The National Association for Home Care & Hospice has written to the leadership of both parties in both houses of Congress to urge them to direct relief funds to personal care home care providers.

The CARES Act Provider Relief Fund has been a lifesaver to thousands of health care providers across the country. Through the fund distributions, the Department of Health and Human Services (HHS) has been able to stabilize access to care during the Public Health Emergency and help preserve the health care infrastructure for the post-pandemic future. We very much appreciate Congressional action creating the fund and the swift actions taken by HHS to prioritize the distribution of the funds.

NAHC firmly believe Congress must take immediate steps to provide funds to an essential part of our health care system that, to date, has not received this crucial support. Home care companies that serve millions of Americans with vital personal health care supports such as assistance with the administration of prescribed medications, exercise programs that maintain and improve functional capabilities, hygiene, feeding, and numerous Activities of Daily Living (ADLs) are a core part of community-based health care. These services and the dedicated caregivers that provide these services have been uniformly recognized as essential health care providers by state and federal policymakers. However, the companies that provide this care have not received any Provider Relief Fund support since the creation of the Provider Relief Fund except where those companies bill Medicare and/or Medicaid.
TOP STORIES

Please Take Part in the 2022 Home Care Pulse Benchmarking Study

- **Participate in the survey!**

The 2022 Home Care Pulse Benchmarking Report survey is here! Through January and February, we are inviting home care agency owners throughout the United States to participate. Agencies can submit their data online to be included in the Study and receive over 60% off their preorder of the 2022 Report.

**Key Dates**

1. January 31 – Early Participation Ends
2. February 28 – Survey Closes
3. April – Study Released

**How You Can Participate**

If you’d like to get involved, here are the best ways you can support the 2022 HCP Benchmarking Report:

1. Send emails to your audience about the survey. There are two examples included in this kit.
2. Share the opportunity on your social media accounts. We’ve included a few suggested posts to get you started.
3. Promote the survey on your website.
4. Submit an article to be included in the 2022 Report. Send your suggested topic and a 2-3 sentence description to

**READ THE REST @ PD Home Care at NAHC**
Webinar: Structuring and Staffing Sales and Marketing for Max ROI

Tuesday, February 22, 2022
2:00 PM ET
REGISTER NOW
Free to NAHC members!

This webinar is private duty education that was originally scheduled to be presented at the Private Duty Home Care at NAHC Leadership Summit in February 2022. That meeting was canceled due to the ongoing public health emergency, but the content is vital so NAHC will be presenting it to you as webinars, all of which are free to NAHC members.

Attendees will learn best practices, tools, and techniques for structuring, staffing, incentivizing, and guiding a high-performing sales and marketing team that gets results. Recommendations are drawn from Fortune 500 best practices and are scalable for providers of all sizes.

READ THE REST @ PD Home Care at NAHC

Webinar: How to Build Professional Respect in Home Care Through Operations

- Thursday, February 24, 2022
- 2:00 pm Eastern
- Register
- Free to NAHC members!

This webinar is private duty education that was originally scheduled to be presented at the Private Duty Home Care at NAHC Leadership Summit in February 2022. That meeting was canceled due to the ongoing public health emergency, but the content is vital so NAHC will be presenting it to you as webinars, all of which are free to NAHC members.
Providing personal care services can seem like a roller coaster of emotional decisions, constant reacting, and the fight for consideration and respect in the care industry. It doesn’t have to be that way.

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VA to Expand Home and Community Based Services by 2026

The Department of Veterans Affairs’ Office of Geriatrics and Extended Care is expanding its Home-Based Primary Care, Medical Foster Home and Veteran-Directed Care programs to make them available at all VA medical centers (VAMC) by the end of fiscal year 2026.

VA will add 58 medical foster homes and 70 Veteran-directed care programs to VAMCs across the nation and add 75 home-based primary care teams to areas with the highest unmet need.

“These evidence-based programs allow Veterans to age-in-place, avoid or delay nursing home placement and choose the care environment that aligns most with their care needs, preferences and goals,” said Executive Director of VA Office of Geriatrics and Extended Care Scotte Hartronft, M.D. “Veterans using these programs have experienced fewer hospitalizations and emergency department visits, reduced hospital and nursing home days and fewer nursing home readmissions and inpatient complications.”

