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Chairman of the Board

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Dear Medicare-Certified Home Health Agency Executive,

We are pleased to provide you with a concise Media Kit to help you with the introduction of the CMS *Home Health Compare* quality measurement initiative currently set for October 21, 2003. Attached in this packet of information are:

1. National Association for Home Care & Hospice news release
Embargoed release date: October 21, 2003
2. NAHC Crisis Communication Tip Sheet
3. Sample Home Care Agency news release
4. *Home Health Compare* Backgrounder
5. Condensed version of NAHC's "How to Choose A Home Care Provider" booklet

You can supplement this kit with your agency information, such as data about your total number of visits annually, services you provide, geographic area you cover, and so on. If you have won awards for service, include that information. Consider adding testimonials from your patients. Feel free to promote your agency and home health care in general. This is a golden opportunity for us to showcase home health care as a national primary care provider.

If we can be of any further assistance, please do not hesitate to call. You can contact Sheila Strand, our new Director of Marketing & Communication Services, at 202/547-7424, or at scs@nahc.org. She has more than 20 years of experience in health care communication, and she has served as CEO of a full-service, not-for-profit home care agency in Kansas.

Best regards,

Val J. Halamandaris
President