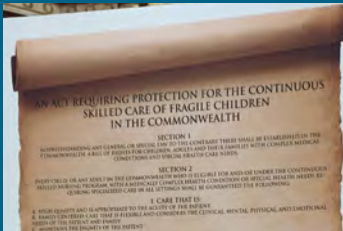


2017 Annual Report

of the
Home Care Alliance
of Massachusetts, Inc
& the
Foundation for
Home Health, Inc.



www.thinkhomecare.org

“Connecting and educating people and organizations to advance the health of people and communities through access to quality care and services in the home.”

– Home Care Alliance of Massachusetts Mission Statement

ANNUAL MESSAGE

June, 2017

To the Members:

In June 2016, the Broadway musical *Hamilton* swept the Tony Awards, winning almost every award from acting, to musical score, to production. On the biggest numbers in the show is a musing on how things get done: often behind closed doors and with select parties present. The song is called “The Room Where It Happens.”

Looking back on 2016/17, and at the Committee/Task Forces where we represented home care, the meetings that we hosted and attended, and the testimony we presented... we were in a lot of rooms, where a lot happened! Throughout the year, we found new ways to fulfill our mission to support and advance the delivery of home-based care. Our educational Foundation for Home Health finished the year averaging more than three programs per month in rooms all across the state, and reaching all levels of our member organizations from the home health aide to the CEO. Our voices, joined with other state and national associations, reached decision makers in rooms in Washington, DC and resulted in a victory for members in the retraction of the PreClaim Review project. We testified at least three MassHealth hearings and met with the MassHealth leadership team more than a dozen times.

But in the end, the “Room Where it Happens” is that place in the patient’s home – that place where you the members make the real difference. If our education and advocacy efforts have been even a small part in helping you to advance the patient experience of care, then this will have been a successful year.

As we look to 2018, we know that demand for community-based care will only continue to grow. Whether it’s in providing post acute recovery and rehabilitation, or support for activities of daily living, **the holistic**, the Home Care Alliance will be here to support and expand our capacity as an industry to meet the demand for these essential services.



Holly Chaffee
Alliance President

Patricia Kelleher
Executive Director

ABOUT THE ALLIANCE

The Home Care Alliance of Massachusetts, Inc. is a statewide association of home care agencies and their allies, dedicated to promoting home care as an integral part of the health care system. Founded in 1969, the Alliance is the definitive voice for home care in the Commonwealth and represents more than 180 agency providers from every corner of the state. It builds public awareness of home care, helping the public understand the scope of its services and make wise health choices.

The Alliance works with government officials, legislators, and other advocacy organizations on legislative and policy initiatives. Some issues affect the entire home care industry, while others are more narrowly focused on specific matters. The Alliance gives voice to members' concerns by developing and commenting on proposed legislation, the budget process, and health care reform initiatives. Additionally, it hosts and attends advocacy events across the state and in Washington, DC, and sits on policy-making committees to raise the profile of the entire industry.

Another of the Alliance's primary functions is to help its members refine and improve their service to their clients. For instance, in 2010, the Alliance created an accreditation program – the only one of its kind in the nation – for its private pay members in order to establish standards and provide a set of best practices. More than sixty agencies are currently accredited.

Also in this vein, the Alliance holds an annual awards ceremony to recognize excellence and innovation within the industry. It fosters communication and sharing among its members by keeping them informed of regulatory and market changes through our professional interest groups, e-mail exchanges, e-newsletters, and publications.

Through its educational subsidiary, the Foundation for Home Health, Inc, the Alliance also supports its members' efforts to improve their clinical excellence by offering workshops, teleconferences, and other educational events throughout the year. The Foundation also collaborates with the five other home care associations in the region to organize the New England Home Care Conference & Trade Show, the largest annual home care conference in the region.

In addition to these services, the Alliance also publishes directories of its members to help referral sources make informed decisions about home health, provides its members with group purchase programs, and hosts the New England Home Health Career Center website.

BOARD OF DIRECTORS & STAFF

Holly Chaffee, Porchlight VNA/Porchlight Home Care – President

Jeanne Ryan, Berkshire Healthcare Systems – Vice President

Maureen Bannan, Hebrew SeniorLife Home Care – Secretary

Shawn Potter, All Care VNA and Hospice – Treasurer

Wayne A. Regan, Simione Healthcare Consultants – Immediate Past President

Jann Ahern, South Shore VNA

John G. Albert, Home Health
Foundation, Inc.

