

HOME CARE ALLIANCE OF MASSACHUSETTS, INC.
& FOUNDATION FOR HOME HEALTH, INC.

ANNUAL REPORT

2018-2019

HERE'S TO 50 YEARS!



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BOSTON, MA 02111

STAFF

Pat Kelleher, Executive Director

Tim Burgers, Associate Director

Colleen Bayard, Director of Clinical and Regulatory Affairs

Jake Krilovich, Director of Government Affairs

Megan Fournier, Education Coordinator

Tom Meyer, Member & Information Services Coordinator

Michelle Burton, Administrative Assistant

Jon Ezrin, Accountant

June, 2019

To the Members:

“The world is changed by your example, not by your opinion.”

This year HCA of MA is celebrating 50 years as a membership driven trade association advocating with and on behalf of home care agencies, and home care patients.

It is very humbling to be Board Chair during such a milestone year. As many Board chairs before me have done, I have learned from the example set by those that have come before me, that includes both my immediate predecessors, such as Holly Chaffee and Wayne Regan, and those that came before them. They all instinctively knew that you can't ask of others what you are unwilling to do yourself and that waiting around for somebody else to do it is a sure way to assure that nobody does it.

As I look back at the year as laid out in this report, I see so much that we can be proud of as a member dedicated organization. As President for a second term, I will work hard to make sure that continues. As our diverse members - each in their own way - struggles with the human resource, funding, marketing/image and regulatory issues, I want us not to lose site of some very big picture indisputable facts, including:

- ❖ The demographics of our aging population will continue to demand new and more creative approaches to chronic care, serious illness and population health management and home care is the industry to provide these,
- ❖ Home Care is where the professional and paraprofessional health care jobs will be increasingly moving to, and
- ❖ All indications are that patients and families want and are satisfied with the services our member agencies provide.

When we lead by example and build on these certainties, we cannot help but be successful.

Thank you for your confidence.

Maureen Bannan

President

BOARD OF DIRECTORS, 2018-2019

President

Maureen Bannan, Hebrew SeniorLife Home Care

Vice President

Deb Costello, Lahey Health at Home

Immediate Past President

Holly Chaffee, VNA Care

Secretary

Kathleen McDonough, Community Health Network

Treasurer

Shawn Potter, All Care VNA and Hospice

Tim Ashe, Fazzi Associates

Bruce Bender, Home Instead Senior Care Hearthside

Bill Connors, Visiting Nurse & Community Care

Ed Devaney, VNANE

Karen Gomes, Home Health Foundation

Brandon Howes, Comfort Home Care

Renee McInnes, NVNA and Hospice

Maura McQueeney, Independent Consultant

Lisa Parent, Community Nurse Home Care

Jim Reynolds, Connected Home Care

Tanmie Ryan, South Shore VNA

Wayne Regan, Simione Health Care Consultants

THE YEAR IN NUMBERS

HCA OF MA MEMBERSHIP

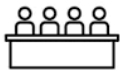
Agency Type	No.	Total Revenue	Average Revenue	Median
Medicare Certified	87	\$1,210,000,000	\$13,800,000	\$6,000,000
Non-Certified	82	\$213,700,000	\$2,600,000	\$1,275,000
TOTAL	169			
Member Agency Revenue		\$1.4b		



Number of @thinkhomecare twitter followers: 3,143 up 125 over 2017/18



Number of emails to legislators generated via website: 2300



Number of members on HCA committees/list serves: 900 (some duplicates)



Number of private care agencies accredited by HCA: 59



Est. market value of free educational programming provided: \$8,200



App. number of regulatory questions researched and answered: 4,400

THE YEAR IN ACTION

HCA will act to mobilize our collective energies and enhance our advocacy presence in ways that successfully influence programs and policies

Being a voice for the industry with local and national policy makers continues as a high member priority. Legislative and regulatory advocacy highlights included:

