
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
May 2015
June, 2015

To the Members:

“When we express community at its best, we feel that we matter.”

When was the last time you felt as though you really mattered? Was it in a business transaction, a personal encounter? On a work or town committee? In 2014, social media commentator Alison Fine created the term (and wrote a book on) the idea of “matterness” and what it means to individuals and to communities or associations like the Home Care Alliance of Massachusetts. To be truly relevant, we need to feel we matter to you and to your organization, and you need to see that your thoughts, your opinions, and your presence make a difference to us.

On behalf of the Board of Directors and staff of the Alliance, we embrace that notion that each of our members matters. We present to you the 2014-15 Annual Report for the Alliance and its subsidiary, the Foundation for Home Health, as a window into that two-way street of working with – instead of for – the membership to advance the delivery of home-based services. For example, our efforts on the state and federal level (see pages 9-10) have been only as strong as the voices of those who joined us in advocating. Our Awards ceremony (highlighted on pages 12-13) was all the more meaningful because of the agencies that put forth their programs and personnel stars. Each awardee was proud to stand in the company of the others who joined them on the program to tell their story of mattering to patients and families.

As we look back at the past year and beyond, we anticipate growing that sense of community, increasing our collaboration, and expanding how and where our industry matters in the health care continuum.
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 nearly 200 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 such as telehealth and nurse delegation. 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

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Robert Dean, Associated Home Care
Keren Diamond, VNA Care Network/
VNA of Boston
Meg Doherty, NVNA & Hospice
Terry Larson, Essex Group/
Home Resources
Kathy McDonough, Community Health Network
Leslie Nolan, Medical Resources Inc
Laurie Rubin, QualityWORKS
Kathy Trier, Community VNA
Joan Usher, JLU Health Record Systems

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Office Assistant

Jon Ezrin
Accountant
In 2014 and 2015, 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. During the past year, it:

- Conducted a home care visibility campaign on WBZ/WSBK-TV;
- Provided numerous networking opportunities for members through real and virtual committees where peers can discuss issues, identify problems and their solutions, including monthly Quality Improvement and bimonthly Clinical Directors meetings, and quarterly Private Care Networking Meetings;
- Influenced final instructions to hospitals and nursing homes regarding the new Massachusetts requirement for providing appropriate patients with hospice and palliative care education to reflect a more expansive definition of palliative care;
- Distributed more than 5,000 copies of the *Guide to Private Duty Home Care* including at trade shows for Councils on Aging, Care and Case Managers and Assisted Living Facilities;
- Assisted members individually, in collective meetings, and conference calls to respond to specific regulatory challenges, such as the Face-to-Face regulation, Medicaid TPL, the new ICD-10 rule, and the new paid sick time law, which was passed by ballot referendum in Massachusetts in 2014;
- Provided weekly *Updates* on important industry news and information;
- Influenced state legislation on domestic workers to exclude home care from impacted employers;
- Distributed consumer information on the reasons for using a home care agency over an independent worker;
The Alliance has advocated and given voice to home care in numerous ongoing state public policy forums. In the past year, this work has included:

- Monitoring and commenting on potentially impactful legislative proposals, such as the “CARE Act” from AARP;
- Continuing to provide input to DPH on the Community Paramedicine/Mobile Integrated Health movement;
- Supporting MassHealth as they move to implement reimbursement for home telemonitoring;
- Developing consensus in a workgroup with MassHealth on expansion of the Episodic Payment Demonstration;
- Increasing home care’s involvement in ACA reform activities (SIM grant, Balancing Incentive Program, One Care), patient-centered medical homes, and ACO’s;
- Advocating and testifying at the Health Policy Commission as they further study relative high use of post-acute care in Massachusetts;
- Testifying at the Division of Insurance hearings on changes to Massachusetts long term care insurance regulations urging that DOI deem private care agencies to be qualified to participate in LTC insurance plans if they are Alliance accredited; and
- Pursuing a state Commission to examine regulation/licensing of private duty home care agencies.
With a commitment to provide members education that is inclusive of their varied needs and set at an affordable price point, the Foundation for Home Health offered:

• Four annual events: the Financial Managers Conference, the Private Duty Conference, the Leadership Summit, New England Home Care & Hospice Conference & Trade Show, the latter featuring more than 75 exhibitors;

• Webinars on employee communications relative to labor laws and union organizing, 2015 Medicare payment rule changes, and several other topics;

• Workshops on such topics as: Paid Sick Time, Emergency Preparedness/Universal Precautions, Clinical and Regulatory Hot Topics for Hospice, Corporate Compliance, and Maintenance Therapy in Home Care;

