



## Memorandum

**From:** Vicki Hoak, PHA Executive Director

**Subject:** Harrisburg Lobby Day: March 24

Every day, Pennsylvania's home health, homecare and hospice professionals are making a difference in people's lives. In a high rise apartment building in Center City Philadelphia, to a farmhouse in rural Elk County – nurses, therapists and aides deliver care and services to the very young at the beginning of life, to those at the end of life and every step in-between. Unlike hospitals or retirement communities, homecare and hospice agencies don't have large buildings. We are the "invisible health care provider", and we must work harder than others to explain the value of our in-home services to thousands of Pennsylvanians.

On March 24, PHA will hold a Lobby Day at the State Capitol. As always, meetings with your legislators will be scheduled but this year we have added a new feature. We will honor frontline homecare and hospice professionals from all 67 counties in Pennsylvania. I am sure they all have wonderful stories to tell about a patient or consumer who has benefited from home health, homecare and hospice services and their presence in our State Capitol will validate and promote our advocacy efforts. To accomplish this, we are asking each of our member agencies to designate at least one frontline professional (aide, therapist or nurse) to come to Harrisburg to advocate on behalf of the people we serve. Our message for the day is **Help Us Choose Home** by

- Supporting programs that enable people to remain at home
- Increasing Medicaid reimbursement for homecare and hospice
- Supporting family caregivers
- Preserving Lottery Funds for home and community-based services for seniors

Our goal is to put a "face on homecare and hospice" so state legislators will remember the value of in-home care, the people who deliver the care and the faces of those who rely on the care. That's why we are also asking each frontline professional to **bring a photo of one of their patients/consumers and be prepared to talk about the individual**. This makes our message come alive as we meet with lawmakers to discuss the value of in-home care. Below is a snapshot of PHA's Lobby Day on March 24:

### Wednesday, March 24

- 7:30 a.m. Breakfast at the Hilton Harrisburg: Attendees will be assigned to lobbying teams and provided with talking points and helpful tips to use during their legislative visits.
- 9:00 a.m. Appointments scheduled with state legislators in the Capitol
- 11:00 a.m. Press conference in Capitol Rotunda: Attendees will be asked to attend the press conference to help reinforce the message *Help Us Choose Home*
- 12:00 p.m. Luncheon at the Hilton featuring Senators Jake Corman (R-Centre) and Jay Costa (D-Allegheny). All frontline home health, homecare and hospice professionals will be recognized for their outstanding work.

Breakfast and lunch on Lobby Day is free. Please attend with your frontline workers so they can be recognized and participate in this very worthwhile event.

Attached is a registration form. Please complete and return it by February 15 so we can begin to schedule the meetings and make sure all 67 counties are represented by a homecare or hospice professional. I hope you will join us and I look forward to showing our state lawmakers the importance of home health, homecare and hospice to the citizens of Pennsylvania.

For individuals wishing to travel in the night before, PHA has secured a block of rooms at the Hilton Harrisburg for a reduced rate of \$124. Contact the Hilton Harrisburg at (717) 233-6000, Code: PHO.  
**Reserve your room now. The deadline to receive the discounted rate is March 2.**



### PHA 2010 State Lobby Day - Harrisburg

For planning purposes, please submit the name of your frontline professional by February 15, 2010. This will assist PHA in ensuring that we have a representative from all 67 counties. Thank you.

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Agency Name: \_\_\_\_\_

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

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

- Yes, I will be attending the Lobby Day on March 24
- Yes, I commit to having the following frontline home health, homecare or hospice professional attend Lobby Day

Name (Frontline Homecare/Hospice Professional) \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Home Health/Homecare/Hospice Professional Type:

- Nurse (RN or LPN)
- Physical Therapist
- Occupational Therapist
- Speech Therapist
- Aide
- Medical Social Worker
- Direct Care Worker
- Other \_\_\_\_\_

County Representing: \_\_\_\_\_

**Return by fax or email to Eric Kiehl, Public Affairs Director**  
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