

December 1, 2024

Dear HomeCare Association of Louisiana Member,

Thanks for your commitment to the HomeCare Association of Louisiana (HCLA). Two home health executives now have seats in the Louisiana Legislature, and our new governor has very close ties to home health. A home health CEO led Governor Landry's healthcare transition team. HCLA got Medicaid rates for skilled care and extended care almost doubled back in 2023. Louisiana initiatives for the future of care at home are looking bright. HCLA's advocacy efforts resulted in unanimous passage of legislation to allow non-physician practitioners to sign orders to initiate home health care.

Home healthcare impacts the lives of millions every year. Your support of HCLA helps to maintain the state's moratorium on new home care agencies. HCLA dues supports our lobby efforts in Washington, DC, Baton Rouge, and on Palmetto GBA's quarterly meetings of the *16 State Coalition*. Reimbursement, benefits integrity oversight, quality metrics, and payment models like PDGM are continuing to evolve rapidly. Consolidation is rampant across home health, hospice, palliative care, home-based care, and other non-acute provider businesses. Closures, acquisitions, mergers, regulatory changes, and innovative care models are blending and braiding entities along the continuum of care. Other provider types continue to engage in care at home, i.e., hospitals, health systems, managed care companies, ambulance service providers and more. CMS, state government, and managed care organizations all continue to tighten payments.

Trade associations are critical to sound advocacy. To remain relevant, we must be proactive, forward-thinking, articulate, and effective advocates. A vital component of this change process is exploring new business relationships and structures that could bring heightened member value.

HCLA membership can assist provider members through:

- Heightening Financial Stability
- Creating Greater Operational Efficiencies
- Enhancing Advocacy & Regulatory Clout
- Improving Membership and Member Service
- Filling Gaps in Competencies
- Strengthening Brand and Image

Enclosed is your 2025 Membership Packet. Please complete it and return as soon as possible so you can take advantage of the full payment, early renewal discount. Pass membership information on to your vendors and other agencies. If you have any questions, please call our office at 800-283-4252.

We look forward to serving you in 2025. Thank you.

Sincerely,
D' McCoy, RN
President
HomeCare Association of Louisiana

Warren Hebert, DNP, RN, FAAN
Chief Executive Officer
HomeCare Association of Louisiana





SHARED GOALS, SHARED VISION, SECURING THE FUTURE OF HOME CARE TO SECURE THE FUTURE

Since 1988 the HomeCare Association of Louisiana (HCLA) has been the voice of providers across the state. COVID-19, a record-breaking hurricane season, and PDGM make our collaborative efforts ever more important. Over the past 36 years HCLA dues have helped to: maintain the moratorium on new home health providers; avoid a co-payment on Medicare home health; prevent the Home Health Groupings Model (HHGM) from being included in the 2018 final rule; impacted the final PDGM reimbursement changes, and having both of our U.S. Senators and five U.S. Congressmen cosponsors federal legislation. HCLA's news and education on Medicare Advantage, shared risk models, benefits integrity challenges, ICD-10, Face to Face issues, Value-Based Purchasing, OASIS, and more, help to keep providers on the forefront of change. HCLA's shared vision and goals provide a closely aligned front from which to implement solutions for Louisiana home health providers. Your membership in HCLA is an investment in the goals and vision that continue to pay dividends to you, your patients, your agency, and industry many times over.

Through continued membership support such as yours, HCLA can:

- Provide education on COVID-19 issues, ICD-10, OASIS, PDGM, and RCD
- Support of the HCLA lobby efforts in protecting the moratorium on home health agencies
- Provide support with appeal and denial issues
- Continue addressing provider—MAC issues with Palmetto GBA
- Continue in the fight over issues such as rural add on

Your support helps HCLA provide:

- Unified representation before policymakers, state and federal regulators, state and federal legislators, the media, and the general public
- Weekly newsletters summarizing state, intermediary, and federal issues from variety of resources including information from NAHC, Home Health News, Homehealthline, Remington Report, NAHC Report, Palmetto GBA, CMS, and more
- A mechanism to meet industry challenges and promote the highest standards of homecare
- Access to information, customized advice, consulting and assistance with RAC, ZPIC, and MACs
- "Member-only" section of HCLA website
- Increased exposure and visibility for member agencies and companies
- Emergency Preparedness support - revision of the LA. E. P. Model Plan & processes
- Connect to Louisiana Department of Health, other state agencies, PGBA, and CMS
- Connect to industry leaders in ICD-10, OASIS, and other pertinent topics
- Access to state legislators and regulators through HCLA lobbyist
- Latest education and networking opportunities including workshops, conferences, and webinars
- Quality workshops, conferences, webinars and education programs at discounted rates
- Time-sensitive news - regulations, legislation, reimbursement, and benefits integrity activities
- Connect with home care professionals, peers, CHAP, Council of State Home Care Executives, NAHC, American Academy of Nursing, Red Cross, AARP state and national, and more
- Government affairs advocacy representation via political advocacy – through HCLA lobbyist
- An effective mechanism to meet industry challenges and promote the highest standards of home care
- Strength and power in numbers that collective voice, shared goals, and vision provides

**"Never doubt that a small group of thoughtful, committed people can change the world.
Indeed, it is the only thing that ever has." - Margaret Mead**



ADDITIONAL PROVIDER/BRANCH INFORMATION
Needed for HCLA's member database & email communication

If needed, please attach an additional sheet with the following information for **ALL** additional providers & branches!

Check which applies: Branch Provider

Agency/Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____

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Credit Card Authorization Form

First Name _____ Last Name _____

Billing Address _____

City _____ State _____ Zip Code _____

Phone _____ Email Address _____

Credit Card Information

Credit Card Type Visa Master Card American Express Discover

Credit Card Number _____

Security Code _____ Expiration Date: Month _____ Year _____

\$ _____

Amount to be charged to credit card

Authorized Signature

If paying quarterly, use this credit card to pay dues each quarter. A receipt will be emailed to agency.

YES NO