HCLA
HOMECARE ASSOCIATION OF LOUISIANA

P.O. Box 80124
Lafayette, LA 70598
Ph: 337-231-0080
Fax: 337-231-0089
www.hclanet.org

Helping Louisiana Care at Home EXCEL
An Invitation to Partner with HCLA in 2027

Dear HCLA Associate Members and Prospective Industry Partners,

The future of home-based care is evolving, and with it comes tremendous opportunity for the organizations that support this essential industry.

At the HomeCare Association of Louisiana (HCLA), we recognize that the success of home health, hospice, and other home-based care providers depends not only on strong clinical and operational leadership, but also on the expertise, innovation, and resources provided by trusted industry partners.

As we enter 2027, HCLA is building on its history of legislative advocacy, regulatory engagement, and professional education while introducing a renewed strategic direction focused on delivering greater value to our members and industry partners.

We invite your organization to be part of that future.

A Changing Industry. New Opportunities for Partnership.

Home-based care providers are navigating an increasingly complex environment. Reimbursement pressures, evolving payment models, regulatory oversight, workforce challenges, and industry consolidation continue to reshape the healthcare landscape.

At the same time, advances in technology, innovative service delivery models, and growing demand for care in the home are creating opportunities for organizations equipped to respond to these changing needs.

For companies serving the home-based care industry, understanding the challenges facing providers is essential to developing relevant solutions, building meaningful relationships, and identifying opportunities for growth.

HCLA Associate Membership provides a direct connection to the conversations, relationships, and opportunities shaping the future of care at home in Louisiana.

Introducing EXCEL: A Stronger Association. Greater Member Value.

Our 2027 strategic framework, **EXCEL**, reflects HCLA's commitment to strengthening the home-based care community through five core priorities:

- **Education:** Expanding access to relevant clinical, regulatory, and operational education while creating opportunities for industry partners to contribute their expertise.
- **eXpertise:** Connecting providers with trusted resources, innovative solutions, and subject-matter experts who can help address complex industry challenges.
- **Connection:** Strengthening relationships among providers, vendors, and industry leaders through conferences, regional meetings, networking, and ongoing communication.
- **Engagement:** Advancing advocacy efforts while creating meaningful opportunities for Associate Members to participate in association initiatives and industry discussions.
- **Leadership:** Supporting the development of strong agency leaders and encouraging collaboration that advances the future of home-based care.

Our goal is to create an association where **providers find solutions, industry partners build relationships, and membership delivers measurable value.**

Maximize Your Visibility. Strengthen Your Relationships.

HCLA Associate Membership offers opportunities to position your organization before home-based care professionals, agency owners, administrators, and decision-makers throughout Louisiana and the surrounding region.

Depending on membership level and selected sponsorship opportunities, benefits may include:

- **Advertising and Digital Visibility:** Opportunities to promote your organization through HCLA's website, publications, and member communications.
- **Conference and Exhibit Opportunities:** Direct engagement with providers through conferences, educational events, and industry gatherings.
- **Educational Sponsorships:** Opportunities to support webinars, workshops, and professional development programs.
- **Regional Networking:** Expanded opportunities to connect with providers and industry peers across Louisiana.
- **Industry Intelligence:** Access to HCLA News Alerts, regulatory updates, and information about emerging issues affecting your customers.
- **Strategic Partnerships:** Opportunities to collaborate with HCLA on initiatives that address provider needs and strengthen the industry.

Associate Membership Opportunities

Our membership structure offers options designed to accommodate different levels of participation and visibility.

Standard Associate Membership provides foundational benefits, association communications, and opportunities to engage with HCLA's provider network.

Gold Associate Membership offers enhanced visibility, including promotional recognition on the HCLA website homepage, in addition to standard membership benefits.

Platinum Associate Membership provides a premier partnership opportunity, with expanded sponsorship exposure and participation in HCLA educational programs, workshops, and conferences, as outlined in the membership package.

