



PRIVATE DUTY HOME CARE
AT NAHC

Leadership, Education, Advocacy & Innovation – NAHC.org

The Private Duty Source

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FEATURE ARTICLE

Put Your Agency Ahead of the Competition with Private Duty Home Care Certification

Visit [Private Duty Home Care Certification at NAHC](#) or

email PDcertification@nahc.org for more info!

NAHC introduced the new NAHC Private Duty Home Care Certification program in November 2020 and we have been reviewing applications ever since.

Since its unveiling, we have already made updates based on feedback from industry leaders, leading to an expansion of required standards and elements. We encourage you to review the requirements closely as well as apply.

Through NAHC Private Duty Home Care Certification, agency locations demonstrate that they meet high standards of quality, safety, and credibility, practicing at the top of the industry.

BACKGROUND

The nation's private duty home care nursing and personal care services community fulfills a unique and essential purpose in modern life. Private duty home care provides critical, quality home-based care and living support

services for individuals young and old, helping them live full, independent, and connected lives in the comfort of wherever they call home.

The National Association for Home Care & Hospice (NAHC) seeks to empower organizations to meet evolving needs and consistently deliver the highest quality of private duty and personal care services through leadership, education, advocacy, and innovation. We foster collaboration among our members, business partners, and affiliate associations to rise to meet this goal and to set the standard for excellence in practice today and for the future.

NAHC represents the nation's 33,000 home care and hospice providers, along with the more than two million nurses, therapists, and aides they employ. These caregivers provide vital services to Americans who are aged, disabled, and ill. Some 12 million patients depend on home care and hospice providers, who depend on NAHC for the best in advocacy, education, and information. NAHC is a nonprofit organization that helps its members maintain the highest standards of care. Achieving Private Duty Home Care Certification through NAHC establishes your agency as a committed and dedicated provider of quality private duty nursing and personal care services with the backing of a prestigious, leading, national association.

PROGRAM DEVELOPMENT

The standards of certification were developed by private duty home care industry leaders. Many of these leaders serve on the NAHC Private Duty Home Care Advisory Board, Advocacy Council, and NAHC Board of Directors. In addition, the NAHC Private Duty Home Care Certification Program has been modeled after elements within the NAHC Private Duty Accreditation program, and successful state certification programs in Massachusetts and California developed by the California Association for Health Services at Home and the Home Care Alliance of Massachusetts.

CERTIFICATION STANDARDS

Private Duty Home Care Certification requires each agency location to conduct a comprehensive examination relating to nineteen (19) separate but interrelated aspects of business and operations. Agency locations are required to submit documentation and an attestation statement showing adherence to all Certification program standards in each category to be reviewed by dedicated private duty home care staff at the NAHC.

To learn more about the program please visit [Private Duty Home Care Certification – National Association for Home Care & Hospice \(nahc.org\)](#), or email PD Certification@nahc.org.

TOP STORIES

What Medicare Advantage Plans Want From Home-Based Care Providers



Medicare Advantage (MA) has provided tailwinds for home-based care providers, as the overall MA member population has grown substantially over the last decade.

In 2020, there were over 24 million MA members in the U.S., over double the amount there were in 2010 and nearly five times the amount in 2005,

according to Centers for Medicare & Medicaid Services (CMS) data.

MA opportunities don't grow on trees, however. Home-based care agencies are undoubtedly worthy in the continuum of care, but each provider has to prove its value to health plans looking to reduce costs and provide better care for their members.

[READ THE REST @ Home Health Care News](#)

Vaccinations Lag for Home Health Workers



Gaudy Baez-Montero, 41, works full-time in Massachusetts as a personal care aide for an 11-year-old boy with cerebral palsy. She wants to get a COVID-19 vaccine to protect herself and the child, but she's struggling to get an appointment.

"My work gave me a number to call," she said. "I've been calling and

calling, but I haven't been able to get any help."

Health care workers were among the first U.S. residents eligible for a COVID-19 vaccine. But months into the vaccination rollout, survey data suggests that

nurses and aides who work in people's homes are less likely to have had shots than their counterparts in hospitals and nursing homes.

[READ THE REST @ Pew Trusts](#)

New Webinar: Digitally Engaging, Training and Supporting Family Caregivers



Private Duty Home Care at NAHC will present an important new webinar, **Digitally Engaging, Training and Supporting Family Caregivers**, on **Thursday, May 6, 2021 from 3:00PM to 4:00PM Eastern**.

[REGISTER](#)

When an aging parent or relative needs their help, family members are often thrust into a caregiving role that they're not equipped to handle with their existing knowledge or skills. The

more you can support them with easy-to-understand educational materials and guidance, while demonstrating how your services can ease their burden, the better your opportunity to connect with this vital audience sooner. This webinar will cover how to best leverage your digital presence and technology platforms to effectively reach family caregivers, convert them into clients, train and support them, and sustain stronger brand loyalty.