- Influencing – through member advocacy - the state Executive Office of Elder Affairs regulations on the home care aide registry to expand “opt out” provision.
- Advocating for members on problems associated with MassHealth Prior Approval, including revocation of a flawed audit. Working with MassHealth to require that Medicaid ACOs provide written alternative care plans to agencies being asked to discharge ACO clients from home care.
- Crafting and sharing with MA Department of Public Health principles around licensure of certified home health agencies
- Successfully advocated against MA Health establishing a reduced rate for LPN home visits
- Testifying regarding the need for MassHealth adjustments to the rate structure, especially home health aide and therapies.
- Three visits to Washington DC to meet with members of the MA delegation on national home care and Medicare issues

HCA will grow membership and membership benefits in ways that demonstrates value and brings the industry together

The Alliance community and networking committees and interest groups continue to be strong, as does HCA’s visibility. Some highlights in these areas included:

- Providing extensive networking opportunities for members through real and virtual committees including monthly Quality Improvement Committee and bi-monthly Clinical Directors meetings, and the quarterly Private Care Advisory Committee (Estimated member hours on education and networking calls with HCA: 750)

- Bringing together members engaged in building palliative care programs to discuss models for payment, staffing, evaluation and marketing.
- Hosting an Emergency Preparedness support group
- Distributing more than 2000 Resource Guides and 5000 Private Care Directories as well as a revised “Four Reasons to Work with a Private Care Agency” to key referral sources, including at conferences for Councils on Aging, Assisted Living Facilities and Case Managers
- Created a new “Choose Accredited Home Care” brochure to help Alliance accredited members with visibility for their accreditation status.

HCA and its Foundation for Home Health will offer learning opportunities that engage participants and advance the success of our members

With an average of more than three education sessions per month, the Alliance’s subsidiary corporation, the Foundation for Home Health once again demonstrated why it has remained – despite significant inter-industry competition – the most trusted source for local home care agency information and training needs. Among the highlights of the past year’s educational achievements:

- Offering free education sessions for members on Electronic Visit Verification, Sepsis Train the Trainer and emerging technologies.
- Hosting two full day multi-state PDGM conferences, as well as offering numerous preparatory webinars on the topic
- Presenting 43 educational webinars with close to 800 participants.
- Preparing close to 100 member staff in 2019 OASIS and Coding rules
- Creating a new CEO networking Lunch and Learn session
- Training 22 nurses to sit for the Hospice & Palliative Care Certification exam

The Year in Words

“The request is \$28m for homemakers and home health aides. There is a crisis in the workforce. More of us are living longer, more will need care, and there will be fewer people to care for us. Over 12,000 seniors had their services suspended in the most recent year we have data for because no aides were available. The reason for the shortage is not hard to figure out. These are among the lowest paid workers in the state, doing jobs that are hard, unstable and don't have benefits. Over half of home care workers are on MassHealth. The average (homemaker) wage is \$13.98. They have not received, in the case of home health aides, an increase since 2007. I'm disappointed we won't be adopting this today, but I hope we can consider home care parity in a future supplemental budget.”

Sen Pat Jehlen, May, 2019

Senate Budget debate

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“We have worked together working with MassHealth on program integrity measures for three years that have reduced inappropriate care delivery and in MassHealth spending on home health. We have supported these efforts even though Many of these measures **have created great hardships and imposed significant new operational costs on those agencies that have been good and trusted MassHealth partners.** And yet none of these savings have, as yet, been set aside to improve wages and benefits for workers, to cover state mandates that have been imposed on agencies in the past few years, or to support quality homecare providers.”

