

November 20, 2020

Dear Home Care Provider,

The aging demographic, and their family's choices as to care setting, has impacted opportunities for care at home. COVID-19, a record setting hurricane season, and PDGM has accelerated the pace of change. Together, providers of care at home can be the unified voice with a focus on the future. We can strengthen our image, enhance our advocacy effort, and achieve economies of scale for a stronger future. HCLA's dues-paying members have supported a unified voice since 1988. We appeal to all providers to join us as we face new challenges and a rapidly evolving healthcare system. HCLA dues have added Louisiana's voice on Capitol Hill. HCLA provides representation on Palmetto GBA's quarterly meetings of the *16 State Coalition*.

Home health agencies' frenetic pace of change across healthcare, includes the continued evolution of the Patient-Driven Groupings Model (PDGM) and the Review Choice Demonstration Project (RCD). Membership not only supports HCLA's liaison efforts with our MACs, but also research on the latest home care issues, and helps resolve unique agency problems. HCLA's highly rated professional and business development education highlights best practices and evidence-based clinical practice. HCLA leadership is involved nationally on behalf of member agencies in past years, including CMS workgroups, AARP Tele-Town Halls, the CHAP Board, the Institute of Medicine's Future of Home Health Care, the H3IT conference at Georgetown University, as an Advisor to the Chief Nurse of the American Red Cross, the American Academy of Nursing (AAN), the National Institute of Nursing Research (NINR), and more. HCLA membership provides cost savings via group purchasing programs. Dues support contact with state and federal policymakers. HCLA staff can save your agency time and money.

As HCLA heads into 2021, we will continue to explore additional benefits and services to help our members to remain viable and relevant in our rapidly evolving system of care at home. Help support our paid lobbyist, educational offerings, industry news, and more. HCLA unifies providers as a more effective voice for care at home.

Enclosed is a 2021 Membership Packet, including information on getting a 10% discount. If you have any questions regarding membership or need assistance, please call our office at 800-283-4252. We look forward to serving you, being a resource to your staff, and exploring the future.

Sincerely,

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

Warren Hebert, DNP, RN, CAE, 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 32 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.

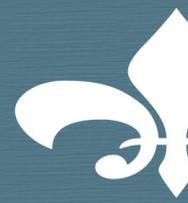
Through continued membership support such as yours, HCLA can:

- 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, Eli, 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**



UPCOMING EDUCATION FOR 2021



HOME CARE 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.

<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u> 2021 Palmetto GBA Home Health Virtual Workshop Series Home Health - April 14 Hospice - April 15
<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>
<u>September</u> Blueprint for OASIS Accuracy Workshop Presented by OASIS Answers Baton Rouge September 15 & 16 COS-C Exam - September 17	<u>October</u> Intermediate ICD-10 Coding Presented by Lisa Selman-Holman Baton Rouge Date TBD	<u>November</u> Southwest Home Care and Hospice Virtual Conference and Exhibition Date TBD	<u>December</u>

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 2020 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 1/15/21, the quarterly dues schedule will begin 3 months from the initial date membership payment is received by HCLA.

1st installment due: January 15, 2021 **2nd installment due: April 1, 2021**
3rd installment due: July 1, 2021 **4th installment due: October 1, 2021**

Quarterly Payments Disclaimer: Courtesy invoices will be sent 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): _____

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Mailing Address: _____

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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