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Vaccine Hesitancy Has Seeped Into Home Health Care
There was the home health attendant who sucked her thumb before touching household items. And the one who brought her unvaccinated 4-year-old into the apartment where Mary and her immunocompromised husband live, near Pittsburgh, Pennsylvania. And the one who came by after her day shift at a nursing home.

Many of the aides who circulated through Mary’s household were vaccine-hesitant or outright anti-vax; many wore their mask improperly while in the apartment, she told me. A few came in with sneezes, snifflies, and coughs that—as Mary and her husband learned only after asking—were symptoms of an active COVID-19 infection.

How Home Care Providers Are Widening the Talent Pool with ‘Non-Traditional’ Caregivers

Throughout home care’s ongoing staffing shortage, agencies have deployed a number of tactics to recruit caregivers. Some have even begun looking outside of the home care talent pool altogether.

And with good reason. Roughly 599,800 openings for home health and personal care aides are projected on average each year, over the next decade, according to data from the Bureau of Labor Statistics.

In order to fill these roles, providers will need to widen the talent pool.
If a recent poll is any indication, more home care organizations will be instituting mandatory vaccinations against the coronavirus. More than 1 in 4 private employers surveyed are going forward with COVID-19 vaccine mandates, according to a recent poll by business consulting firm Gartner.

In the Jan. 19 poll of leaders across a wide variety of industries, 35% said they will give their employees the choice of being vaccinated or tested, 8% said they plan to mandate vaccines and another 8% said they would not require the shots. Meanwhile, 40% of those surveyed said they had already implemented vaccine mandates. Gartner conducted the survey of 400 North American executives last week, after the Supreme Court blocked the Occupational Safety and Health Administration's vaccination-or-testing requirement for workers at large employers.

Report: Increased Home-Based Care Could Save Florida $745 Million Annually

Providing care in the home instead of in a nursing home could save the state of Florida $745 million in fiscal savings annually.

That’s according to a recent report released from Florida TaxWatch, an independent research institute. The report is an analysis of the possible safety benefits, fiscal savings and quality outcomes from expanding home- and community-based services in Florida.

Florida is in the midst of a demographic shift. Over the next two decades, the state will see its 65-and-older population increase by more than 50%, surpassing the majority of the nation, as the state remains a popular retirement destination.
Amazon Expanding Virtual Care Platform Nationwide, Bringing In-Person Services to 20 New Cities

Amazon’s (Nasdaq: AMZN) in-home care arm is on the move, expanding to more than 20 new cities while rolling out even more care options.

Launched in 2019 as part of a pilot with Amazon’s Seattle-based employees, the Amazon Care model uses virtual and in-person visits from medical professionals to deliver “health care to customers when and where they need it.” The company has already rolled out the service in Boston, Baltimore, Dallas, Los Angeles and several other key markets.

Black, Hispanic and low-income patients face a little-known care gap

Black, Hispanic and low-income sufferers on Medicare have much less entry to high-quality house well being businesses, based on new analysis. The similar is true for individuals who stay in neighborhoods with a higher share of Black, Hispanic and low-income residents.

A new Health Affairs study discovered that there’s 5.5 proportion factors between Black and white sufferers’ use of high-quality house well being businesses, 11.9 proportion factors between Hispanic and white sufferers’ use and a 3.9 percentage-point distinction between higher-income and low-income sufferers’ use, making high-quality care “out of reach” for some. More than 3 million Medicare beneficiaries obtain house well being providers.
Skirmish Between Biden and Red States Over Medicaid Leaves Enrollees in the Balance

When Republican-led states balked at expanding Medicaid under the Affordable Care Act, President Barack Obama’s administration tossed them a carrot — allowing several to charge monthly premiums to newly eligible enrollees.

Republicans pushed for the fees to give Medicaid recipients “skin in the game” — the idea they would value their coverage more — and to make the government program resemble employer-based insurance.

But with studies showing that the fees led to fewer low-income adults signing up for coverage and fewer reenrolling, the Biden administration is moving to eliminate them.

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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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.

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Generations Homecare System is the all-in-one agency management solution that gives providers the power to connect care teams, simplify daily tasks, and maintain security and privacy compliance.

Key features include intuitive scheduling, Electronic Visit Verification (EVV), mobile apps, comprehensive reporting, and more. If your state requires the use of EVV, Generations has a solution for you.

With the mobile app, your team can take care of business, no matter where the day may take you. Visit our website homemcaresoftware.com.

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