Private Duty Leaders! Register Now for the 2022 Leadership Summit

REGISTER TODAY!

The 2022 Private Duty Leadership Summit is the place for influential private duty home care decision-makers like you!

Join us February 22-24, 2022, in Hilton Head Island, SC, for 2+ days of expert-led educational programming and a unique opportunity to network with leading professionals across the industry.

Look forward to inspiring keynotes, valuable educational sessions designed to help make informed business decisions, and ample time to swap stories and insights with other leaders.

Influential decision-makers that provide private duty services are encouraged to attend. Designed to meet the needs of c-suite and leadership professionals, executives in all areas of operations, financial management, service and delivery, business development, human resources, and training.

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TOP STORIES

Data Point for December 2021: Median Revenue for 2020

**Brief Summary:** 2021 has been among the hardest years for home care providers nationwide. As we wrap up the year, take a look at your business financials and benchmark your agency to other providers in your region. Ask yourself, ‘where did you land for revenue at the close of 2021 and how does it compare to last year?’

**Save the Date:** The 2022 Home Care Benchmarking Survey, by Home Care Pulse will open January 1st, 2022 and close February 28th, 2022. We encourage all private duty home care agencies to participate.

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Trust ERC Today for Your Employee Retention Credit Needs

**APPLY TODAY!**

The National Association for Home Care & Hospice (NAHC) has teamed up with ERC Today, a new partner that provides turnkey Employee Retention Credit (ERC) services to our valued members.

ERC Today helps businesses determine their eligibility for the Employee Retention Credit (ERC) and has helped organizations like yours secure thousands of dollars to millions of dollars in funding from the IRS. Unlike the Paycheck Protection Program (PPP), the ERC is not a loan but a payment directly from the IRS.

Their team of experts, CPAs, and tax professionals will review your detailed records for FREE to:
(1) positively determine your eligibility and

(2) calculate your estimated refund.

Established businesses can receive up to $26k per employee. If you opened a new business after February 15, 2020, ERC Today could help you receive up to $50k in Q3 2021 and $50k in Q4 2021.

As a member of NAHC, you will receive a 20% discount from their standard rates.

Getting started is easy! ERC Today will walk you through the entire process. This video provides a quick look at the process.

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Advance Your Career As A Senior Home Safety Specialist

NAHC has partnered with Age Safe® America, a national membership, training, advocacy, and services organization, to provide you with an exclusive professional development opportunity.

If you provide care, comfort, safety, and security to older adults, the Senior Home Safety Specialist™ certification might be the perfect fit for your career advancement. Home safety is the #1 concern of older adults and an ESSENTIAL component to aging successfully at home.

Enrolling in the Senior Home Safety Specialist™ will empower you with actionable ways to better help educate clients, older adults, and their family members on the serious issues of home and personal safety.

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Court revives health worker Covid-19 vaccine mandate in
26 states

A federal appeals court on Wednesday revived in 26 U.S. states a COVID-19 mandate issued by President Joe Biden's administration requiring millions of healthcare workers to get vaccinated if they work in facilities that receive federal dollars.

In a rare win for Biden's pandemic strategy, a three-judge panel of the 5th U.S. Circuit Court of Appeals in New Orleans ruled that a lower court had the authority to block the mandate in only the 14 states that had sued and was wrong to impose a nationwide injunction.

The Biden administration mandate requires that healthcare facilities get staff vaccinated against the coronavirus or lose funding from the U.S. Centers for Medicare & Medicaid Services, which administers the two large government healthcare programs.

READ THE REST @ NBC News

Omicron is spreading faster than any other coronavirus variant

The Omicron coronavirus variant is spreading at a rate not seen with previous variants, World Health Organization Director-General Tedros Adhanom Ghebreyesus has warned, adding that the tendency to dismiss it as mild is concerning.

Speaking during a news conference on Tuesday, Tedros said the variant has been detected in 77 countries.

"The reality is that Omicron is probably in most countries, even if it hasn’t been detected yet," he added.

Officials in Britain have warned the country is facing a “tidal wave” of infections from Omicron. The strain has become dominant in London,
outcompeting the previous Delta variant.

Home care industry ending year amid uncertainty

“Be prepared for anything.” That was the message the National Association for Home Care & Hospice and a prominent home care attorney delivered during a webinar Thursday about uncertainty over federal vaccine mandates and other legislation pending before Congress.

The home care industry is in a state of flux over two federal vaccine mandates that could wind their way to the U.S. Supreme Court. On Wednesday, a federal appeals court ruled that a lower court overreached when it blocked a vaccine mandate for healthcare workers in all 50 states. The vaccine mandate issued by Centers for Medicare and Medicaid Services is now in effect for 26 states but remains temporarily blocked in 24 states that challenged it in court.

Look out, smaller home care firms: The big dogs are coming for you

Gobble, gobble. No, that’s not the whimper of your former Thanksgiving turkey. That’s the voice of a large home healthcare firm wanting to take a bite out of you, smaller home care player.

Increasingly, it seems, we are hearing from all corners that it’s a seller’s market and that smaller companies that want to exit stage left are in a prime position to do so right now.

Just Thursday, a story said that private equity deal-making is on track to surpass $1 trillion this year.
Home Care Transaction Volume Is ‘Unsustainable,’ Likely to Taper Off Next Year

The home-based care M&A landscape has been very active over the last year. And as long as the publicly traded companies remain in good standing, investment activity from private equity players and others is likely to remain strong.

That’s according to Mertz Taggart Managing Partner Cory Mertz, who said at the Home Health Care News Home Care Conference last week that even if the number of transactions ticks down in 2022, interest and demand is likely to hold steady.

Retail Giants Ready to Disrupt the Home-Based Care Ecosystem

As I tried to fall asleep the other night doing the 21st century version of counting sheep – listening to a podcast, of course – I heard an advertisement about home care.

The ad was placed on a popular sports show from CVS Health (NYSE: CVS). Among a few other things, it featured the idea of “home care” and how the retailer could deliver that to you.
I immediately thought two things: The first one – which I think most of you will empathize with – was that I need to get a life. I was now wide awake thinking about CVS Health’s future in-home care strategy, after all.

The second one, after I quickly disregarded the first, was, “Wow, they are really going to make a play here.”

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Home care needs to place more emphasis on the family caregiver

I was first introduced to the idea of home care when I became my grandmother’s caregiver. I was in middle school at the time. She didn’t need a ton of support from me; some meal preparation and socialization could tide her over until my mother came home to handle the medications, creams and other skilled care needs.

She later graduated to a higher level of care that we couldn’t provide ourselves. This all happened so quickly. I was always home during these intermittent nurse visits to help translate since my grandmother, who was from Vietnam, didn’t speak any English. This language barrier created worry and stress for me because I knew that my grandmother not speaking English was a disadvantage for her care.

READ THE REST @ McKnight’s Home Care

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RESOURCES

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

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

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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