• A Special webinar and seminar on Emergency Preparedness/Infection Control (with support from a grant from the state’s Region 2 Provider Emergency Preparedness group);

• Full-day trainings on OASIS, ICD-9, ICD-10, and Supervision;

• In partnership with the Wound Care Education Institute, a certification in wound care for home care nurses; and

• CEO networking meetings, including one that featured health care reform expert Dr. Amy Boutwell on ACO/Home Care Shared Expectations.
Highlights from Beacon and Capitol Hills

“The regulation as proposed would require agencies to track the accrued time or workers both full and part-time, who by and large are seasonal or work only sporadically for an agency. In many cases, the agency will be burdened by having to track hundreds of former employees who may or may not return to employment. The HCA of MA respectfully requests that this tracking and reinstatement time line be significantly shortened.”

– Testimony to the Attorney General Maura Healey on the new Earned Sick Time Law, May 2015

“This legislation would allow home health and hospice agencies to operate with more efficiency and flexibility by creating a process where registered nurses can delegate certain low-level medication administration tasks to a certified home health aide, hospice aide, or certified nursing assistant. The benefits are that the patient receives medication in a timely fashion by a trained aide under the oversight of both a nurse and the home health or hospice agency and the state can save money by paying an aide less for administering medications like eye drops, oral medication, ointments and medicinal patches rather than requiring a nurse to do the visit.”

– Letter to House Ways and Means Chairman Brian Dempsey, August 2014

The HCA of MA applauds the work that HHS has done in the past few years in bringing renewed energy to anti-fraud enforcement activity. We believe it is time that equal attention be placed on prevention as on enforcement. For this reason, we firmly, but respectfully, request that you use the authority granted to you under the ACA to put a temporary moratorium on new home health agencies in MA until such time as better and more targeted controls are put in place.”

– Letter to HHS Secretary Sylvia Mathews Burwell, April 2015
“MIH providers should be required upon stabilization to document and to make a referral to primary care, home health, community health center or other similar entity for follow-up in accordance with referral specifications to be incorporated into state regulations. If the patient is actively receiving home health care, then a hand-off to that agency should ensue.”

– HCA principles Around Mobile Integrated Health, Submitted to MA Department of Public Health, December 2014

“The Home Care Alliance strongly suggests that the Basic, Advanced, and Optimal classifications be tied to a number of meaningful partnerships with home care agencies. In other words, for physician practices seeking the “Basic” level of PCMH certification, the practice should have partnerships with at least two home health agencies to allow patient choice. From there, the next highest tiers could involve higher numbers of home health agency partners as well as partnerships with private- pay home care agencies when non-medical support services could be utilized.”

– Comments to MA Health Policy Commission on Certification of Patient Centered Medical Homes, May 2014
**Support & Revenue**

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<tr>
<th>Source</th>
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<th>Percentage</th>
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<tr>
<td>Membership Dues</td>
<td>$911,473</td>
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<tr>
<td>Workshops &amp; Seminars</td>
<td>$386,256</td>
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<td>Publications &amp; Other</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$1,351,889</strong></td>
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**Operating Expenses**

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<td>Salaries &amp; Benefits</td>
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<td>Conferences &amp; Meetings</td>
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<td>Occupancy</td>
<td>$110,144</td>
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<td>Consulting &amp; Prof. Fees</td>
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<td>Equipment &amp; Operation</td>
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<td>Travel</td>
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<td>Printing &amp; PR</td>
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<td>Dues &amp; Subscriptions</td>
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<td>All Other Expenses</td>
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<td><strong>TOTAL</strong></td>
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**Non-Operating Activities**

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<td>Investment Return</td>
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<td><strong>Total Non-Operating Activities</strong></td>
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**Assets & Liabilities**

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<td>Total Liabilities</td>
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<td><strong>Total Net Assets</strong></td>
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<td>Beg. Net Assets</td>
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<td>Change in Assets</td>
<td>$143,962</td>
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AIDE OF THE YEAR

Judith Clervil
Lead CNA
RSSI, Inc.

CLINICIAN OF THE YEAR (co-winner)

Janet Fuller
RN Case Manager
Medical Resources Home Health

CLINICIAN OF THE YEAR (co-winner)

Patty Martin
RN, Hospice Nurse
Community Nurse & Hospice Care

MANAGER OF THE YEAR

Michelle Landry
Rehabilitation Manager
Brockton VNA

PHYSICIAN OF THE YEAR

Cara Chevalier, MD
Medical Director
Hallmark Health VNA & Hospice
STAR AWARD WINNERS

LEGISLATOR OF THE YEAR
Elizabeth Warren (D-MA)
United States Senate

HOME CARE CHAMPION
Timothy Burgers
Associate Director
Home Care Alliance of Mass.

