



Pennsylvania Homecare Association



MEMBERS

are at the center of

EVERYTHING WE DO



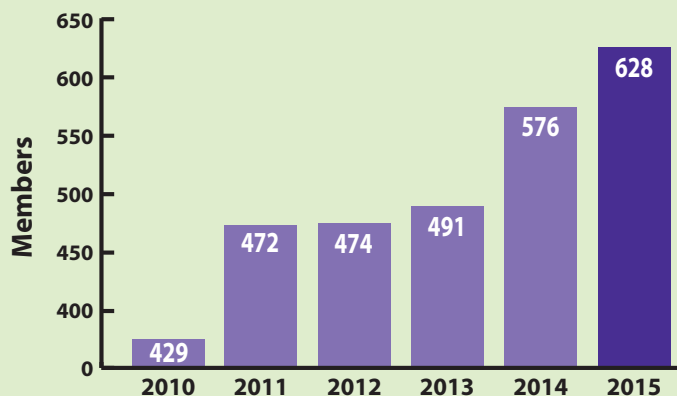
Sen. Joe Scarnati, President Pro Tempore of the Pennsylvania Senate, discusses homecare issues with PHA members

PHA is a partner to nearly 700 homecare and hospice providers who bring care into the homes of thousands of Pennsylvanians each day. Our members provide medical care, such as nursing and wound care, and physical, speech or occupational therapy, personal care, such as assistance with activities of daily living like bathing and meal preparation, and end-of-life care for those with terminal illnesses.

PHA is a **ONE-STOP RESOURCE** for members. Members can count on us for **EXPERT INTERPRETATION** of regulations, **STRONG ADVOCACY** on both the state and national level for legislation and fair reimbursement rates, up-to-the minute industry and healthcare news and **INNOVATIVE EDUCATION** programming and collaboration opportunities.

STRONG

A 46% increase in membership since 2010 is the best proof of PHA's effectiveness and value. The association's growth, even in a time of increased merger and acquisition activity throughout healthcare, and in particular homecare, reflects a strong return on membership investment.



KNOWLEDGEABLE

PHA offers innovative and cutting-edge educational programs across the state, including a three-day annual conference, to educate members on timely and relevant topics that are vital to their business operations and high standards of providing quality care.

We also serve as a valuable resource to members when questions come up involving state and federal regulations. Our staff delves into the issues and finds the answers to questions that keep members up at night. PHA has a seat at the table on numerous state advisory committees focused on long-term services and supports, hospice, managed care, workforce, emergency preparedness and health information technology.

Each fall, our staff hits the road and travels around the state to hold free, full-day regional meetings for members.

PHA EDUCATION

FINANCIAL MANAGEMENT CONFERENCE

OASIS WORKSHOP

ICD-10 CODING WORKSHOPS

THERAPY CONFERENCE

LEADERSHIP ACADEMY

PRIVATE DUTY SUMMIT

REGULATORY WEBINARS WITH STATE OFFICIALS

MEET AND GREET WITH MCOS

MY LEARNING CENTER



PHA also maintains the nationally acclaimed, award-winning My Learning Center, a free, online video training program, which has become a go-to resource for homecare agency employees and family caregivers looking for information on how best to care for individuals in the home.

The Pennsylvania Department of Health recognizes My Learning Center as a tool for licensed homecare agencies to meet competency requirements under current regulatory standards.

The website features 55 short, web-based training videos on various topics followed by a brief quiz that tests the viewer's comprehension and competency of the topic. PHA members have access to an administrative site where they can track their employees' progress.

Today the site provides vital education to more than 58,000 users who have completed nearly 975,000 courses.



Representatives from the Pennsylvania Department of Human Services Office of Long-Term Living visit PHA to meet with members and provide updates



UNITED

PHA has its finger on the pulse of public policy in Harrisburg and Washington. With skilled strategy, we initiate legislation to improve access to quality in-home care. Daily monitoring of federal and state legislation renders quick and thoughtful responses. Seizing opportunities, our members testify at legislative hearings to focus attention on issues that impact our consumers and businesses.

With grassroots momentum, our association advocates to ensure that all Pennsylvanians, from seniors to adults with disabilities to children with complex medical conditions, are able to remain at home and in their communities.



U.S. Sen. Bob Casey discusses home health and hospice issues with PHA members in Washington D.C.



PHA's political action committee, HomePAC, strives to support the lawmakers who support homecare and hospice. Just as other professions have recognized the critical importance of political action committees, homecare and hospice professionals also have too much at stake to commit anything less than 100% to our political efforts.



State Rep. Tim Hennessey convenes a hearing to discuss hospice and palliative care issues, with PHA members testifying

COMMUNITY-FOCUSED

PHA also operates the Pennsylvania Foundation for Home Care and Hospice, a non-profit organization that funds training, education and scholarship opportunities for the home health, hospice and homecare workforce. The Foundation promotes community awareness and increased understanding of the benefits of home health services through educational seminars and workshops.



PHA IN ACTION!

- ✓ Secured funding for post-acute care providers to implement electronic health records (EHRs) and connect to other providers across Pennsylvania (2015-2016)
- ✓ Received more than \$1.2 million in funding from the Pennsylvania Department of Aging for the award-winning "My Learning Center," an online video training program for direct care workers and family caregivers (2010-2016)
- ✓ Worked with federal lawmakers and regulatory officials to extend 3% Medicare rural add-on payment through 2018 for home health services delivered in rural areas (2015)
- ✓ Contributed to several ongoing research initiatives focused on homecare and hospice industry, including a study by University of Pennsylvania researchers on telehealth utilization and its effect on chronic illness and depression, published in *Home Healthcare Services Quarterly*, and a study by University of Pittsburgh researchers on caregiver compassion (2014-2015)
- ✓ Successfully advocated for 2% increase for personal assistance services under the Medicaid home and community based services waivers (2014)
- ✓ Held member roundtable discussions with both Pennsylvania Gubernatorial Candidates at the PHA office (2014)
- ✓ Developed Bringing Care Home, a multimedia documentary and guidebook to educate families about the value of homecare and the many resources available as they age. More than 50,000 copies distributed through member agencies throughout Pennsylvania, with funding support by the Pennsylvania Department of Aging (2013)
- ✓ Commissioned study on economic impact of the homecare and hospice industry on Pennsylvania's economy: \$22 billion and more than 336,000 jobs in Pennsylvania – one out of every 18 jobs in the state (2013-2014)
- ✓ Successfully lobbied state legislature to increase financial support for family caregivers under the Pennsylvania Family Caregiver Support Program (2011)
- ✓  Established Pennsylvania Home Care and Human Services Workers Compensation Trust Fund to offer affordable insurance and aggressive risk management services in response to concerns by PHA members about rising costs (2007)



Pennsylvania Governor Tom Wolf visits the PHA office for a roundtable discussion on homecare issues with members during his campaign.



Pennsylvania Homecare Association

600 N. 12th Street, Suite 200 | Lemoyne, PA 17043
1-800-382-1211 | www.pahomecare.org