The Private Duty Source
Issue: February 18, 2022

FEATURE ARTICLE

Call for Speakers to the 2022 Financial Management Conference

- See the FMC 2022 Education
- Deadline to submit your application to present is March 4!

The National Association for Home Care & Hospice (NAHC) and the Home Care & Hospice Financial Managers Association (HHFMA) are announcing a call for speakers to the 2022 Financial Management Conference in Las Vegas, Nevada from July 24-26, 2022.

The NAHC/HHFMA Workgroup has composed an incredible line-up of educational programs covering a wide range of topics, from innovations to leadership to day-to-day operations of home health and hospice programs. We are also presenting our two popular “boot camp” pre-conferences for home health and hospice that are perfect for anyone new to the industry or anyone looking to catch up on the latest developments in this fast-changing sector of health care.

The program line-up is HERE. Please click on that link and see what education session(s) fits you best. If you are interested in presenting a session or sessions, please write out the full name of the session(s) when you respond.

READ THE REST @ PD Home Care at NAHC
TOP STORIES

Celebrate National Caregivers Day Today!

Thank the caregivers and use #thankacaregiver and #nationalcaregiversday on social media

National Caregivers Day is Friday, February 18, and NAHC is urging everyone in home health, home care, and hospice to use the occasion to draw attention to the selfless work caregivers do all over the country.

On National Caregivers Day we honor those who give endlessly of their own time and energy to help our loved ones live better lives. It especially applies to those caregivers who help our elderly friends, family, and neighbors who require long-term care in home care, home health, and hospice.

The third Friday of February is the perfect time to show your appreciation to professional caregivers who assist America’s most vulnerable citizens, and also show some appreciation for the unpaid caregivers you know are making a big difference in the lives of others.

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.
Home Care Agencies in 2021 Saw Client Turnover Spike, Caregiver Churn Stay Flat

Home care agencies saw client turnover spike in 2021, though not necessarily for negative reasons. Operators at the same time saw caregiver churn remain mostly flat, despite the ongoing labor pressures associated with the COVID-19 pandemic.

That’s according to preliminary data from Home Care Pulse’s annual benchmarking study. Executives from the Idaho-based firm previewed these and other insights Tuesday during its Home Care Growth Summit.

“When you get the study here in a couple months, these trends could slightly change,” Home Care Pulse President Todd Austin said. “But we do feel like there’s a large enough sample size to put an early trend to them.”

Honoring Health Care Pioneers During Black History Month: Mary Eliza Mahoney

During Black History Month, NAHC Report will be profiling various African-Americans who have made great contributions to American health care.

Mary Eliza Mahoney was born in Boston in 1845 to two freed slaves originally from North Carolina. Though the exact date of her birth is unknown, Ms. Mahoney would spend much of the rest of her life assuring that she would never be unknown to history. The nursing profession in the U.S. owes much to her colossal efforts and achievement.

A woman with a ferocious work ethic, Ms. Mahoney began work for the New England Hospital for Women and Children at age 18, laboring 16 hours per
day and seven days per week as a washerwoman, maid, and cook, until entering the Hospital’s school at age 33, seeking a nursing degree. Out of a class of 40 women, Ms. Mahoney was one of only three to graduate.

She is now recognized as the first Black registered nurse in the United States.

Please Take Part in the 2022 Home Care Pulse Benchmarking Study

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:

New NAHC Webinar: Claim Your Valuable ERC Refund
Thursday, March 3, 2022
2:00 pm Eastern
Free to NAHC members!
REGISTER

ERC Today, a new NAHC affinity partner, will discuss a valuable stimulus benefit available to you called the Employee Retention Credit or ERC for short. The ERC benefit is received by qualifying businesses in a refund from the IRS. NAHC has partnered with ERC Today to provide their expertise and service to obtain these refunds on your behalf.

ERC Today helps businesses determine their eligibility for the Employee Retention Credit (ERC) and has helped secure thousands to millions in funding from the IRS for organizations just like yours. ERC Today’s teams of experts of CPAs and tax professionals will review your detailed records for FREE to: (1) positively determine your eligibility and (2), if so, calculate your estimated refund. As a member of NACH, you will receive a 20% discount from their standard rates. The IRS refund schedule is currently running for 4 to 6 months.

