

***You work hard for your clients...***

# **We Work For You!**

## **The Home Care Alliance:**

- Keeps You Informed
- Keeps You Connected
- Advocates For You
- Gets Your Name Out
- Educates Your Staff
- Accredits Your Agency
- Helps You Hire Staff
- Saves You Money



**2015  
Edition**

# PUT OUR EXPERIENCE...

Founded in 1969, and with more than 190 agency members, the Home Care Alliance of Massachusetts has the resources and information your business needs to grow and thrive. Our programs are designed with one goal: **your success**.

## Information & Communication Services

Keeping up with changes in the home care industry is a challenge. That's why Alliance members check their inboxes every Friday for *Update*, our weekly e-newsletter. Each issue discusses the latest regulatory and legislative changes, Alliance events and announcements, and featured ads on our popular job bank. You can also keep updated by subscribing to the Alliance's newsblog at [www.thinkhomecare.org/blog](http://www.thinkhomecare.org/blog) or following our tweet at [www.twitter.com/thinkhomecare](http://www.twitter.com/thinkhomecare).

The Alliance also publishes reference materials and surveys for its members including the *Standards of Home Health Clinical Practice Manual* and its annual *Compensation & Benefits Surveys*. You may purchase these and other Alliance publications at [www.thinkhomecare.org/publications](http://www.thinkhomecare.org/publications).

## Networking Opportunities

The Alliance's committees, interest groups, listservs, and board conduct the majority of our work and help our members shape the future of home care in Massachusetts. Our board of directors is elected by and from our members. The Alliance also sponsors several special interest groups for key individuals in your agency's management team to foster information sharing and collegial support. To learn more, visit [www.thinkhomecare.org/groups](http://www.thinkhomecare.org/groups).

## Political & Regulatory Action

While you're running your agency, we're busy representing you on Beacon Hill and in Washington. Our staff has built solid relationships with political and regulatory officials and serves on multiple government councils, committees, and task forces that affect the industry.

Becoming a member means becoming a home care insider at the state and federal levels. This means you can help your agency plan for the future, quickly adapt to changes, and learn about grants and demonstration projects that will put your agency on the cutting edge of care services. Our staff also provides periodic free conference calls and webinars to educate members on new regulations and government funding opportunities.

The Alliance works on legislative and policy initiatives, some of which affect the whole industry, while others are more narrowly focused. We give voice to members' concerns by commenting on proposed legislation and testifying at legislative and regulatory hearings. We also host and attend a range of state and federal advocacy events across the state and in DC, so you and your employees can help raise the profiles both of your agency and of the entire industry.

## Referral Services

The Alliance publishes and distributes thousands of print directories each year to health care professionals and consumers throughout Massachusetts, including:

The [\*Massachusetts Home Care Resource Directory\*](#) is relied on by thousands of medical and social service professionals. It features full profiles of all Alliance members, as well as a detailed city-by-city cross reference.

The [\*Guide to Private Home Care Services\*](#) is designed for families looking for private duty home care services. The *Guide* lists Alliance members who accept private pay, and contains essays about finding and paying for home care.

The Alliance also provides an online directory of its members at [www.thinkhomecare.org/search](http://www.thinkhomecare.org/search). More than 250 people use this service each month to find an agency based on both geographic and service-based criteria.

# ...To WORK FOR YOU

## Education Opportunities

The Alliance presents a broad range of educational programs through its education affiliate, the [Foundation for Home Health](#). These programs target a broad range of positions including CEOs, financial managers, clinicians, and private care managers. All Alliance members enjoy reduced prices at Foundation programs and education dollars are re-circulated to support our other activities. For a full list of upcoming events, visit [www.thinkhomecare.org/calendar](http://www.thinkhomecare.org/calendar). Alliance members also receive special pricing at the two biggest home care events in the region:

[The New England Home Care Conference & Trade Show](#) is held in late spring in conjunction with all six New England home care associations. The Conference features dozens of speakers, more than 20 workshops taught by national experts, as well as over 70 exhibitors showcasing the latest innovations and services in the industry.

[The North East Home Health Leadership Summit](#) is held in late winter. This cutting-edge conference is attended by home care executives who want to take their agencies to the next level. Uniquely, the Summit focuses on future trends in health care and management and brings together thought leaders from the business and policy sectors.

## Agency Accreditation Program



Unlike many states, Massachusetts does not specifically license private pay home care agencies. So, in 2010, the Alliance created the [Home Care Agency Accreditation Program](#) to establish operational and quality standards equivalent to licensure. Application is free for members.

The program includes 15 standards relating to: client rights & privacy; protections against abuse; fair employment practices; caregiver criminal background screening; competency, training & supervision; insurance coverage; and compliance with all applicable federal, state & local laws.

Alliance staff carefully review applications for compliance and only award accreditation to agencies that meet or exceed all 15 standards. Accredited agencies are identified as such in our online and print directories. Applications and additional information about the program and its standards are available at [www.thinkhomecare.org/accreditation](http://www.thinkhomecare.org/accreditation).

## Staff & Professional Search

Agencies looking to hire the best talent rely on the Alliance's [New England Home Care Career Center](#), the most powerful and affordable home care job site in the region. Member agencies receive 20% off all purchases – beginning at just \$140 with the discount – and can save even more by purchasing in bulk. To learn more and begin posting, visit [www.thinkhomecare.org/careers](http://www.thinkhomecare.org/careers) or call (866) 376-0949 x6047.

## Money-Saving Group Purchase Programs

Joining the Alliance gives you access to group discounts on goods and services you need from companies that have been thoroughly vetted by the Alliance.