INNOVATION AWARD WINNERS

The “One Cape” Journey to Meet the Triple Aim and Decrease Readmission Across the Continuum

VNA of Cape Cod

Elder Dental Program
Story Corps Legacy Project

Community VNA
NVA & Hospice

Memory Loss Program

Community Nurse & Hospice Care
Membership

Agencies

24 Hours Care
Abbott Home Health Care, Inc.
ABC Home Healthcare Professionals
Aberdeen Home Care, Inc.
Able Home Care, LLC
ABP Best Home Care Agency
Acclaim Home Health Care
Ace Medical Services, Inc
Acton Public Health Nursing Service
Additional Care (GMVNA)
Advantage Home Health Care Services
All Care Resources, Inc.
All Care VNA & Hospice
AlphaCare Home Health Agency
Alternative Home Health Care, LLC
Always Best Care Senior Services
Always Here Home Care, Inc.
Amada Senior Care
Amedisys Home Health
Amigos Homecare
Apex Healthcare Services, Inc.
Around the Clock Home Healthcare
Assisted Daily Living Inc.
Associated Home Care
At Home Elder Care Inc.
At Home Senior Care, Inc.
Aviv Homecare
AZA Care Management & Home Care
Bayada Assistive Care
BAYADA Home Health Care
Baystate VNA & Hospice
Berkshire VNA & Medical Center
Best Home Care
BrightStar Care of Milford & Worcester
Brockton VNA
Brooksby Village Home Support
Brooksby Visiting Nurse Service
Cahoon Care Associates LLC
Capuano Home Health Care, Inc.
CARE @ HOME
Care From The Heart
CareGroup Home Care
Caretenders
Caring Companion Home Care, INC
CCBC Home Health
Centrus Premier Home Care, Inc.
Circle Home, Inc.
Collective Home Care Inc.
Comfort Home Care LLC
Comfort Keepers of South Shore, etc.
Commonwealth Caregivers, Inc.
Commonwealth Clinical Services, Inc.
Commonwealth Registry of Nurses, Inc.
Community Health Network, Inc.
Community Nurse & Hospice Care, Inc.
Community Nurse Private Care, Inc.
Community VNA Private Care
Community VNA, Inc.
Comprehensive Home Care
Cultured Care, Inc.
Deaconess Abundant Life Services
Distinguished Care Options, Inc.
Dodge Park At Home
Elder Achievers
EMERSON HOSPITAL HOME CARE
EPIC HEALTH SERVICES, INC.
ERICKSON LIVING HEALTH SERVICES
EXCEL HOME CARE SERVICES
EXCELLA HOME HEALTH
EZRA HOME CARE, LLC
FAMILY CARE EXTENDED
FRANCES HEALTH SERVICES
GILDA AND BOB RICHMAN PERSONAL CARE
GLENMEADOW AT HOME
GREATER MEDFORD VNA
GUARDIAN ANGEL SENIOR SERVICES, INC.
GUARDIAN HEALTHCARE, LLC
GUARDIAN HOME HEALTH CARE
GVNA HEALTHCARE, INC.
HABILITATION ASSISTANCE CORP.
HAHN HOME HEALTH CARE, INC.
HALLMARK HEALTH VNA & HOSPICE, INC.
HAMPTDEN COUNTY VISITING NURSES AND HOME CARE SERVICES
HEBREW SENIORLIFE HOME CARE
HOLYOKE VNA & HOSPICE LIFE CARE
HOME AGAIN HEALTH CARE, LLC
HOME CARE ASSISTANCE
HOME HEALTH VNA, INC.
HOME INSTEAD SENIOR CARE HEARTHIDE
HOME INSTEAD SC OF BERKSHIRE COUNTY
HOME INSTEAD SC OF BOSTON NORTH
HOME INSTEAD SC OF CAPE COD
HOME INSTEAD SC OF LEXINGTON
HOME INSTEAD SC OF NORTH ANDOVER
HOME INSTEAD SC OF NORTH DARTMOUTH
HOME INSTEAD SC OF N. BRISTOL COUNTY
HOME INSTEAD SC OF NORWELL
HOME INSTEAD SC OF NORWOOD
HOME INSTEAD SC OF THE SOUTH SHORE
HOME RESOURCES, INC.
HOME STAFF, LLC (VNA CARE NETWORK)
HOUWESTWORKS, LLC
INDEPENDENCE HEALTHCARE CORP.
INTEGRA HOME HEALTH AGENCY
INTERNATIONAL HEALTH SOLUTIONS
JEWISH FAMILY & CHILDREN’S SRVCS VNA
JHC HOME CARE & HOSPICE
KEYSTONE HOME CARE LLC
KIND HANDS CARE AT HOME LLC
KINDRED AT HOME
LAHEY HEALTH AT HOME
LIFE CARE AT HOME
LIVHOME, INC.
LOVING CARE AGENCY
MANUEL R GRELL HOME CARE
MEDICAL RESOURCES HOME HEALTH CORP.
MEDICOL, INC
MERCY HOME CARE
METROPOLITAN HOME HEALTH CARE, INC.
METROPOLITAN HOME HEALTH SERVICES
METROWEST HOME CARE & HOSPICE
MULTICULTURAL COMM. SRVS OF THE PV
MULTICULTURAL HOME CARE, INC.
NASHOBA NURSING SERVICE & HOSPICE
NATIC K VNA, INC.
NEW ENGLAND HOME HEALTH SERVICES
NEW ENGLAND HOME CARE SOLUTIONS
Agencies