Additional digital advertising and event sponsorship opportunities allow members to further customize their involvement based on their business objectives.

Your Partnership Makes a Difference.

HCLA has long recognized the importance of effective advocacy and collaboration in protecting access to quality care at home. Our work on reimbursement, regulatory policy, and legislative initiatives benefits from the engagement of organizations that understand the needs of Louisiana providers.

As we strengthen HCLA's programs and expand our reach, we want our Associate Members to be active participants—not simply names on a membership roster.

We welcome your ideas, your expertise, and your willingness to collaborate in ways that benefit both your organization and the providers we serve.

Enclosed is your 2027 Associate Membership Packet, outlining available membership levels, benefits, advertising options, and sponsorship opportunities.

We encourage you to review the opportunities and select the level of involvement that best supports your organization's goals.

To our returning Associate Members, thank you for your continued confidence and investment in HCLA. To prospective members, we welcome the opportunity to introduce you to an association committed to building meaningful relationships and delivering value.

Together, we can strengthen the businesses that support care at home - and the providers who deliver it.

Sincerely,

Gayla Gunter, RN, CCS-HH
President
HomeCare Association of Louisiana

D' McCoy, RN, BMin
Chief Executive Officer
HomeCare Association of Louisiana

Associate Membership

Benefits

HOMECARE ASSOCIATION OF LOUISIANA

Being an associate member of the HomeCare Association of Louisiana (HCLA) provides opportunities to build relationships with providers of care at home. Associate members highlight business rapport via one-on-one networking with agency staff through discounted event sponsorship and exhibits. Active participation in HCLA demonstrates your support for home health providers and helps you identify needs of home health agencies in Louisiana.

1

DISCOUNTS & INCREASED EXPOSURE… Sponsorship of monthly workshops and regional roundtables has provided associate members closer relationships with agency administrators and clinical staff, giving them an edge over the competition. Exhibiting at HCLA's Annual Conferences is available to all associate members at a ***discounted rate*.** HCLA associate members are also given ***discounted rates*** and first right of refusal on all available sponsorship opportunities.

Opportunities for sponsorship/exhibiting:

***Virtual Workshops*…** Hosted monthly in designated areas of the state attended by agency owners, administrators, & clinical staff

***Virtual Regional Roundtable Luncheon*…** Free, statewide, interactive, quarterly luncheons held for agency members statewide, attended by agency owners, administrators, DONs, and clinical staff

Conferences…

- **HCLA Annual Conference** - Date To Be Announced

2

INSTANT ACCESS to MEMBERS… Associate members are updated quarterly with the most current ***home health provider list*** which includes provider contact information and email address. Our website also includes an ***Associate Member Directory which links directly*** to all of our associate members' websites to ensure easy access for providers & potential clients.

3

KEEPING YOU INFORMED & CONNECTED… An intangible benefit of membership with HCLA is the value of networking with industry professionals. We keep you connected through events, email updates, and mailings. The ***HCLA News Alerts,*** which summarize home health periodicals & critical industry publications, are available to HCLA associate members via ***log-in access to our website.***

4

EDUCATION DISCOUNTS… The ever-changing world of home health challenges agencies and their employees to remain up-to-date on industry information. Rise above the competition by staying informed and in-touch with the latest industry changes and as a result, better understand your customers' needs. Associate members of HCLA ***attend educational events at member rates***.