Pat Kelleher, MassHealth Rate Hearing

April, 2019

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“Table 11 on page 18 of the report presents data of authorized hours versus utilized hours per year. As evident in the table, 78 % of hours authorized were utilized in 2013 and 73% of hours were utilized in 2015. Nowhere in the report’s analysis do the authors cite or explain that this means that the most recent data shows that 27% of MassHealth authorized hours are unfilled. Nor does the report offer examination on whether that is significant or how it compares to the general population, similar populations, or other state’s programs. “

Response to CHIA Report on CSN Program

June, 2018

“On September 16 and 17, the Boston Globe ran a two part series - “A Stranger in the House” - that contained some troubling claims about the home care industry and the home care workforce in Massachusetts. The September 16th story, in particular, painted a distorted picture, confusing aides who work for a home care company with both self-directed aides, who are hired directly by a disabled person with state support, and with workers hired by families through the “underground” via Craigslist or other advertising venues.”

Response to Boston Globe
September 2018

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“Even if EOEAA zealously seeks to protect the home care workers’ personal information, the new law expressly authorizes the disclosure of all of the personal information the EOEAA collects to home care worker agencies, ASPAs and labor unions. Thus, the law effectively deprives home care workers of the protections of the public records law. The law offers no justification for infringing upon the privacy rights of home care workers in this fashion.”

HCA of MA Attorney Paul Shaw
Letter to EOEAA. April, 2018

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“We are concerned about the three “behavioral assumptions” CMS has used in calculating the 30-day budget-neutral payment amounts. We strongly believe that any behavioral adjustments should be based on data demonstrating that a measurable behavior change did occur, not on unsubstantiated guesses about what might happen in the future. The proposed rule appears to make behavioral assumptions that are not supported by actual data or evidence—in contrast to requirements of the Bipartisan Budget Act of 2018.

Comments to CMS on Medicare’s proposed Patient Driven Groups Model
Pat Kelleher, August 29, 2018

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“I know from personal experience that home care can be the difference between families that are emotionally healthy and families that are risk of disintegrating from the strain.”

Susan Parish, PhD, MSW
Dean, Bouve College of Health Sciences, Northeastern University
Home Health Nursing Symposium, June 7, 2019

MEMBERSHIP/AGENCIES

24 Hours Care
A Better Life Homecare LLC
Abbott Home Health Care, Inc.
ABC Home Healthcare Professionals
Aberdeen Home Care, Inc.
Able Home Care, LLC
Access Homecare Services, Inc.
Acclaim Home Health Care
Ace Medical Services, Inc
Active Home Care
Acton Public Health Nursing Service
Advantage Home Health Care Services
All Care VNA & Hospice
AlphaCare Home Health Agency
Alternative Home Health Care, LLC
Always Here Home Care, Inc.
Amada Senior Care - Boston MetroWest Suburban
Apex Healthcare Services, Inc.
Around the Clock Home Healthcare
Ascend Home Health of MA
Assisted Daily Living Inc.
At Home Elder Care Inc.
At Home Senior Care, Inc.
Aveanna Healthcare
Avenue Homecare Services, Inc.
BAYADA Home Health Care
Baystate Home Health
Berkshire VNA/Berkshire Medical Center
Best Home Care N' More Inc.
Blue Hills Therapeutics, Inc.
Brockton Visiting Nurse Association, Inc.
Brooksby Visiting Nurse Service
Cahoon Care Associates LLC
Capuano HomeHealth Care, Inc.
CareGroup Parmenter Home Care & Hospice, Inc.
Caretenders
Carol Seager Associates
Cathleen Naughton Associates
Century Homecare LLC
Chelsea Jewish Visiting Nurse Agency
Circle Home, Inc.
Colony Care At Home, Inc.
Comfort Home Care LLC
Comfort Keepers of Middlesex and Essex Counties
Comfort Keepers of South Shore & Cape Cod
Comforting Hands LLC
Commonwealth Caregivers, Inc.
Commonwealth Clinical Services, Inc.
Commonwealth Registry of Nurses, Inc.
Community Health Network
Community Nurse Home Care, Inc.
Community VNA, Inc.
Compassionate HealthCare Systems LLC
Comprehensive Home Care
Connected Home Care, LLC
Constellation Health Services
Convenient Homecare Services, Inc
Cooley Dickinson VNA & Hospice
CS&R Quality Homecare LLC
Deaconess Abundant Life Services
Elder Achievers
Elderwood Home Care
Elevation Homecare
Embrace Incorporated
Emerson Hospital Home Care
Excel HomeCare Services
Extended Family of Wayland
Ezra Home Care, LLC
Family Care Extended
First Choice Healthcare
Glenmeadow at Home
Golden Heart Home Healthcare, LLC
Grace Home Care, Inc.
Gravitas Home Care Services
Guardian Angel Senior Services, Inc.
Guardian Healthcare, LLC
Guardian Home Health Care
Guided Living Senior Home Care
GVNA Healthcare, Inc.
Hallmark Health VNA & Hospice, Inc.
Happier in My Home, Inc.
HealthAlliance Home Health and Hospice, Inc.