Bruce Bender, Home Instead Senior
Care Hearthside

William Connors, Gr. Medford VNA

Theresa Larson, Essex Group/
Home Resources

Joseph McDonough, Medical
Recruitment Specialists

Kathy McDonough, Comm. Health Net.

Renee McInnes, NVNA & Hospice

Maura McQueeney, Baystate VNA &
Hospice

Lisa Parent, Comm. Nurse Home Care

Kathy Trier, Community VNA

Joan Usher, JLU Health Record Systems



Patricia Kelleher

Executive Director



Tim Burgers

Associate Director



Megan Fournier

Meetings & Education
Coordinator



Colleen Bayard

Director of Regulatory
& Clinical Affairs



Tom Meyer

Membership & Information
Services Coordinator



Jake Krilovich

Director of Legislative
& Public Affairs



Kanika Chambers

Administrative & Member
Services Assistant



Jon Ezrin

Accountant

YEAR IN REVIEW

In 2016 and 2017, the Alliance once again used education, networking, and information sharing to support quality, promote growth, and drive collaboration to strengthen the future of the Massachusetts home care industry. Membership engagement is up according to many metrics:

- Participation in online interest groups is at 750 individuals, up 35% from the previous year;
- Our website received more than 90,000 unique visits;
- Twitter followers increased by 18% to more than 2,700;
- 15 Medical Directors attended the first Home Care and Hospice Medical Directors meeting;
- The Alliance's House Budget Action Alert in April for the Continuous Skilled Nursing Funding Amendment generated 294 messages to House members;
- The "Enough Pay to Stay" Campaign Action Alert for House Budget generated 117 messages to House members; and
- 1,800 people subscribe to our weekly newsletter, *Update*.

Organization viability for the near and long term was addressed:

- A joint Board and Finance Committee Task Force undertook a redesign of the dues structure that among other things brought uniformity to the dues policy for certified agencies with private care programs that sought to (spread?) the dues burden more equitably between small and very large agencies.
- The Alliance moved to new space at a lower cost.

HCA's educational Subsidiary, the Foundation for Home Health, offered more than 40 educational conferences and webinars on topics from OASIS and Value Based Purchasing to Wage and Hour Issues to Documentation Best Practices. Total attendance exceeded 1,000.

YEAR IN REVIEW

HCA was engaged with MassHealth on many levels including rates and regulation redrafting. As a result of HCA advocacy, MassHealth:

- Withdrew the post-180 day rate and withdrew and rewrote language around subcontracting for home health aides;
- Adopted HCA's language around "resetting" a client to Day One of home care;
- Added psychiatric support to the Prior Approval unit; and
- Withdrew a proposal for a very low post 180 day rate, withdrew an initial proposed medication administrative rate and replaced it with one that was double the initial proposal.

Work with MassHealth continues to smooth the transition to the new Third Party Administrator (Optum) with whom MassHealth has contracted to manage all LTSS services. This work will cover: Movement of PA process from UMass to the TPA, development of some home health quality metrics, and eventual movement toward mandated electronic visit verification.

Language supported by the Alliance around certified agency licensure was included in the Governor, House, and the Senate's budgets for FY 2018.

The Alliance's Private Care Advisory Committee crafted and filed a consensus bill on private care licensure.

For the latter half of the year, HCA engaged part time staff support around hospice regulatory issues and revived the Hospice Director's Group.

The Alliance created a COP task force to prepare members for all aspects on the new regulation.

ADVOCACY IN ACTION

Highlights from Beacon and Capitol Hills

“HCA of MA shares Masshealth’s concern about the degree to which this (home health) program has grown, but these numbers must be put in context of what if happening in our states mental health systems, said Patricia Kelleher. “As the Boston Globe recently reported, Massachusetts has slashed spending on inpatient mental health care by more than half — or nearly \$161 million — from 1994 to 2013.

“Many of the MassHealth enrollees that our member agencies see have severe and persistent mental illnesses, and the multiple medications that they take can cause additional medical problems that require ongoing medical attention,” added Kelleher. “The agencies who do this work feel that they are a huge part of the health care safety net, providing valuable services to patients and families who otherwise would be placed in costlier care settings and/or become a detriment or even threat to their communities.”

— Press Statement on MassHealth Audits, August 2016

“HCA of MA believes that this proposed update of the state’s Nurse Practice Act delegation regulation builds a framework which would permit home health nurses to operate at the top of their license, retaining those responsibilities pertaining to assessment and critical decision-making. Most importantly, by using the National Council of State Boards of Nursing framework as a guide, these proposed regulations take a practical and overdue step to move us closer to where more than 20 other states are in terms of a delegation model for medication administration in the home setting.”

