Dear friends,

I have an important request to make of you today. As you know, NAHC is tirelessly advocating for you, your patients, and your employees every day, fighting to expand access to care in the home for our nation’s most vulnerable. However, the most powerful message for elected officials is when they hear from their own voters.
We need you, as members of the NAHC community, to help us advocate for home care and hospice and engage with your members of Congress about the key legislative and regulatory priorities for our community.

NAHC’s **Summer Advocacy campaign** is under way right now and we need your support to make it successful. Please visit the [NAHC Advocacy Center](discussion.nahc.org/?newsletters_method=newsletter&id=2290) right now and take action on our key issues:

- **Choose Home Care Act**
- **Better Care Better Jobs Act**
- And any other issue that matters to you

Then, please share that issue with **at least ONE other person** and ask them to do the same. The [NAHC Advocacy Center](discussion.nahc.org/?newsletters_method=newsletter&id=2290) has pre-written messages, or you can choose to craft your own. It takes literally only a few seconds of your time to send a message and your elected officials will notice!

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**TOP STORIES**

**September 2021 Private Duty Data Point: Office Staff Salaries**

Office staff turnover doesn’t grab the headlines like caregiver turnover, but there’s a strong correlation (and likely causation) between the two. Home care agencies that maintain office staff longer nearly always retain caregivers longer. According to our annual Home Care Benchmarking Study, **for every 1 office staff member who quits, you’ll lose 5 additional caregivers.** If you’ve already got the right people, are you paying them...
enough to expect them to stay long-term? If you’re looking for the right people, are you paying enough for them to choose your agency over other options?

To get your full copy of the 2021 Study, visit [benchmarking.homecarepulse.com](http://benchmarking.homecarepulse.com) and use the code **NAHC25%** for 25% off.

CLICK THROUGH TO SEE THE DATA POINT

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Please Help the Home Care & Hospice Workers of Louisiana

[GO HERE](#) to help Louisiana home care and hospice workers!

The devastation on the Gulf Coast has shocked and saddened all of us at NAHC and left us wondering how we can help those affected by the storm. We know the thousands of people who work in home care and hospice in Louisiana, Mississippi, and the rest of the Gulf Coast are dealing with hardship and loss right now, and the task of recovering and rebuilding could last months.
On top of the devastation caused by Hurricane Ida, the Gulf Coast is the center of some of the worst outbreaks of the delta variant of the COVID-19 coronavirus. Health systems already stretched to the limit will be further challenged by damage caused by the storm.

That is where NAHC and its members come in. Love for our fellow human beings and a willingness to step up and care for those in need is absolutely central to the work of home care and hospice. Wherever you find the most vulnerable among us, there you will also find home care and hospice workers, giving everything they can to bring aid and comfort to those in need.

We must all step forward once again and do all we can to alleviate the suffering in Louisiana, Mississippi, and the rest of the Gulf Coast. If you are looking for ways to help, please consider:

You can make an easy and tax-deductible donation to the Homecare Association of Louisiana's HomeCare Recovery Fund through their secure online portal at GoFundMe. Your donation will assist home health staff who sustained damage or the loss of property due Hurricane Ida. If you prefer, you can mail your donations to:

HomeCare Association of Louisiana
PO Box 80124
Lafayette, LA 70598

Call for Experts to Shape NAHC’s Private Duty Education

- Submit your educational proposal and/or ideas to ERB@NAHC.org
- Call for proposals open until October 1, 2021
Private Duty Home Care at NAHC is opening an active call for submission of educational topics and presentations by subject matter experts on the key issues affecting the industry today and into the future.

As you know, Private Duty Home Care at NAHC is a member-driven organization and our educational programming cannot be developed without the expert assistance of our membership. This is at the heart of our commitment to provide the finest education in the industry on the issues and topics that matter most to you.

As we begin to create our roadmap for education for the 2021-2022 year, we are opening an active call for proposals until October 1, 2021. We are seeking the submission of education on the following key subject areas:

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**Staffing Shortages Force Home Health Giant Bayada to Deny 64% of Referrals in Key Markets**

"The workforce shortage is not a new crisis," Totaro said. "It’s been decades in the making. However, from the beginning of the pandemic until now, Bayada has seen an unprecedented increase in the caregiver staffing shortage in New Jersey."
The staffing shortage that Bayada has experienced of late is unprecedented, Totaro said.

Specifically, it has had to deny service to approximately 50% of all new case referrals due to a lack of staffing. That has not improved, even as the pandemic has eased.