Healthcare Solutions
Hebrew SeniorLife Home Care
Holyoke Visiting Nurse Association
Home Care Assistance
Home Health VNA, Inc.
Home Instead Senior Care - Cape Cod
Home Instead Senior Care Hearthside, Inc
Home Instead Senior Care of Berkshire County
Home Instead Senior Care of Boston North
Home Instead Senior Care of Boston/Camb.
Home Instead Senior Care of Lexington
Home Instead Senior Care of North Andover
Home Instead Senior Care of Northern Bristol County
Home Instead Senior Care of Norwell
Home Instead Senior Care of Norwood
Home Instead Senior Care of Springfield
Home Instead Senior Care of the South Shore
Home Instead Senior Care of Waltham
Home Resources, Inc.
HouseWorks, LLC
Humana At Home, Inc.
Integra Home Health Agency
Integrity Home Care Solutions, LLC
International Health Solutions
JHC HomeCare & Hospice
Kind Hands Care at Home LLC
Lahey Health at Home
Love My Care Home Health Services, LLC
Mavencare
Maxim Healthcare Services
Medical Resources Home Health Corp.
MeetCareGivers
Metropolitan Home Care, Inc.
Minute Women Home Care
Multicultural Community Services
Multicultural Home Care, Inc.
Nashoba Nursing Service & Hospice
Nationwide Home Care Services
Neighborhood Home Care
New England Home Health Services, Inc.
New Outlook Homecare, LLC
Nizhoni Health
North Hill Home Health Care
Northeast Clinical Services, Inc.
NVNA and Hospice
O'Connell Care at Home
Orchard Homecare
Oriol Home Health, Inc.
Overlook Visiting Nurse Association, Inc.
Partners HealthCare at Home
Patient Care Solutions LLC
Prestige Health Care Services, Inc
Prime Home Health and Companion Care
Professional Nurse & Home Care of Cape Cod, Inc.
Quality Home Care Services, Inc.
Right at Home of Eastern Worcester County
Royale Care, Inc.
RSSI Home Care
Salmon VNA & Hospice
Seraphic Springs Healthcare
South Shore Visiting Nurse Association
Southcoast Visiting Nurse Association, Inc.
Spectrum Home Health & Hospice Care
Steward Home Care
Stoughton Public Health & VNA
Suburban Home Health Care, Inc.
T.L. Connections, Inc.
TLC Home Health Care Services, Inc.
Tribute Home Care
Upham's Home Health Care
Visiting Angels of Acton
Visiting Angels of Cape Cod
Visiting Angels of Chelmsford
Visiting Angels of Danvers
Visiting Angels of Newton and Canton
Visiting Angels of West Springfield
Visiting Angels of Worcester
Visiting Nurse & Community Care
Visiting Nurse Home & Hospice
Visiting Rehab and Nursing Services
Vitra Health, Inc.
VNA Care
VNA of Cape Cod, Inc.
VNA of Eastern Massachusetts
VNA of Southern Worcester County, Inc.
Walpole Area VNA