— Testimony to the Massachusetts Board of Registration in Nursing Relative to 244CMR 3:01- 3:05, October 2016

ADVOCACY IN ACTION

“HCA has always believed then and we believe even more strongly now that setting rates arbitrarily based on not on patients’ needs but on calendar days of services is arbitrary, unprecedented and ultimately unsustainable. No other health care service in the system, including nursing homes care, is paid based on number of days. The closest example may be the Medicare episodic system which has resource adjustments up for certain long stay patients, recognizing them often to be the most complex.

As proposed, this rate would force agencies to make an economic rather than a clinical decision on whether to continue to retain these high risk clients. It will force an access crisis on or about July 1 and it will essentially create a new reduced home health benefit level, without filling a state plan amendment or vetting it with stakeholders. “

— Testimony on Proposed MassHealth Rates, January 2017

“Citizens who get and give home care are too often invisible inside these walls. We are invisible because the care that home care gives is one to one and it is delivered behind the doors of a private home. I think we are here today to make the invisible visible, especially as it relates to the home care needs of families with young and older children with extremely complex medical needs.

We need to help elected officials to understand that this program that serves less than 1,000 families annually is a lifeline for families in this room, and for the families that couldn’t be here today

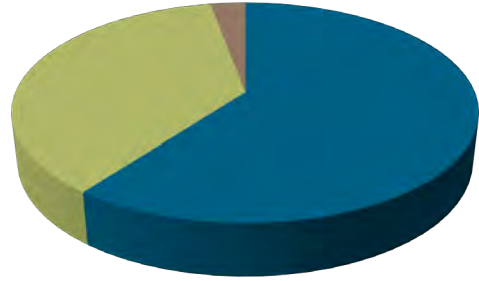
We are help to help our elected officials to see and understand how critical the Continuous Skilled Nursing program is, and how it needs their immediate attention if it is to continue to meet the needs of families it was established to support. As you have already heard, these are families that often endure tremendous struggles to stay together, with care at home, out of hospitals, out of nursing homes.”

— Patricia Kelleher Remarks, Pediatric Home Family Coalition
Lobby Day, January 2017

FY 2016 FINANCIALS

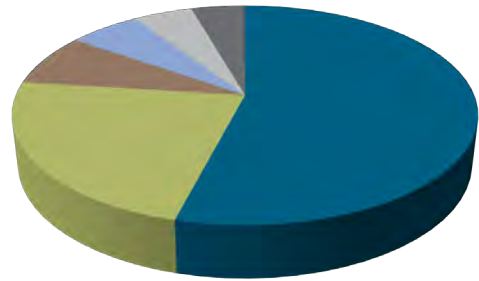
Support & Revenue

Membership Dues	\$867,168
Workshops & Seminars	\$530,330
Publications & Other	\$41,543
TOTAL	\$1,439,041



Operating Expenses

Salaries & Benefits	\$823,314
Conferences & Meetings	\$349,854
Occupancy	\$118,012
Consulting & Prof. Fees	\$89,637
Equipm. & Operation	\$74,786
Travel	\$30,839
Printing & PR	\$21,860
Dues & Subscriptions	\$12,118
All Other Expenses	\$2,980
TOTAL	\$1,523,400



Non-Operating Activities

Contributions	\$250
Investment Return	(\$758)
TOTAL	(\$508)

Assets & Liabilities

Total Assets	\$1,342,108
Total Liabilities	\$326,162
Total Net Assets	\$1,015,946
Beggining Net Assets	\$1,100,813
Change in Assets	(\$84,867)

STAR AWARD WINNERS



AIDE OF THE YEAR (co-winner)

Gach Clamp, HHA

Emerson Hospital Homecare

AIDE OF THE YEAR (co-winner)

Nancy Quinlan, CNA HHA

Aberdeen Home Care

CLINICIAN OF THE YEAR (co-winner)

David Ahearn, MSW

Baystate Home Health

CLINICIAN OF THE YEAR (co-winner)

Carlton Jorge, RN

Community Nurse Home Care

MANAGER OF THE YEAR (co-winner)

Arline McKenzie, Nursing Manager

Walpole Area VNA

STAR AWARD WINNERS

MANAGER OF THE YEAR (co-winner)

***Susan Proulx-Galster, Hospice & Palliative
Care Program Manager***

Circle Home

HOME CARE CHAMPION

***Massachusetts Pediatric Home
Nursing Care Campaign***

LEGISLATOR OF THE YEAR

Representative Aaron Vega

(D-Holyoke)