Learning objectives:

- Effectively targeting and engaging family caregivers through digital advertising
- Best practices for creating online educational support resources
- Leveraging technologies that can deepen engagement and communication

Faculty:

- **Stan Massey**, Lead Consultant, Transcend Strategy Group
- **Erin Hefflinger**, Digital Media Strategist, Transcend Strategy Group

Registration Fee

NAHC Member: Free

Non-member: \$45

New Legal Guidance and Resources to Expand Access to COVID-19 Vaccines for Elderly & Disabled



The Office for Civil Rights (OCR), the Administration for Community Living (ACL), and the Office of the Assistant Secretary for Planning and Evaluation (ASPE) at the U.S. Department of Health and Human Services (HHS) have published several new resources to help states, vaccination providers, and others leading COVID-19 response activities improve access to

vaccines for people with disabilities and older adults.

These resources clarify legal requirements, illustrate some of the barriers to vaccine access faced by people with disabilities and older people, and provide strategies – and examples of how the aging and disability network can help employ them – to ensure accessibility.

The Office for Civil Rights released [new guidance – PDF](#) outlining legal standards under the federal civil rights laws prohibiting disability discrimination and providing concrete examples of the application of the legal standards in the context of COVID-19 vaccine programs and how to implement them. OCR also issued a [fact sheet – PDF](#) setting out specific steps that those involved in the planning and distribution of vaccines to combat the COVID-19 pandemic may wish to consider to promote compliance with disability rights laws and provide access to vaccination programs for people with disabilities. Earlier COVID-19 guidance from OCR addressed [civil rights protections prohibiting discrimination on the basis of race, color, national origin – PDF](#), and [civil rights of persons with limited English proficiency – PDF](#).

“Throughout the pandemic, the Office for Civil Rights has made clear that [civil rights laws remain in effect during emergencies – PDF](#),” said Acting OCR Director Robinsue Frohboese. “These long-standing laws require that people with disabilities have equal access to services funded by HHS and today’s guidance, along with other important resources from our HHS partners, will help providers ensure compliance with their obligations to make vaccinations fully accessible at every step in the process – from public education to registration for appointments and vaccine administration.”



The Administration for Community Living has compiled [strategies and best practices](#) for helping people with disabilities and older adults access COVID-19 vaccines. This compendium provides creative approaches to outreach and education, appointment facilitation, ensuring website and vaccination site accessibility, and reaching people who cannot be vaccinated outside of their homes. Also included are examples of how the aging and disability network have collaborated with state agencies at virtually every stage of the vaccination process to ensure access for people with disabilities and older adults.

“Vaccination is critical for people with disabilities and older adults, but many face significant barriers to getting vaccinated,” said Alison Barkoff, Acting Administrator of ACL. “It is crucial that states and local health authorities take affirmative steps to ensure equitable vaccine access to older adults and people with disabilities, particularly those who may face additional barriers due to race, ethnicity, income, language, or other factors. The organizations in the aging and disability network can be invaluable partners in these efforts.”

As trusted members of their communities, the aging and disability network offers unique and specialized knowledge of the needs of the people they serve, as well as established channels for reaching them. Through a [partnership between ACL and the Centers for Disease Control and Prevention](#), the network will receive nearly \$100 million to assist with scheduling of, and travel, to appointments, direct support services, and more. The grants also will enable the aging and disability network to identify people who cannot travel to vaccination sites and to assist local authorities with improving vaccine access for people with disabilities and older adults. Funding is being distributed now, with initial grants issued last week.

Finally, the Office of the Assistant Secretary for Planning and Evaluation published [an issue brief – PDF](#) on the prevalence and characteristics of older adults who are normally unable to leave home unassisted and for whom leaving the house would take considerable and taxing effort. This will inform the development of interventions to increase vaccination of this population, which has proven challenging to reach thus far.

“Older adults who have difficulty leaving their homes may have a hard time getting to vaccine sites in their communities,” said Rebecca Haffajee, Acting Assistant Secretary for Planning and Evaluation. “This brief identifies the

characteristics of these individuals, additional challenges they may face when trying to get vaccinated, and what services they use to help communities and providers better target their outreach and in-home vaccination efforts.”

RESOURCES

[The Human Experience 2020: Vision for the Future of Health Care](#) - The Beryl Institute

[PDHCA Education](#) - PDHCA Website

[Littler Operational Guidelines for the Home Care Industry Amid COVID 19](#)
- Littler Mendelson, P.C.

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Private Duty Home Care at NAHC is a fully integrated service line of the National Association for Home Care & Hospice focused



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on Leadership, Education, Advocacy, and Innovation exclusively for the private duty home care community.

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