Whittier Home Health Care Agency

MEMBERSHIP/ALLIED

Accreditation Commission for Health Care
Advanced Billing Technology LLC
Amramp
Ansaphone Service
Atiis LLC
Atlantic Charter Insurance Co.
Automatic Laundry Services Company, Inc.
Axxess
BDO USA, LLP
Be Safer At Home, A Connect America Company
BerryDunn
BKD CPAs & Advisors
BlackTree Healthcare Consulting
Bolt Healthcare
Byram Healthcare Centers, Inc.
Caregiver Homes of Massachusetts
Casamba
Citrin Cooperman & Co., LLP
CliftonLarsonAllen, LLP
Commonwealth Care Alliance
Community Health Accreditation Partner (CHAP)
Corcoran Consulting Group, LLC
Corridor
Enterprise Fleet Management
Fazzi Associates, Inc.
Fire Equipment Inc.
Fred C. Church, Inc.
Generations Homecare Software
Global HR Research
Hanover Insurance Group
Harvard Pilgrim Health Care
Health and Home Care Training Center
Healthcentric Advisors / NE QIN-QIO
HHAeXchange
Hireology
Home Care Aide Council
Homecare GPS
Homecare Homebase

Hospice & Palliative Care Federation of Massachusetts
Kinnser Software
Krokidas & Bluestein LLP
Link to Life: Best Buy/GreatCall/Lively Home family
Marcum LLP
Mass ALA
MassPay, Inc
McBee Associates, Inc.
Medline Industries, Inc,
MedTalk Training and Interpreter Services
Merrimack Valley Insurance Agency Inc.
Murphy, Hesse, Toomey, & Lehane, LLP
Naylor LLC
Payright Payroll Services
Philadelphia Insurance
Qualidigm
Quality In Real Time
RBC Limited
Ritiko LLC
Sallop Insurance Inc.
Sandata Technologies
Simione Healthcare Consultants
Smith & Nephew
Sprint
Thornberry Ltd
Unemployment Services Corporation
UnitedHealthcare
Verrill Dana LLP
Visiting Nurse Associations of New England
Viventium Software, Inc.
YouThisMe, LLC
ZurickDavis Executive Healthcare Searches

MEMBERSHIP/INDIVIDUAL

Jo Anne	Aramini
Lawrence	Baker
Karen	Carney
Ruth	Cote
Valerie	Donnelly
Kathy	Duckett
Daniel	Edobor-Oval

Kate Horne
Rachel McGourthy
Maura McQueeny
Marylin Murphy
Faboula Nabe
Patricia O'Brien
Ruth Odgren
Cheryl Pacella

Darlene Regan
Colette Silverman
Charles Targowski
Peter Tiernan
Kathleen Trier
Joan Usher
Rod Weaver

Financial Statements
Combining Statements of Activities and Changes in Net Assets
for the year ended June 30, 2018

	<u>Total</u>
SUPPORT AND REVENUE:	
Membership dues	\$945,314
Workshops and seminars	\$332,560
Publications and other	\$61,449
Total support and revenue	\$1,339,323
 OPERATING EXPENSES:	
Salaries and related expenses	\$831,072
Educational conferences and Annual meeting	\$227,308
Occupancy	\$115,821
Consulting & Professional Fees	\$85,025
Equipment, supplies and operations	\$82,812
Travel	\$48,542
Printing & Public relations	\$29,550
Dues and subscriptions	\$12,313
All other	\$12,593
Total operating expenses	\$1,445,036
Change in net assets from operations	(\$105,713)
NONOPERATING ACTIVITIES:	
Contributions	\$100
Investment return	\$92,844
Total nonoperating activities	\$92,944
 Change in net assets	 (\$12,769)
 NET ASSETS, Beginning	 \$1,269,762
 NET ASSETS, Ending	 \$1,256,993
Total assets	\$1,646,639
Total liabilities	\$389,646
Total net assets	\$1,256,993