New Outlook Homecare, LLC
Nizhoni Health Systems
Noble Visiting Nurse & Hospice Services, Inc.
North Hill Home Health Care
Northeast Clinical Services, Inc.
NVNA and Hospice
NVNA Works (NVNA & Hospice)
O’Connell Professional Nurse Service
One Solution Home Care LLC
Overlook Care At Home
Overlook Private Care
Parmenter VNA & Community Care
Partners HealthCare at Home
Partners HealthCare at Home - PC
Personal Touch Home Care
Pointecare Home Health Agency
Porchlight Home Care
Porchlight VNA
Prof. Nurse & Home Care of Cape Cod
Royale Care, Inc.
RSSI Home Care
Salmon VNA & Hospice
Samaritan Health & Home Care
Senior Bridge Family Companies
Senior Comfort Services
Senior Helpers - Boston North
Senior Helpers Boston
Senior Helpers of the South Shore
Senior Helpers of Westford
ServiceNet Home Care/ServiceNet, Inc.
South Shore Visiting Nurse Association
Southcoast Visiting Nurse Association
Spectrum Home Health & Hospice Care
Steward Home Care
Stoughton Public Health & VNA
Suburban Home Health Care, Inc.
T.L. Connections, 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 North Attleboro
Visiting Angels of West Springfield
Visiting Angels of Worcester
VNA & Hospice of Cooley Dickinson
VNA Care Network & Hospice
VNA of Boston & Affiliates
VNA of Cape Cod, Inc.
VNA of Eastern Massachusetts
VNA of Middlesex-East & VNHN
VNA of Southern Worcester County
VNS of Newport & Bristol Counties
Walpole Area VNA
Whittier Home Health Care Agency
Winchester Home Care
Wing VNA and Hospice
Xanadu Home Health
2Sisters Senior Living Advisors
Ansaphone Service
Atiis
Atlantic Charter Insurance
Axxess
Baker, Newman & Noyes
BlackTree Healthcare Consulting
Brad Borbidge P.A.
Byram Healthcare Centers, Inc.
Caregiver Homes of Massachusetts
CareScout
Catholic Charities - Community Interpreter Services
Charm Medical Supply
CliftonLarsonAllen, LLP
CHAP
Deyta, LLC
eidorb Solutions
Enos Home Oxygen & Medical Supply
Enterprise / Fleet Management
Fazzi Associates, Inc.
Feeley & Driscoll, P.C.
Fred C. Church, Inc.
Global Healthcare Associates, LLC
Harvard Pilgrim Health Care
Health & Home Care Training Center
Healthcare Synergy, Inc.

HHAeXchange
HMS Healthcare Mgmt. Solutions, Inc.
Home Care Aide Council
Home Care Association of America
Kinnser Software
Krokidas & Bluestein LLP
LGC&D LLP
MA Hospital Association
Marcum LLP
McBee Associates, Inc.
Medical Recruitment Specialists, LLC
Medline Industries
Merrimack Valley Insurance Agency
Naylor LLC
Novo Nordisk, Inc.
Perryville Marketing Associates, LLC
Philadelphia Insurance
Philips Hospital to Home
Quality WORKS
Sallop Insurance
Simione Healthcare Consultants
Southwest Technologies
Unemployment Services Corporation
VNAs of New England
Wound Care Education Institute, Inc.
MEMBERSHIP

Individuals

Jo Anne Aramini
Lawrence Baker
Karen Carney
Richard Chesney
Valerie Donnelly
Louise Javery
Rachel McGourthy
Patricia O’Brien
Cheryl Pacella
Charles Targowski
Joan Usher
Sultana Lafond
Jeanne Ryan
Ruth Phillion
Nancy McGovern
Newton Muriithi
Owen Breitner