

May 25, 2026

Dear HomeCare Association of Louisiana Member,

Thanks for your commitment to the HomeCare Association of Louisiana (HCLA). Two home health executives now have seats in the Louisiana Legislature, and our new governor has very close ties to home health. The new Secretary of the Louisiana Department of Health is a former c-suite executive in home health. HCLA advocated for an increase in Medicaid rates for skilled care and extended care almost doubled back in 2023. Louisiana initiatives for the future of care at home are looking bright. HCLA's advocacy efforts resulted in unanimous passage of legislation to allow non-physician practitioners to sign orders to initiate home health care.

Home healthcare impacts the lives of millions every year. Your support of HCLA helps to maintain the state's moratorium on new home care agencies. HCLA dues supports our lobby efforts in Washington, DC, Baton Rouge, and on Palmetto GBA's quarterly meetings of the *16 State Coalition*. Reimbursement, benefits integrity oversight, quality metrics, and payment models like PDGM are continuing to evolve rapidly. Consolidation is rampant across home health, hospice, palliative care, home-based care, and other non-acute provider businesses. Closures, acquisitions, mergers, regulatory changes, and innovative care models are blending and braiding entities along the continuum of care. Other provider types continue to engage in care at home, i.e., hospitals, health systems, managed care companies, ambulance service providers and more. CMS, state government, and managed care organizations all continue to tighten payments.

Trade associations are critical to sound advocacy. To remain relevant, we must be proactive, forward-thinking, articulate, and effective advocates. A vital component of this change process is exploring new business relationships and structures that could bring heightened member value.

HCLA membership can assist provider members through:

- Heightening Financial Stability
- Creating Greater Operational Efficiencies
- Enhancing Advocacy & Regulatory Clout
- Improving Membership and Member Service
- Filling Gaps in Competencies
- Strengthening Brand and Image

Enclosed is your 2026 Membership Packet. Please complete it and return as soon as possible so you can take advantage of the full payment, early renewal discount. Pass membership information on to your vendors and other agencies. If you have any questions, please call our office at 800-283-4252.

**We look forward to serving you in 2026. Thank you.**

Sincerely,

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

D' McCoy, RN, BMin  
Executive Director  
HomeCare Association of Louisiana



# SHARED GOALS, SHARED VISION, SECURING THE FUTURE OF HOME CARE TO SECURE THE FUTURE

Since 1988 the HomeCare Association of Louisiana (HCLA) has been the voice of providers across the state. COVID-19, a record-breaking hurricane seasons, and PDGM make our collaborative efforts ever more important. Over the past 37 years HCLA dues have helped to: maintain the moratorium on new home health providers; avoid a co-payment on Medicare home health; prevent the Home Health Groupings Model (HHGM) from being included in the 2018 final rule; impacted the final PDGM reimbursement changes, and having both of our U.S. Senators and five U.S. Congressmen cosponsors federal legislation. HCLA's news and education on Medicare Advantage, shared risk models, benefits integrity challenges, ICD-10, Face to Face issues, Value-Based Purchasing, OASIS, and more, help to keep providers on the forefront of change. HCLA's shared vision and goals provide a closely aligned front from which to implement solutions for Louisiana home health providers. Your membership in HCLA is an investment in the goals and vision that continue to pay dividends to you, your patients, your agency, and industry many times over.

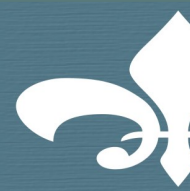
## **Through continued membership support such as yours, HCLA can:**

- Provide education on COVID-19 issues, ICD-10, OASIS, PDGM, and RCD
- Support of the HCLA lobby efforts in protecting the moratorium on home health agencies
- Provide support with appeal and denial issues
- Continue addressing provider—MAC issues with Palmetto GBA
- Continue in the fight over issues such as rural add on

## **Your support helps HCLA provide:**

- Unified representation before policymakers, state and federal regulators, state and federal legislators, the media, and the general public
  - Weekly newsletters summarizing state, intermediary, and federal issues from variety of resources including information from NAHC, Home Health News, Homehealthline, Remington Report, NAHC Report, Palmetto GBA, CMS, and more
  - A mechanism to meet industry challenges and promote the highest standards of homecare
  - Access to information, customized advice, consulting and assistance with RAC, ZPIC, and MACs
  - "Member-only" section of HCLA website
  - Increased exposure and visibility for member agencies and companies
  - Emergency Preparedness support - revision of the LA. E. P. Model Plan & processes
  - Connect to Louisiana Department of Health, other state agencies, PGBA, and CMS
  - Connect to industry leaders in ICD-10, OASIS, and other pertinent topics
  - Access to state legislators and regulators through HCLA lobbyist
  - Latest education and networking opportunities including workshops, conferences, and webinars
  - Quality workshops, conferences, webinars and education programs at discounted rates
  - Time-sensitive news - regulations, legislation, reimbursement, and benefits integrity activities
- Connect with home care professionals, peers, CHAP, Council of State Home Care Executives, National Alliance for Care at Home , American Academy of Nursing, Red Cross, AARP state and national, and more
- Government affairs advocacy representation via political advocacy – through HCLA lobbyist
  - An effective mechanism to meet industry challenges and promote the highest standards of home care
  - Strength and power in numbers that collective voice, shared goals, and vision provides

**"Never doubt that a small group of thoughtful, committed people can change the world.  
Indeed, it is the only thing that ever has." - Margaret Mead**







**ADDITIONAL PROVIDER/BRANCH INFORMATION**  
**Needed for HCLA's member database & email communication**

If needed, please attach an additional sheet with the following information for **ALL** additional providers & branches!

**Check which applies:**  Branch  Provider

Agency/Company Name: \_\_\_\_\_

Legal Owner/Parent Entity: \_\_\_\_\_

Person To Receive Mail: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website Address (URL): \_\_\_\_\_

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## 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 pay dues each quarter. A receipt will be emailed to agency.

YES  NO