5

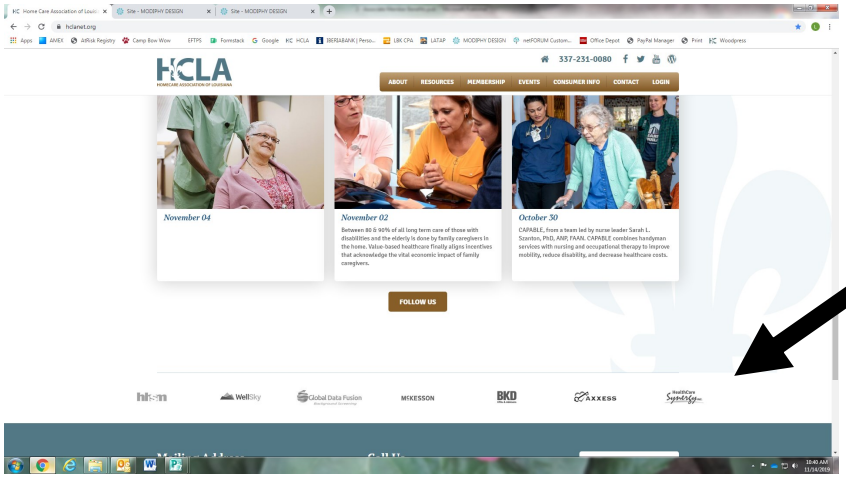
AFFINITY PARTNERSHIP… As an associate member, your company can partner with HCLA to offer products and services at an exclusive discount to our provider members. The Affinity Partnership is a great way to ***increase YOUR exposure*** to HCLA members with minimal cost to you.

Want Prominent Website Exposure?

Gold Membership

Benefits Include

- Prominent logo space on HCLA's homepage as well as 12 other pages viewed by visitor's of the HCLA website.
  The 12 pages include: About HCLA, History, Board of Directors, Membership, Agency Membership, Associate Membership, Associate Member Directory, HCLA Events, Exhibitors/Sponsors, Call for Presentations, Resources & Consumer Information.



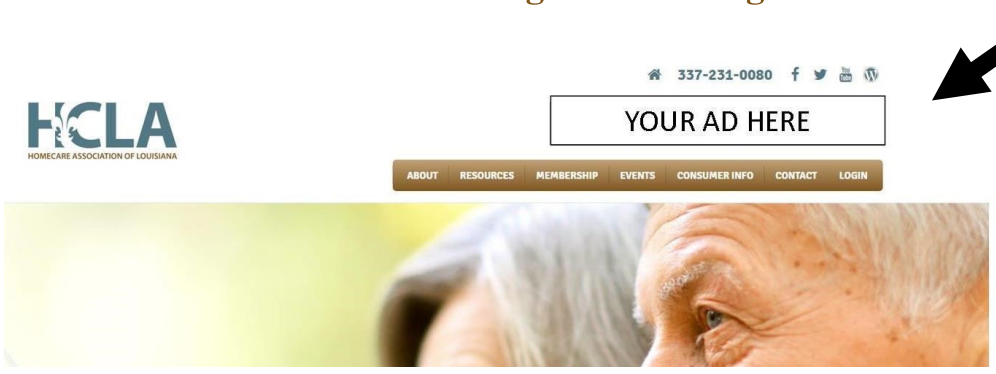
YOUR COMPANY GOES HERE

- Company logo will link to associate member's website.
- Discounts on HCLA education & conference exhibiting opportunities.
- Access to HCLA's member only online resources.
- Updated quarterly with the most current home health provider list

Gold Membership is good for one year! $1265

Gold Associate Members will be designated according to the order in which their applications and membership payment are received. Only 10 spots are available and will be first come first serve.

HCLA Home Page Advertising



YOUR COMPANY GOES HERE, SCROLLING AD ON THE HCLA HOME PAGE WITH LINK TO YOUR WEBSITE

$6,600.00 for 3 years, $3,300.00 for 1 year or $2,200.00 for 6 months.



A Legacy of Advocacy. A Renewed Commitment to Members. A Stronger Future for Care at Home.

Since 1988, the HomeCare Association of Louisiana (HCLA) has served as a voice for home-based care providers across our state. Through decades of legislative advocacy, regulatory engagement, professional education, and industry collaboration, HCLA has worked to protect provider interests, strengthen agency operations, and preserve access to quality care in the home.

