The Private Duty Source

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**FEATURE ARTICLE**

Register Now for the Top Conference for Industry Execs & Financial Professionals

Registration for the 2022 Financial Management Conference (FMC) in Las Vegas, Nevada is now open! This year's event will be from July 24-26, 2022 at the world famous Caesars Palace.

If you’re a C-suite executive and/or financial professional in home care and hospice, this is the conference you cannot afford to miss. FMC is designed to give industry pros who manage, supervise, or collaborate with the financial arm of their organization a platform to share insights and engage.

FMC is centered on delivering value to your organization, focusing on efficiency, budgeting, benchmarking, operations, return on investment, and more. Comprehensive educational sessions will cover the industry’s most pressing topics and issues, so you’ll leave equipped to contribute to your organization immediately. We’re bringing you the best experts and practitioners in the industry to present you with new insights that will answer your burning questions.

This event is an investment for you and your organization. Make those valuable connections needed to take your career and organization to the next level. Here is what you have to look forward to this year:

- Live education on trending topics;
- Networking with more than 500 home care and hospice finance professionals;
Private Duty at NAHC Town Hall Spring 2022: Workforce Advocacy & More!

Wednesday, May 4, 2022
2:00 – 3:00 PM Eastern

REGISTER
Free to NAHC members!
Sponsored by Generations Homecare System

Private Duty Home Care at NAHC will hold an important town hall webinar on Wednesday, May 4, 2022 from 3:00 – 4:00 p.m. Eastern to discuss the major issues and challenges facing private duty home care operators today.

Workforce shortages and the caregiver crisis are top of mind for private duty providers everywhere. Join Executive Director of Private Duty at NAHC, Kristen Wheeler, and members of NAHC’s Private Duty Advisory Council for this inaugural Town Hall meeting of 2022. Explore the latest about NAHC’s collaborative efforts to advocate at the federal level on behalf of the caregiver workforce and learn what NAHC’s new grassroots advocacy plan.
Key Findings from the 2022 Home Care Benchmarking Report

- **Thursday, May 5, 2022**
- **2:00 – 3:00 PM ET**
- **REGISTER**

With the release of the 2022 HCP Benchmarking Report, we have detailed data on how the past year has affected home care agencies, and what it can teach us about operating an agency in the future.

Join Todd Austin, President of Home Care Pulse, as he reviews industry trends, business insights, and actionable data gathered from hundreds of agencies across the nation.

In this webinar, we'll cover:

- Emerging trends from the past 12 months;
- The latest on caregiver turnover and what’s working in recruitment and retention;
- How the course of home care is changing, and how agencies need to adjust;
- How the past year will shape the next three.

Private Duty Home Care Deserves Provider Relief

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.
The National Association for Home Care & Hospice strongly believes direct relief funds should be provided to personal care home care providers, and we are advocating directly to congressional leadership on this issue.

NAHC firmly believes 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 them, 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 Fund, except where those companies bill Medicare and/or Medicaid.

Majority of Home-Based Care Professionals Not Seeing Staffing Improvements

An overwhelming majority of home-based care professionals say that the hiring environment is not improving at the start of 2022.

In a LinkedIn survey conducted by Home Health Care News, 62% of 377 total respondents said the hiring environment is not getting better, while only 21% said it was. About 16% said they were not sure.

Staffing continues to be the most hot-button issue in both home health and home care. It’s been addressed ad nauseam, but is still not going away.
Legislative, Regulatory Landscapes

With more eyes than ever on home-based care, there are a number of legislative and regulatory developments that will be critical for providers to stay on top of.

For providers like Help at Home, which is working in the Medicaid space along with private pay, the short-term gains have been apparent.

“If you took what’s happening this year and last year and put it in a bubble, I would say the funding and reimbursement has been encouraging,” Deb Oberman, senior vice president of government relations at Help at Home, said during a panel discussion last month at HHCN’s Capital+Strategy conference. “If you take that bubble off, and you think about what we all expected to be a precursor to Build Back Better, it was all looking quite good.”

