

December 1, 2022

Dear HomeCare Association of Louisiana Member,

Home healthcare continues to be a godsend to millions every year. However, CMS has continued to reduce reimbursement. The COVID-19 pandemic has highlighted the high value in care at home and patient safety. Thanks to your commitment to the HomeCare Association of Louisiana (HCLA). Provider dues helped to support the Young at Home video that has been seen by over two million people via our website and social media. That video was recently edited to a 30 second public service announcement (PSA) that we will be disseminating in early 2023. 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 2023 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 2023. Thank you.

Sincerely,

D' McCoy, RN
President
HomeCare Association of Louisiana
Professional Home Health Services
Hand in Hand Hospice Care

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 35 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.

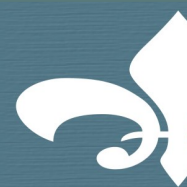
Through continued membership support such as yours, HCLA can:

- 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 DHH, 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**



Benefits of Membership

Progressive, proactive relationship with Health Standards, Licensing and Certification



Our hired lobbyist provides strong representation on home care issues at the federal and state levels

Early notice on changes in state regulations and we provide policy and regulatory expertise



Support with legislation that highly impacts the healthcare industry on federal and state levels

Actively working to change Louisiana Medicaid rates of reimbursement for homecare services



Weekly newsletter delivered via email with the latest industry news

Website with up-to-date content and reliable resources



Social media with news, announcements and conference offerings

Discounts on HCLA educational offerings and conferences



Regional meetings providing education on relevant and current issues to help members navigate the changing world of health care.

Education and training opportunities that meet the needs of our members and enhance their skills, knowledge and competencies.



Networking opportunities

16 State Coalition quarterly meetings with Palmetto GBA



Connection with state associations across the nation via NAHC Forum and Council of State Associations

Explore workforce issues and taking care of current staff



Gives you community, a voice, a vote!

UPCOMING EDUCATION FOR 2023



HOMECARE ASSOCIATION OF LOUISIANA

Go to the HCLA website often to find the details of newly posted workshops (www.hclanet.org). We will continue to add webinars/teleconferences throughout the year. Don't forget to watch for HCLA News Alerts to keep up with the latest information and check the archives on the website to reference past information. The registration fees for HCLA workshops has mostly remained the same for several years. We will continue to be mindful of the need for education and the financial challenges that agencies are experiencing. Registration fees are dependent on our facility, food, and speaker cost.

<p><u>January</u></p>	<p><u>February</u></p>	<p><u>March</u></p>	<p><u>April</u></p> <p>2023 Palmetto GBA Home Health <u>Virtual</u> Workshop Series</p> <p>Home Health - April 19 Hospice - April 20</p>
<p><u>May</u></p>	<p><u>June</u></p>	<p><u>July</u></p>	<p><u>August</u></p>
<p><u>September</u></p> <p>Blueprint for OASIS Accuracy Workshop</p> <p>Presented by OASIS Answers</p> <p>Baton Rouge September 6 & 7 COS-C Exam - September 8</p>	<p><u>October</u></p> <p>Intermediate ICD-10 Coding Presented by Lisa Selman-Holman</p> <p>Baton Rouge October 2023 Date TBD</p>	<p><u>November</u></p> <p>HCLA Annual Home Care Conference & Exhibition</p> <p>Date and Location TBD</p>	<p><u>December</u></p>



Agency Membership Application

HomeCare Association of Louisiana
P.O. Box 80124 ♦ Lafayette, LA 70598
Phone: (337) 231-0080 ♦ Fax: (337) 231-0089 ♦
www.hclanet.org

Application Type: New Member Renewal Membership

*NOTICE: Membership dues are effective for one year from the date payment is received by HCLA. (Example: 8/15/23 good through 8/14/24)

Step 1: Contact Information

Agency/Company Name: _____

Legal Owner/Parent Entity: _____

Primary Contact: (For mailings) _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____

Agency Administrator: _____ Email: _____

Agency Nursing Director: _____ Email: _____

Voting Representatives: 1) _____ 2) _____

**If the parent entity has more than one provider office operating in Louisiana other than that listed above, please use the last page of the application or attach the names of other providers/branches, a primary contact, and email addresses to ensure they receive association mailings and other member benefits. Please notify HCLA of any address or critical agency changes. If we are not alerted, vital industry and member information could be lost.

Step 2: Annual Dues **10% discount if received by January 15th (providers only and for full payment)**

Provider member dues are based on Gross Revenue – Gross revenue is defined as the parent entity’s revenue for the most recent fiscal year. Revenue is regardless of payer source. (When calculating gross revenue you may exclude: contractual adjustments, bad debts, investment income, charitable donations, or funds raised through special events or philanthropic dollars.)