Our history includes meaningful advocacy on Medicaid reimbursement, Medicare payment policies, regulatory requirements, and legislation affecting the delivery of home health services. These efforts demonstrate what can be accomplished when providers unite around common goals and a shared commitment to the patients and communities they serve.

Today, our industry faces a new generation of challenges and opportunities. Evolving payment models, heightened regulatory scrutiny, workforce shortages, emerging technologies, and changing models of care require agencies to be informed, adaptable, and prepared.

HCLA is responding with a renewed strategic direction—one that places member value, practical resources, meaningful relationships, and effective advocacy at the center of everything we do.

THE HCLA EXCEL FRAMEWORK

Five Strategic Commitments. One Shared Vision.

E — EDUCATION | Equipping Providers for Success

Delivering practical, relevant education that strengthens clinical competency, operational performance, and regulatory compliance.

- Clinical, regulatory, and operational webinars, workshops, and conferences
- Expanded complimentary member education and an on-demand learning library
- Training on OASIS, PDGM, HHVBP, coding, documentation, and quality improvement
- Hands-on competency development for nurses and direct care professionals
- Member discounts on qualifying educational programs

X — eXPERTISE | Providing Guidance You Can Trust

Connecting members with the knowledge, resources, and professional expertise needed to navigate an increasingly complex healthcare environment.

- Timely interpretation of federal and Louisiana regulatory developments

- Guidance on Medicare and Medicaid reimbursement and compliance requirements
- Mock survey services, audit preparation, and assistance with ADRs and denials
- Access to subject-matter experts and practical operational resources
- Emergency preparedness guidance and survey-readiness support

C — CONNECTION | Strengthening Our Professional Community

Creating opportunities for providers to share knowledge, develop relationships, and work collaboratively toward common solutions.

- Regional meetings, statewide conferences, and peer networking
- Connections with agency owners, administrators, clinical leaders, and industry partners
- Enhanced member newsletters, communications, and discussion opportunities
- Access to HCLA member resources and professional networks
- Collaboration with organizations and stakeholders across the continuum of care

E — ENGAGEMENT | Strengthening Our Collective Voice

Representing the interests of Louisiana's home-based care community through active legislative advocacy, regulatory participation, and member involvement.

- Advocacy before the Louisiana Legislature, Congress, and regulatory agencies
- Engagement with the Louisiana Department of Health, CMS, and Medicare Administrative Contractors
- Representation on reimbursement, payment policy, regulatory oversight, and access-to-care issues
- Grassroots advocacy initiatives that connect providers with policymakers
- Opportunities for members to participate in shaping industry priorities

L — LEADERSHIP | Preparing for the Future of Care at Home

Developing capable leaders, strengthening organizations, and supporting the long-term sustainability of Louisiana's home-based care industry.

- Leadership development for agency administrators and clinical managers
- Development of structured professional certification programs
- Resources to strengthen organizational performance and accountability
- Opportunities for mentorship, collaboration, and professional growth
- Strategic initiatives that encourage innovation and prepare providers for emerging care models

YOUR MEMBERSHIP. YOUR VOICE. OUR SHARED FUTURE.

HCLA membership is more than access to information or discounted educational programs. It is an investment in an organization committed to representing your interests, supporting your success, and advancing the future of care at home.

Our responsibility is to ensure that membership delivers meaningful value through education you can apply, expertise you can rely on, relationships that strengthen your organization, advocacy that protects your interests, and leadership that prepares our industry for what comes next.

We believe the strength of HCLA lies in the collective knowledge, experience, and commitment of its members.

As we move forward, we invite you to become an active part of this renewed vision. Share your challenges. Offer your ideas. Participate in our programs. Engage in advocacy. Help us build an association that reflects the needs and aspirations of Louisiana's home-based care community.

Together, we are not simply responding to change. We are helping shape the future of care at home.

HCLA — Helping Louisiana Care at Home EXCEL.

