

Home Care Alliance of
Massachusetts
www.thinkhomecare.org



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FOR IMMEDIATE RELEASE:

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[Agency] Celebrating National Home Care Month

Month-Long Campaign in Motion Across the Country to Raise Awareness of Home Care

(Town), MA – [Agency] is joining home care and home health providers across the state and country this November to mark National Home Care Month and, as the county’s acclimation to federal health care reform progresses, [Agency] is working to raising awareness of the services they provide as a cost effective solution to help improve care delivery.

“We are very proud of our work that enables patients to remain in the most comfortable and familiar setting: their own homes,” said [agency director]. “[Agency] is honored to help patients remain independent and close to their loved ones.”

Nationally, more than 11 million Americans receive home health care, according to the National Association for Home Care & Hospice. In Massachusetts, more than 170 member agencies of the Home Care Alliance provide over 5 million home care visits each year to approximately 175,000 elderly, mentally ill and otherwise infirm Massachusetts residents.

Through technological advances, home-delivered health care has grown far beyond basic professional nursing and home care aide services. Today’s modern home care agency offers a wealth of services from nursing, physical, occupational, respiratory and speech therapies to counseling, dietary, telehealth (remote patient monitoring) and personal care services.

“So many emerging health care reform efforts play to our member agency strengths,” said Home Care Alliance of Massachusetts Executive Director Patricia Kelleher. “Efforts at reducing readmission rates to hospitals and new state programs aimed at managing chronic illnesses can look to us for help and support.”

Massachusetts is at or better than the national average in OASIS scores (Outcome and Assessment Information Set), which is the data collection tool used to gather important information on home health agencies and their performance. Among the areas where the state exceeded the average was improving patients mobility, reducing pain, properly taking medication, improving or healing wounds from an operation and having patients remain at home after home health services ended.

Established in [year], [agency] is committed to providing quality care to home care patients in [cities/towns].

To find out more about home care and National Home Care month, visit www.thinkhomecare.org.

About the Home Care Alliance:

With a mission to unite people and organizations to advance community health through care and services in the home, the Home Care Alliance of Massachusetts is a non-profit trade association and advocacy group providing representation, education, communication, advocacy and – ultimately – a voice for the state’s home health industry. Founded in 1969, the Alliance has grown to represent more than 170 home care and home health agencies across the state. For more information, visit www.thinkhomecare.org.

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