chief Operating Officer for the Pennsylvania Homecare Association, where she led efforts to develop training videos for frontline workers, cultivated partnerships with vendors who support the home care industry, and advocated on behalf of clients and providers.

“There’s no place like home, and I look forward to leveraging the home-based care experience I’ve gained over the past 10 years at the state-level and expanding it to support providers across the country,” Battista said.

HCAOA announced earlier this year that it is laser-focused on growing its membership to ensure that the entire industry is represented. The Association named 20-year home-based care veteran Vicki Hoak as Executive Director in November 2019, and Emma Dickison, CEO of Home Helpers® Home Care, as the President of the Board of Directors earlier this year.

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ABOUT HCAOA

Founded in 2002, the Home Care Association of America (HCAOA) is the industry’s leading trade association – currently representing nearly 3,000 companies that employ more than 500,000 caregivers across the United States. HCAOA serves as the home care industry’s unified voice. Representing a diverse number of small, mid-level and large corporations, HCAOA unites the industry through speaking with one voice in Washington, D.C. and state capitals across the country.



HCAOA protects industry interests, promotes industry values, tackles barriers to growth and takes on industry-wide issues.