Education • eXpertise • Connection • Engagement • Leadership

Associate Membership Application

HomeCare Association of Louisiana
P.O. Box 80124 ◇ Lafayette, LA 70598
Phone: (337) 231-0080 ◇ Fax: (337) 231-0089 ◇ www.hclanet.org

Application Type: ☐ **New Member** ☐ **Renewal Membership**

*NOTICE: Membership dues are effective for one year from the date payment is received by HCLA. (Example: 7/15/27 good through 7/14/28)

Step 1: Contact Information

Company Name: _____

Legal Owner/Parent Entity: _____

Person to Receive Mail: _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____

President/Owner: _____ Email: _____

Marketing Director: _____ Email: _____

Additional Contact: _____ Email: _____

Additional contacts can be listed on the reverse side of this page. Please notify HCLA of any address or company changes to ensure delivery of correspondence.

Step 2: Business Information

Primary Type of Business: (circle appropriate choices)

Hospice Health Care Consulting CPA
Legal Infusion Therapy DME
Private Duty/Supplemental Staffing
Medical Supply Company
Other: _____

Certification/Licensure Status: (circle appropriate choices)

State Licensed Medicare Certified
Medicaid Certified Other:

Regions/Parishes Served: _____

Membership in National Organizations:

(circle appropriate choices)

National Alliance for Care at Home
American Association for Home Care – AA Homecare
American Home Care Association – AHCA
Visiting Nurses Associations of America – VNAA

***HCLA Marketing:** Please attach a brief description (25 words) of your company for referral purposes.

***Website Marketing:** Please email an updated company logo, description (if different from above) & contact person (with email & phone) that you would like us to use on our Association website. Email to liz@hclanet.org.

Processing: Please allow at least two (2) weeks for application processing. At that time you will receive your membership certificate and member access information.

*Renewal membership not received by the last day of the month your membership expires will result in the cancellation of your current membership **until payment is received.**

Step 3: Membership Status & Dues

Membership Type:	Dues
Associate Member*	
☐ Basic Membership	$660
☐ Gold Membership	$1265

(Gold Membership includes prominent logo space on HCLA's homepage & 12 public pages viewed by visitor's of the HCLA website; logo will link to associate member's website & is good for one year)

Hospice Member	
☐ Basic Membership	$660
☐ Gold Membership	$1265

(Gold Membership includes prominent logo space on HCLA's homepage & 12 public pages viewed by visitor's of the HCLA website; logo will link to associate member's website & is good for one year)

Individual** $205

***Associate Membership** is available only to those companies who are not home health providers but offer ancillary services to our industry, i.e. software vendors, accountants, medical equipment suppliers, medical supply vendors, etc.

****Individual Membership** is reserved for those retired from home health or in academia. Individuals actively employed by a home care provider, consultants, etc. Associate members are **NOT ELIGIBLE** for individual membership.

DUES AMOUNT ENCLOSED:	$

_____
(signature) (position)

I, the above named, as an officer or agent of the company, attest to the accuracy of the above application.

Completion of this application does not guarantee membership acceptance, membership category, or amount of dues.

ADDITIONAL CONTACT INFORMATION

Needed for HCLA's member database & email communication.
Please add anyone in your company who you wish to receive email updates and notifications of HCLA events, industry updates and sponsorship opportunities.

Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: if different _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____

Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: if different _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____

Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: if different _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____

HCLA

HOMECARE ASSOCIATION OF LOUISIANA

Credit Card Authorization Form

First Name_____Last Name_____

Billing Address_____

City_____ State_____ Zip Code_____

Phone_____ Email Address_____

Credit Card Information

Credit Card Type ☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Credit Card Number_____

Security Code_____ Expiration Date: Month_____Year_____

$_____

Amount to be charged to credit card

_____

Authorized Signature

If paying quarterly, use this credit card to pays dues each quarter. A receipt will be emailed to agency.

☐ YES ☐ NO