Bonuses not the best way to recruit new workers, expert advises

Stephanie Johnston, president and CEO of Transcend Strategy, said bonuses fail when organizations don’t understand why they are offering them and when they alienate existing employees.

“When dollars trump purpose, that is when you get into some pretty big trouble culturally,” Johnston advised listeners during a National Association for Home Care & Hospice webinar on Thursday.

An aging nation and the global pandemic is igniting demand for home care and home healthcare workers. According to eldercare research firm PHI international, there are currently about 4.5 million direct care workers in the U.S.; roughly half are home care workers. PHI estimates the care economy will add another 1.3 million jobs between 2018 and 2028.
Home care providers, do physicians see your value? Think again

Home-based senior care providers face a significant problem when it comes to differentiation in the eyes of referring physicians. In fact, a recent study on the referral behaviors of physician offices revealed a startling statistic: 81% said they see little to no difference in the quality of home health, hospice and palliative care providers in their area.

Senior care agencies have long struggled with improving physician referrals. Many physicians don’t refer nearly as early as they should or may not utilize the full benefits they can provide to patients and families alike. It’s a missed opportunity for better and earlier care for patients, relief for their families, and increased census and length of stay for providers.

The physician study, conducted by Transcend Strategy Group, sheds light on some of the perceptions and patterns that lead to these lackluster referrals. The major issue relating to low perceived differentiation is both a risk and an opportunity. It suggests that physician referrers’ preference is usually “up for grabs” by any provider who can offer something of greater perceived value.

READ THE REST @ McKnight's Senior Living
Creating a New Generation of Home Care Leaders with the NAHC Mentoring Program

The National Association for Home Care and Hospice (NAHC) is pleased to announce the launch of a new membership benefit, the NAHC Mentoring Program. This program seeks to pair individuals at the early and middle growth stage of their careers with current established leaders of the home care and community-based service industry for a structured mentorship with the goal of fostering involvement and growth in the NAHC Community through:

- Networking
- Navigating Conferences
- Committee Engagement
- Leadership Development
- Advocacy Efforts

The NAHC Mentoring Program is a great new opportunity for up-and-coming industry professionals to learn how to navigate and excel in the Association and how best to use membership to benefit their career. For established industry veterans, the NAHC Mentoring Program is a great opportunity for established leaders to give back to the industry and lay a strong foundation for the next generation of home care and hospice executives.

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Emerging Legal Trends in Home Care & Hospice Part 6: Wage & Hour Law
Wednesday, September 22, 2021; 2:00-3:00pm Eastern
REGISTER FOR WEBINAR
REGISTER FOR SERIES

Please join Polsinelli Shareholder Angelo Spinola for a comprehensive overview of the most common pay practices utilized by home-based care providers that are targeted by the DOL and plaintiffs' attorneys. This presentation will include a review of the common challenges and best practices related to live-in and extended shift care programs, pay per visit and salary plus compensation structures for skilled clinicians, on-call, travel time, utilizing multiple pay rates and other common wage hour issues. Mr. Spinola will also review the status of the litigation seeking to reinstate the prior overtime exemptions available to home care providers and other litigation and legislative developments.

Did You Miss the Home Care Update Webinar?

The August 26 Home Care Industry Update with Polsinelli, the National Association for Home Care & Hospice (NAHC), and Home Care Association of America (HCAOA) discussed the latest legislative and regulatory developments, including an update on:
• the new OSHA Emergency Temporary Standard and its application to home care providers,
• Biden’s Executive Order seeking to ban non-compete agreements, and
• the status of the PRO Act.

You can still register for the webinar. If you do, you can

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Sharing stories of extraordinary human care in a time of crisis

During the trying times of the COVID-19 pandemic, the power of community and shared experience has never been more important. The Beryl Institute encourages you to submit your own story highlighting the tremendous ways that patients, families and health care providers have shown incredible strength, love and resilience, in the most difficult circumstances. The purposes of the stories is to help community members find comfort and honor those who have given so much.

You can submit your own story HERE.

READ THE REST @ PD Home Care at NAHC
RESOURCES

The Human Experience 2020: Vision for the Future of Health Care - The Beryl Institute

Littler Operational Guidelines for the Home Care Industry Amid COVID-19 - Littler Mendelson, P.C.

PDHCA Education - PDHCA Website

Private Duty Home Care at NAHC is a fully integrated service line of the National Association for Home Care & Hospice focused on Leadership, Education, Advocacy, and Innovation exclusively for the private duty home care community.

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Private Duty Home Care at NAHC
228 Seventh Street, SE
Washington, DC 20003
phone: (202) 547-7424