INNOVATION AWARD WINNERS

Instant Hire Event

HouseWorks

Camp Angel Wings

Southcoast VNA

Lean Process Management

Brockton VNA

MEMBERSHIP

Agencies

24 Hours Care	Avenue Homecare Services, Inc.
A Better Life Homecare LLC	BAYADA Home Health Care
A Quality Home Care Inc.	Baystate Home Health
Abbott Home Health Care, Inc.	Beneficence Home Healthcare Inc.
ABC Home Healthcare Professionals	Berkshire VNA/Medical Center
Aberdeen Home Care, Inc.	Best Home Care N' More Inc.
Abigail Adams Home Care, LLC	Blissful Homecare LLC
Able Home Care, LLC	Brockton VNA
ABP Best Home Care Agency	Brookdale Home Health
Access Homecare Services, Inc.	Brooksby Visiting Nurse Service
Acclaim Home Health Care	Cahoon Care Associates LLC
Ace Medical Services, Inc	Capuano HomeHealth Care, Inc.
Active Home Care	Care For Life Home Health Agency
Acton Public Health Nursing Service	Care From The Heart, LLC
Advantage Home Health Care Services	CareGroup Parmenter HC & Hospice
All At Home Health Care	Caretenders
All Care VNA & Hospice	CCBC Home Health
AlphaCare Home Health Agency	Chelsea Jewish Visiting Nurse Agency
Alternative Home Health Care, LLC	Circle Home, Inc.
Always Best Care Senior Services	Collective Home Care Inc.
Always Here Home Care, Inc.	Colony Care At Home, Inc.
Amada Senior Care - Central Mass	Comfort Home Care LLC
Amada Senior Care of Boston MW	Comfort Keepers of S. Shore & Cape
Amedisys Home Health	Comforting Hands LLC
America at Home Healthcare & NS	Commonwealth Caregivers, Inc.
Amigos Homecare	Commonwealth Clinical Services, Inc.
Angel Care VNA	Commonwealth Registry of Nurses, Inc.
Apex Healthcare Services, Inc.	Community Health Network, Inc.
Arbor Homecare Services	Community Nurse Home Care, Inc.
Around the Clock Home Healthcare	Community VNA, Inc.
At Home Elder Care Inc.	Compassionate HealthCare Systems

MEMBERSHIP

Agencies, cont.

Comprehensive Home Care	Home Care Assistance
Connected Home Care, LLC	Home Health VNA, Inc.
Constellation Health Services	Home Instead SC Hearthside, Inc
Cooley Dickinson VNA & Hospice	Home Instead SC of Berkshire County
Cornerstone Healthcare Systems	Home Instead SC of Boston North
Crossway Homecare	Home Instead SC of Cape Cod
Deaconess Abundant Life Services	Home Instead SC of Lexington
Elder Achievers	Home Instead SC of North Andover
Elderwood Home Care	Home Instead SC of North Dartmouth
Emerson Hospital Home Care	Home Instead SC of N. Bristol County
EPIC Health Services, Inc.	Home Instead SC of Norwell
Every Step Home Care Inc.	Home Instead SC of Norwood
Excel HomeCare Services	Home Instead SC of Springfield
Excella Home Health, An Encompass Co.	Home Instead SC of the S. Shore
Extended Family of Wayland	Home Resources, Inc.
Ezra Home Care, LLC	HospiceCare in the Berkshires
Family Care Extended	HouseWorks, LLC
Glenmeadow at Home	Humana At Home / SeniorBridge
Greater Medford VNA	ICK Assurance Home Health Care Inc.
Guardian Angel Senior Services, Inc.	Integra Home Health Agency
Guardian Healthcare, LLC	International Health Solutions
Guardian Home Health Care	JHC HomeCare & Hospice
Guided Living Senior Home Care	Kind Hands Care at Home LLC
GVNA Healthcare, Inc.	Lahey Health at Home
Habilitation Assistance Corp.	Lifod Home Health Care LLC
Hahn Home Health Care, Inc.	LivHOME, Inc.
Hallmark Health VNA & Hospice, Inc.	Love My Care Home Health Services
Hampden County V. Nurses and HCS	MasterPeace, Inc.
Happier in My Home, Inc.	Maxim Healthcare Services
Hebrew SeniorLife Home Care	Medical Resources Home Health Corp.
Holyoke Visiting Nurse Association	Mercy Home Care

MEMBERSHIP

Agencies, cont.