### Auto Leasing

Whether it's one car or 100, [Enterprise Fleet Management](#) helps members control transportation costs & improve recruitment and retention. Contact John Coombs at (781) 727-2800 or [john.n.coombs@efleets.com](mailto:john.n.coombs@efleets.com).

### Background Checks

[PT Research](#) gives members discounted set-up fees to quickly obtain nationwide CORI reports with access to patients or patient records. Contact Jeremy Pollard at (866) 737-2714 x230 or [jpollard@ptrionline.com](mailto:jpollard@ptrionline.com).

### Benchmarking

Members are eligible for 10% off [Fazzi Associates'](#) National Operational Benchmark Service, which allows you to compare your agency to national standards. Contact Gina Mazza at (413) 584-5300 or [gmazza@fazzi.com](mailto:gmazza@fazzi.com).

### CHAP Accreditation

[Community Health Accreditation Program](#) will waive the \$550 application fee for member agencies that apply for Accreditation or Re-Accreditation from CHAP, a deemed status organization. Contact Ronald Whisnant at (202) 862-3413 x783 or [rwhisnant@chapinc.org](mailto:rwhisnant@chapinc.org).

# JOIN US TODAY

## Compliance Monitoring

[Qualidigm](#) provides scientifically-based solutions to improve care delivery & patient outcomes. Their product, Qualiance™, is a web-based tool that audits & analyzes Medicare Conditions of Participation compliance in real time, enabling agencies to identify deficiencies, develop correctives, and avoid penalties. Members receive 10% off on Qualiance™. Contact Kathy Roby at (860) 632-3724.

## Employee Benefits

[The CIP Group](#) offers members: medical, dental, life, disability, accident & voluntary insurance programs; an online benefits enrollment & communication platform; benefit administration for COBRA, FSA, & HRA; and HR tools such as compliance resources, handbooks, payroll, policies & procedures. Contact Robert McGowan at (617) 354-0866 or [insurance@askcip.com](mailto:insurance@askcip.com).

## Liability Insurance

[Fred C. Church Insurance](#) has partnered with a number of insurers to offer extremely competitive corporate property & casualty insurance products. Contact Jim Maher at (978) 322-7283 or [jmaher@fredchurch.com](mailto:jmaher@fredchurch.com).

## Life & Long Term Disability Insurance

Offering one-on-one service, [Perryville Marketing/Insurance Agency](#) is a major broker of group life & Long Term Disability insurance. Contact Michael Oberlander at (508) 252-6160 or [michael.oberlander@comcast.net](mailto:michael.oberlander@comcast.net).

## Medical Supplies

[Byram Healthcare](#) is a leader in patient direct supplies. We offer proactive cost containment, clinical support, comprehensive reporting and seamless transition for patients needing supplies upon discharge. Contact Stacie Craig at (978) 828-1593 [scraig@byramhealthcare.com](mailto:scraig@byramhealthcare.com).

## Newsletter Subscriptions

Members receive 17.5% off the widely-read, independent [Home Health Line](#) weekly, as well as a discount on [Clinical Supervisor Alert](#). Call (301) 287-2682 or visit [www.homehealthline.com](http://www.homehealthline.com).

## Office Supplies

Members are eligible for wholesale prices on 1000's of office supplies through [Staples Business Advantage](#), a

division of Staples, Inc. There are no annual fees, and free, next-day delivery is available on most orders. Contact Roxanne Methot at (888) 224-3784 x4526 or [roxanne.methot@staples.com](mailto:roxanne.methot@staples.com).

## Patient Satisfaction Surveys

The Alliance has partnered with [Deyta, LLC](#) and [Fazzi Associates](#) to offer programs for certified agencies to comply with CMS HCAHPS requirements. Contact Sarah Balmer at (502) 896-8438 or [sbalmer@deyta.com](mailto:sbalmer@deyta.com) or Gina Mazza at (413) 584-5300 or [gmazza@fazzi.com](mailto:gmazza@fazzi.com).

## Retirement

[USI Consulting Group](#) and [One America](#) provide a retirement program tailored for our members. It utilizes a Multiple Employer Plan approach to reduce costs, eliminate audit requirements, & reduce fiduciary risk. Contact Tyler Hindermann at (781) 376-2652 or [tyler.hindermann@usi.biz](mailto:tyler.hindermann@usi.biz) or David Reynolds at (860) 659-6554 or [david.reynolds@oneamerica.com](mailto:david.reynolds@oneamerica.com).

## Telephone Answering Services

[Ansaphone Service, Inc.](#), the Alliance's preferred answering service vendor since 2004, works with 40+ agencies and can customize instructions by Service Type/Call Type and Time of Day. Contact Wil Porter at (800) 782-7587 or [wporter@ansaphone.com](mailto:wporter@ansaphone.com).

## Telephone Interpreter Services

Combining the latest technology with highly-trained medical interpreters who speak over 150 languages, [Optimal Phone Interpreters](#) make communicating across language and cultural barriers fast, seamless, and accurate. Contact Jeff Rufenacht at (866) 380-9410 x156 or [jeff@callopi.com](mailto:jeff@callopi.com).

## Unemployment Claims Management

The [Unemployment Services Corporation](#) gives our members access to expert consulting & claims management to minimize losses. Contact Michael Flanagan at (781) 246-0262 ext.218 [mflanagan@uscorp.com](mailto:mflanagan@uscorp.com).

## Workers Compensation Insurance

As the Alliance's preferred broker, [Fred C. Church Insurance](#) has the expertise to help member agencies control premiums and manage claims to reduce costs. Contact Jim Maher at or (978) 458-1865 [jmaher@fredchurch.com](mailto:jmaher@fredchurch.com).

## Joining the Alliance is Easy & Affordable!

Download an application from [www.thinkhomecare.org/join](http://www.thinkhomecare.org/join)  
or call (617) 482-8830