The Private Duty Source
Issue: May 12, 2022

FEATURE ARTICLE

NAHC Supports New Bill To Empower Seniors to Stay in their Homes

- Go to NAHC’s Advocacy Center to support this legislation!

Our homes are so important to us. It’s not just where we sleep and eat most of our meals, it’s our place to be independent. And, since the pandemic, it’s increasingly an office, a gym, a child care center, and, of course, if you need health care, your home is a great place to receive it.

That is why NAHC is thrilled to announce that on Friday, May 6, U.S. Representatives Charlie Crist (D-St. Petersburg) and Thomas Suozzi (D-NY) introduced the Home Modification for Accessibility Act (H.R. 7676), legislation that provides tax incentives for home modifications so seniors and those with disabilities can more easily and safely continue living in their own homes.

The Home Modification for Accessibility Act empowers Americans to make decisions about where and how they live by offsetting the costs associated with making home modifications through a penalty free early retirement withdrawal and lifetime tax deduction of up to $30,000. This will reduce injuries and subsequent medical costs associated with falls, as well as drive development and investment in the market and create new job opportunities for skilled laborers and contractors.

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TOP STORIES

Letter from the Executive Director: Private Duty at NAHC Hosts Inaugural Town Hall Meeting

The **2022 Financial Management Conference (FMC)** is the place to encounter cutting-edge ideas and career-changing connections, bringing together executives and practitioners interested in financial decision-making and related topics.

Federal Grant Will Create New Center to Support the Direct Care Workforce

- **Information on grants is here**

The federal Administration for Community Living (ACL) plans to create a new initiative that will serve as a technical assistance and capacity-building center for direct care workers providing home and community-based services for older adults and individuals with disabilities. ACL intends to award a five-year grant to a lead entity to create and maintain the National Technical Assistance Center. Estimated total funding will be $1.2 million to $1.3 million, per year for the five-year project period.

Home-based care providers are currently experiencing one of the most difficult workforce environments in decades. Many organizations are **unable to meet current demand** as a result of inadequate staffing, primarily among
the frontline direct care workers and aides that provide a large portion of the hands-on services for vulnerable patients and families.

- Grant applications are due June 28, 2022
- An overview informational teleconference will be held on May 17 at 3:00pm ET (Dial-in number: 888-942-9712; Participant passcode: 5313288).
- Find out more about the details of the grant opportunity [HERE](#).

Get Connected with the New NAHC Community

We are moving our discussion groups to a new exclusive member-only online [NAHC Community](#)! Because our members are busy, we don’t want you to miss out on important industry updates, events, new programs, and daily member-led discussions.

The community is a place where you can instantly access the brightest minds in the industry. Here you can:

- **Have creative discussions.** Bounce ideas off your peers and gather diverse perspectives, solutions, and new information from home care and hospice pros.
- **Make new connections.** Meet other NAHC members and stakeholders doing incredible things and changing the face of the industry.
- **Discover new resources.** Access the resources available to you from NAHC and the shared resources of our members. Level up your career by staying in the loop on news and trends.

Home care associations form alliance to address workforce crisis
Several home care associations have joined together to form the Home Care Workforce Action Alliance to help mitigate the severe staffing crisis. Leaders of the Private Duty Home Care Advisory Council of the National Association for Home Care & Hospice unveiled the new organization at their meeting on Wednesday.

“The lack of a sustainable workforce has been our No. 1 issue for at least a decade or two decades if not more,” David Totaro, chief government affairs officer for home care giant Bayada and NAHC board member, said. “The pandemic, while it didn’t create the issue, certainly hasn’t helped it.”

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### Biggest challenges for home care agencies? Shortage, turnover, survey finds

More than one-third of home care agencies surveyed in the latest benchmarking report by [Home Care Pulse](https://www.mcknights.com/hspa/) said the caregiver shortage had an extremely negative impact on their businesses last year compared to 10% who said it was an extreme problem in 2020.

“The shortage is real. What you’re feeling is real,” Home Care Pulse President Todd Austin told National Association of Home Care & Hospice members Thursday during a webinar. “You’re not alone. Your competitor isn’t doing something drastically different that is driving this number down.”

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### Home care community takes key step on staffing woes
If there was ever a time to pull out the stops to tackle home care’s staffing shortage, it would be now. Company losses and reports of not being able to fill shifts as demand skyrockets makes this issue priority numero uno for the industry.

Apparently, the home care world thinks so, too. In a town hall meeting Wednesday, the leaders of the National Association for Home Care & Hospice’s Private Duty Home Care Advisory Council unveiled a new organization — the Home Care Workforce Action Alliance. Several home care organizations, including NAHC, will be involved in the alliance, which will be dedicated to understanding, strategizing and taking actions to increase the workforce. More details will emerge on May 18 when the alliance provides a more formal press announcement.

Home-Based Care Acquisitions, Partnerships Both on Table for CVS Health

CVS Health has become one of the most interesting home-adjacent health care players since its investor day last December.

It’s possible that the “adjacent” tag will soon be dropped, and the company will be squarely in the home-based care space.

“We are diversifying our growth portfolio with new health services,” CVS Health President and CEO Karen Lynch said on the company’s first quarter earnings call Wednesday. “We are expanding our capabilities in home health as we prepare for the 2023 launch of a post-acute transitions pilot for our Aetna membership in select geographies.”
Former Google Exec Raises $9.5M, Launches In-Home Care Startup Reverence

Reverence – a digital home-based care coordination platform – has come out of stealth with $9.5 million in funding.

Backed by Target Global, Reverence will use the funding to build out a suite of products and services enabling the delivery of in-home care. The company has also earmarked some funds for the purposes of growing its team.

As the New York-based company continues to build its technology platform, its aim is to partner with health plans and coordinate the care of seniors receiving home-based care.

Providers reveal why they didn’t collapse under federal staff vaccination mandate

Nobody can ever accuse long-term care providers of not being passionate.

Credit must also be given because they are pretty good teachers.

When this scribe recently asked operators for personal notes about true employee losses they suffered from the mass employee exits that industry leaders predicted for when the mandate deadlines kicked in, the industry responded in force.

Now, the findings. In a nutshell: If you’ve heard about the challenges and triumphs of one provider’s experience with the mandate, you’ve heard about one provider’s experiences.
Bone health program aims to prevent senior falls

A new program at Cedars-Sinai in Los Angeles is trying to catch at-risk seniors from falling and potentially breaking bones or sustaining other life-threatening injuries.

The bone health and falls risk consultation program is available to anyone over age 65. Seniors receive bone density scans and are scored on their risk of sustaining major fractures from falls within 10 years. If necessary, a physician can prescribe medication to help mitigate the risk of bone density loss. Geriatricians also consider a patient’s fall history, any medications with side effects that could lead to a fall, other health issues that could cause a fall and if their gait or balance is compromised.

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
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.

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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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