Check appropriate membership:

- Single Owner/Provider**
 - Single Owner-Multiple Providers****
Providers with common ownership of 2 to 4 provider numbers.
 - Corporate Membership****
*Agencies that own and operate 5 or more provider numbers.
Franchise organizations with different owners are not eligible for joint corporate membership.*
- **For assistance calculating dues, refer to back side of application.
- QUARTERLY PAYMENTS** **ANNUAL PAYMENT**

Determine Gross Revenue:

A. Full Membership	Dues
<input type="checkbox"/> \$1 - \$500,000	\$660
<input type="checkbox"/> \$500,001 - \$1,500,000	\$1,595
<input type="checkbox"/> \$1,500,001 - \$2,500,000	\$2,420
<input type="checkbox"/> \$2,500,001 - \$3,500,000	\$3,355
<input type="checkbox"/> \$3,500,001 - \$4,500,000	\$4,400
<input type="checkbox"/> \$4,500,001 - \$5,500,000	\$5,610
<input type="checkbox"/> \$5,500,001 - \$10,000,000	\$6,930
<input type="checkbox"/> \$10,000,001 - plus	\$8,360
<input type="checkbox"/> Corporate Membership	\$8,360 + \$660 X #of providers

MULTIPLE PROVIDER REQUIREMENT: If more than one provider is owned and operated, all providers *must* join under one membership. HCLA has the right to void membership and associated privileges if a company does not join all provider locations and/or misrepresents membership type.

DUES AMOUNT ENCLOSED:	\$ _____	10% discount if received by January 15th
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(signature)

(position)

I, the above named, as an officer or agent of the company, attest to the accuracy of the above gross revenue category for the company named in this application.
Completion of this application does not guarantee membership acceptance, membership category, or amount of dues.

*Renewal membership not received by January 15th, 2023 will result in the cancellation of your current membership until payment is received.
Over, Pg.2

Step 3: Business Information

Affiliation: (check appropriate spaces)

- Hospital Administered (owned and operated by a hospital) Hospital Affiliated (contractually related, not a department of a hospital)
 Freestanding Ancillary Services to Home Care Industry

Certification/Licensure Status: (check appropriate spaces)

- State Licensed Medicare Certified Medicaid Certified
 Joint Commission Accredited CHAP Accredited
 Other:

Regions Served: _____

Parishes Served: _____

Membership in National Organizations: (check appropriate spaces)

- National Association for Home Care– NAHC American Association for Home Care– AA Homecare
 American Home Care Association– AHCA Visiting Nurses Associations of America– VNAA

Processing: Please allow at least two (2) weeks for application processing.
At that time you will receive your membership certificate and member access information.

****DUES CALCULATION**—The formulas below are intended for your agency's in-house use to facilitate your dues calculation & determination as to which dues tier your organization falls. HCLA does NOT require nor do we want your exact revenue numbers.

***Single Owner - Multiple providers** - Providers with common ownership of **two to four provider numbers** may add the gross revenue of those provider numbers to determine dues owed (formula A). If more favorable, the member may calculate dues of each provider number individually and add the dues for their membership rate (formula B). Those commonly owned agencies will have one combined membership for all provider numbers.

A. _____ + _____ = _____
Provider 1 revenue Provider 2 revenue Total Gross Revenue for dues calculation on Pg.1 table

B. _____ + _____ = _____
Provider 1 dues Provider 2 dues Total Dues

****Corporate Membership** – Corporate membership is for **agencies that own and operate five or more provider numbers** (see formula below) or if more favorable member may use formula B above, calculating dues for each provider and adding for total dues. Franchise organizations with different owners are not eligible for joint corporate membership.

\$7600 + (\$600 Multiplied by _____) = _____
(Total # of provider #'s) Total Dues Payment

Tax deductibility & non-deductible lobbying expenses - Dues to HomeCare Association of Louisiana may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. HCLA estimates that the non-deductible portion of your 2023 dues allowable to lobbying is 17%.

Membership Dues Payment Schedule:

Dues may be paid in full or by the quarter for those with dues more than \$600/year. **Providers in the \$600 range are NOT eligible for quarterly payments.** If paid by January 15th, the quarterly dues schedule is below. If paid after 1/15/23, the quarterly dues schedule will begin 3 months from the initial date membership payment is received by HCLA.

1st installment due: January 15, 2023 **2nd installment due: April 1, 2023**
3rd installment due: July 1, 2023 **4th installment due: October 1, 2023**

Quarterly Payments Disclaimer: Courtesy invoices will be emailed on the first of every quarter as a reminder of dues owed. Dues not received within thirty days of the above installment date will incur a late fee of \$25 that will reoccur each additional month late. Dues unpaid after 60 days will be grounds for membership termination. Membership reactivation requires all dues and late fees to be paid in full.

EVENTS Disclaimer: Event sites require that HCLA enter a contractual agreement detailing meeting room size and catering numbers in advance of the actual event. Due to this financial responsibility, HCLA must implement the following event registration guidelines:

- **Attendance policy:** All cancellations must be received in writing at least three days prior to the event date in order to receive a credit/refund, less a \$50 administrative fee. Any cancellation after this date will be subject to approval by the Office Manager (liz@hclanet.org).
- **Emergency:** In the advent of an emergency or surveyor visit, an email **must** be sent to the above address no later than the morning of the event, or the registration will be forfeited.
- **Credits:** HCLA does not issue credits for an event registration. If it meets the above cancellation requirements a check or credit card refund will be issued.

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): _____

Check which applies: Branch Provider

Agency/Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

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Mailing Address: _____

City: _____ State: _____ Zip Code: _____

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Website Address (URL): _____

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Agency/Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____



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