Home-Based Care Costs Increased More Than Any Long-Term Care Setting in 2021

The cost of home health care and home care increased more than it did in any other provider setting in 2021.

That’s according to Genworth Financial Inc.’s (NYSE: GNW) annual cost of care survey, which showed that while the cost of all long-term care services increased in the last year, home-based care was especially impacted by the turbulent labor environment.

While the demand for home-based care services is growing, both because of the country’s demographics and the increased awareness of at-home care
options, the supply of workers is not adequate to meet that demand. Those factors are resulting in higher wages and operating costs.

READ THE REST @ Home Health Care News

The Geek Squad, but make it for home care

The tell was a curious look on Current Health CEO Christopher McCann’s face. That was all his colleague Adam Wolfberg needed to know the meeting with Best Buy was more than a casual get-together, Wolfberg, Current’s chief medical officer, tells Axios.

**Why it matters:** As health care moves home, tech and retail giants alike are angling for a slice of the care delivery pie.

- “There’s a very natural strategy we’ve seen a number of big organizations take moving into health care, whether it’s Walmart, Dollar General, CVS or Amazon,” says Wolfberg. “They’ve got this incredible footprint and they’re saying, ‘Let’s use it to deliver care.’”

READ THE REST @ Axios

‘That’s a Game-Changer’: Investors Have Their Eye on One-Stop-Shops in Home-Based Care

In terms of business, providers are slowly beginning to move away from the strict distinctions of home health, home care and hospice.

“These are separate businesses,” Dexter Braff, president of The Braff Group, said on Wednesday during a panel discussion at the 18th annual Healthcare Private Equity & Finance
Conference. “These are only separate because of the payment mechanism. They are not preternaturally different.”

Strategic Scheduling, Training Investments Key to Clearing Home-Based Care’s Staffing Hurdles

The vast majority of home-based care organizations are dealing with capacity constraints, rising levels of staff burnout, recruitment roadblocks and other operational challenges.

While many of the current hurdles are due to macro-level forces that are largely outside of an operator’s control, some can be cleared with the help of smart scheduling, strategic incentives and impactful training programs.

Improving “speed to schedule” – or how long it takes to get a prospective caregiver in the field, caring for clients – can also make a major difference, according to Allan Levine, senior vice president of growth and revenue for e-training solution Nevvon.

Policymakers need to act to expand direct care workforce, advocates say

The U.S. must agree on a new social construct or agreement to solve the ever-increasing direct care worker shortage. Policy analysts and social rights advocates drew that conclusion Monday during a webinar hosted by PHI National on inequities in the direct care industry.

A recent study by PHI found nearly 90% of direct care workers are women and more than two-thirds are people of color. Jobs traditionally held by women have been deemed as less valuable and, therefore, tend to pay
much less, Ariana Hegewisch, senior fellow at the Institute for Women’s Policy Research, explained during the webinar. That has led to a gender wage gap in the U.S. that has severely affected the direct care industry’s mostly female workers who earned a median hourly wage of $13 in 2020.

AARP Urges Congress to Invest in Home Care

To understand the impact of Medicaid home care, called home- and community-based services, consider the experiences of just two family caregivers out of millions.

Susan, 66, from South Carolina pays out of her own pocket for full-time care to keep her adult son, who is blind and has cerebral palsy, out of a nursing home. She applied for home care through Medicaid in 2017 and was put on a waiting list for services. Today, Susan has yet to receive any assistance, and is now number 3,089 on that waiting list. Even though her son is eligible to receive Medicaid home care services, Susan returned to work after retiring in order to afford the care her son needs at home. She worries about the future.

Now, here’s a very different story. Chuck, 68, from New York applied for Medicaid home care to help him care for his elderly mother and an older brother who has schizophrenia, diabetes and nerve damage that limits his mobility. Four times a week, an aide arrives to provide critical help with cleaning, bathing and other household needs that enables Chuck to keep his family under one roof.
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

SPONSOR

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 homecaresoftware.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.

Email Admin Center
This newsletter is a service of the Private Duty Home Care at NAHC. Should you no longer wish to receive these messages please reply to this message with the subject line "Unsubscribe".

Private Duty Home Care at NAHC
228 Seventh Street, SE