Metropolitan Home Care, Inc.	Salmon VNA & Hospice
Metropolitan Home Health Services, Inc.	Senior Helpers Boston
MetroWest HomeCare & Hospice, LLC	Senior Helpers of Westford
Minute Women Home Care	ServiceNet Home Care/ServiceNet, Inc.
Multicultural Community Services of the Pioneer Valley, Inc.	South Shore Visiting Nurse Association
Multicultural Home Care, Inc.	Southcoast Visiting Nurse Association
Nashoba Nursing Service & Hospice	Spectrum Home Health & Hospice Care
Neighborhood Home Care	Steward Home Care
New England Therapy Associates	Stoughton Public Health & VNA
New Outlook Homecare, LLC	Suburban Home Health Care, Inc.
Nizhoni Health	T.L. Connections, Inc.
North Hill Home Health Care	Tribute Home Care
Northeast Clinical Services, Inc.	Upham's Home Health Care
NVNA and Hospice	Visiting Angels of Acton
O'Connell Care at Home	Visiting Angels of Cape Cod
Optimal Home Care, LLC	Visiting Angels of Chelmsford
Overlook Care At Home	Visiting Angels of Danvers
Partners HealthCare at Home	Visiting Angels of Newton and Canton
Patient Care Solutions LLC	Visiting Angels of North Attleboro
Personal Touch Home Care	Visiting Angels of North Reading
Petra Healthcare, LLC	Visiting Angels of Worcester
Porchlight VNA	VNA Care
Prestige Health Care Services, Inc	VNA of Cape Cod, Inc.
Prime Home Health and Companion Care	VNA of Eastern Massachusetts
Profess. Nurse & Home Care of Cape Cod	VNA of Middlesex-East & VN Hospice
PSA Healthcare	VNA of Southern Worcester County, Inc.
Royale Care, Inc.	VNS of Newport & Bristol Counties
RSSI Home Care	Walpole Area VNA
	Whittier Home Health Care Agency

MEMBERSHIP

Allieds, cont.

Accred. Commission for Health Care Winchester Home Care	Home Care Aide Council
Alert Sentry	Home Care Association of America
AMC Health	Home Healthcare Solutions, A Cardinal Health Company
Ansaphone Service	Homecare Homebase
Atiis	Honeywell Life Care Solutions
Atlantic Charter Insurance Co.	Hospice & Palliative Care Fed of MA
Automatic Laundry Services Company	Independent Living Innovations, LLC
Axxess	IntelaTrak
BDO USA, LLP	Kinnser Software
Be Safer At Home, A Connect Am. Co.	Krokidas & Bluestein LLP
BerryDunn	Marcum LLP
BlackTree Healthcare Consulting	MassPay
Byram Healthcare Centers, Inc.	MatrixCare
Caregiver Homes of Massachusetts	McBee Associates, Inc.
Catholic Charities - Community Interpreter Services	Medical Recruitment Specialists, LLC
Citrin Cooperman & Co., LLP	Medline Industries, Inc.
CliftonLarsonAllen, LLP	Merrimack Valley Insurance Agency
ClinLogica	MHA Solutions
Comm Health Accred Program (CHAP)	Murphy, Hesse, Toomey, & Lehane, LLP
Corridor	Naylor LLC
Elgon Information Systems	Philadelphia Insurance
Enos Home Oxygen & Medical Supply	Philips Lifeline
Enterprise Fleet Management	Qualidigm
Fazzi Associates, Inc.	Quality In Real Time
Fred C. Church, Inc.	Quality WORKS
Garrity Insurance Agency	RBC Limited
Harvard Pilgrim Health Care	Sallop Insurance
Health and Home Care Training Center	Simione Healthcare Consultants
Healthcentric Advisors	USC Unemployment Services

MEMBERSHIP

Allied, cont.

Corporation
Verrill Dana LLP
VNAs of New England

Wound Care Education Institute
ZurickDavis Executive HC Searches

MEMBERSHIP

Individuals

Lawrence Baker
Karen Carney
Katunge Charles
Timothy Chase
Richard Chesney
Margaret Doherty
Meg Doherty
Valerie Donnelly
Kathy Duckett

Daniel Forbes
James Fuccione
Rachel McGourthy
Patricia O'Brien
Ruth Odgren
Cheryl Pacella
Charles Targowski
Joan Usher
Rod Weaver









HOME CARE ALLIANCE
of MASSACHUSETTS

www.thinkhomecare.org

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75 Kneeland St., Ste. 709, Boston, MA 02111

P: (617) 482-8830 • F: (617) 426-0509