What Innovative States Are Doing to Recruit, Retain Workers in Home-Based Care

Several states around the country are taking unique measures to combat the direct care workforce crisis in home-based care.

And it would benefit other states and agencies to follow suit, according to a new report from PHI.

There are more than 4.6 million direct care workers in the U.S., according to the report. Broadly, “direct care workers” are individuals who provide regular, hands-on assistance to seniors and individuals with disabilities across a variety of settings, including the home.
Why the Shifting Trends in Home Care Recruitment Could Be Problematic

The way in which home care agencies are finding and hiring caregivers is evolving.

Over time, word-of-mouth recruitment via current employees is having a lesser impact on overall hires, while job hiring sites like Indeed are having a greater impact.

Of the top 10 caregiver recruitment sources last year, Indeed – between free and paid plans – took the cake as the most “successful” hiring methodology for agencies, according to data from Home Care Pulse’s annual benchmarking study.

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The Under-The-Radar Trend Home-Based Care Stakeholders Have Their Eye On: Leadership Turnover

Staffing is almost ubiquitously considered the toughest challenge in both home health and home care. A parallel issue that is often considered far less, however, is turnover among executives at the companies that make up the space.

It’s not completely clear whether the trend came to fruition due to COVID-19 or not – or whether it was not due to COVID-19 itself, but the ripple effects that the pandemic did have on companies, people and work life in general.

But both anecdotally and based on broad data, executive turnover in home-based care has ticked up since 2020.

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Ride-Sharing Partnerships Offer High ROI, Workforce Relief for Home Care Companies

The right partnership can be a powerful tool for businesses looking to expand their service offerings, enhance their internal operations or even gain an edge over competitors.

Over the years, home care providers have gone beyond just forming relationships with industry peers. These collaborations have yielded a significant return on investment (ROI) for agencies.

In general, home care organizations have partnered with food delivery companies, fitness companies and home-modification companies, just to name a few examples. For 24 Hour Home Care and Georgetown Home Care, collaborations with ride-share companies have driven key results.

M and A activity across home care segment loses steam in Q1

After two record-setting years, deals for home care, home health and hospice firms sputtered in the first quarter of this year. February actually tallied one of the worst months for transactions in four years. That’s according to a new report by mergers and acquisitions advisory firm Mertz Taggart.

The three sectors recorded 26 deals in the first three months of 2022 – down by more than 50% compared to the 53 transactions completed in the final quarter of 2021. However, the first quarter looks better when compared to the same period last year, which saw 27 transactions. With that in mind, Mertz
Taggart Managing Partner Cory Mertz doesn’t think the disappointing quarter is indicative of a trend.

READ THE REST @ McKnight’s Home Care

Home health aides are hard to find — and it could get worse

A lot has changed in Jonathan Miller’s life in the past decade, but one thing that’s remained consistent is his house.

The brick two-bedroom ranch-style house in West Des Moines, Iowa, is filled with Jonathan’s art, photos, puzzles and a substantial collection of University of Iowa gear, like a handmade clock and a LEGO rendition of Kinnick Stadium. Jonathan, who goes by Jon, helped make both. His dad, Don Miller, said he’s a big Hawkeyes fan.

Jon bought the house in 2007 and for three years he put a lot of work into the fixer-upper — repairing storm damage, planting trees in the backyard and completely remodeling the interior.

Then in summer 2010, when Jon was 25, he suffered a major stroke.

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Deepening consumer home care preference presents long-term challenge for facility-based providers: survey

The pandemic accelerated a shift in consumer preference toward home care, presenting a longer-lasting challenge for senior living communities and other facility-based providers in regaining consumer confidence, according to a recent survey.

Toledo, OH-based Transcend Strategy Group’s 2022 national consumer preference survey looked at “the good, the bad and the ugly” of what
consumers really think about senior living and care — both in the home and at long-term care facilities — and the key emotional drivers steering decision-making.

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

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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.

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

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