

November 20, 2020

Dear HomeCare Association of Louisiana Associate Members and Prospective Members,

The year 2020, the COVID-19 pandemic, a record number of hurricanes, PDGM, and a lightning fast pace of regulatory change will offer opportunities for forward-thinking and innovative providers of care at home. The frenetic pace of change across the post-acute setting also brings threats for organizations. The rapid evolution reductions in reimbursement, benefits integrity oversight, quality metrics, and new payment models mandate that providers become much more astute. Consolidation is likely to accelerate at a more rapid pace across hospice, palliative care, home health, and other non-acute provider businesses. Closures, acquisitions, mergers, regulatory changes, and innovative care models are replacing the old silos with a blending and braiding of entities along the continuum of care. Other provider types have recently begun to engage in care at home, i.e. hospitals, health systems, managed care companies, ambulance service providers. And even more entities are now seeking entry into care at home. The Centers for Medicare and Medicaid Services (CMS), state governments, and managed care organizations, are all tightening payments. Those that navigate the multitude of unpredictable variables will see new avenues of growth opportunity as integrated care and value-based care models are more widely adopted.

Being a 2021 HCLA Associate Member gives your company access to this important dialogue about our shared vision for the future. It also provides better access to the network of providers through advertising, sponsorship, and exhibit opportunities. Associate membership and sponsorship provides your organization exposure to develop relationships and to better identify the changing needs of home care agencies in ways that help them solve agency problems, gain knowledge, facilitate growth, and innovation.

Timely home care information is more important than ever to your company. HCLA's weekly News Alerts keep your team ahead of the curve during this time of rapid change. Knowing your clients' challenges will allow you to anticipate their needs.

Enclosed is a complete membership packet, which details the benefits of membership and explains how HCLA is staying active in the community. Please note opportunities for associate members to share information with members. The **Gold** membership brings increased exposure to your company in the HCLA website homepage added to the regular membership benefits. Our **Platinum** membership, one of a kind, can give you access to providers through sponsorships at all of our workshops and conferences. New this year is a homepage ad option for associate members. Thank you continuing HCLA members, thanks for your commitment.

Sincerely,

D' McCoy
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

Associate Membership

Benefits



Being an associate member of HCLA provides opportunities to build relationships with providers of care at home. Associate members highlight business rapport via one-on-one networking with agency staff through discounted event sponsorship and exhibits. Active participation in HCLA demonstrates your support for home health providers and helps you identify needs of home health agencies in Louisiana.

1

DISCOUNTS & INCREASED EXPOSURE... Sponsorship of monthly workshops and regional roundtables has provided associate members closer relationships with agency administrators and clinical staff, giving them an edge over the competition. Exhibiting at HCLA's Annual Conferences is available to all associate members at a **discounted rate**. HCLA associate members are also given **discounted rates** and first right of refusal on all available sponsorship opportunities.

Opportunities for sponsorship/exhibiting:

Virtual Workshops... Hosted monthly in designated areas of the state attended by agency owners, administrators, & clinical staff

Virtual Regional Roundtable Luncheon... Free, statewide, interactive, quarterly luncheons held for agency members statewide, attended by agency owners, administrators, DONs, and clinical staff

Conferences...

- **HCLA Annual Conference** - Date To Be Announced (Virtual or Hybrid?)
- **Southwest Home Care & Hospice Conference** - Date To Be Announced

2

INSTANT ACCESS to MEMBERS... Associate members are updated quarterly with the most current **home health provider list** which includes provider contact information and email address. Our website also includes an **Associate Member Directory which links directly** to all of our associate members' websites to ensure easy access for providers & potential clients.

3

KEEPING YOU INFORMED & CONNECTED... An intangible benefit of membership with HCLA is the value of networking with industry professionals. We keep you connected through events, email updates, and mailings. The **HCLA News Alerts**, which summarize home health periodicals & critical industry publications, are available to HCLA associate members via **log-in access to our website**.

4

EDUCATION DISCOUNTS... The ever-changing world of home health challenges agencies and their employees to remain up-to-date on industry information. Rise above the competition by staying informed and in-touch with the latest industry changes and as a result, better understand your customers' needs. Associate members of HCLA **attend educational events at member rates**.

5

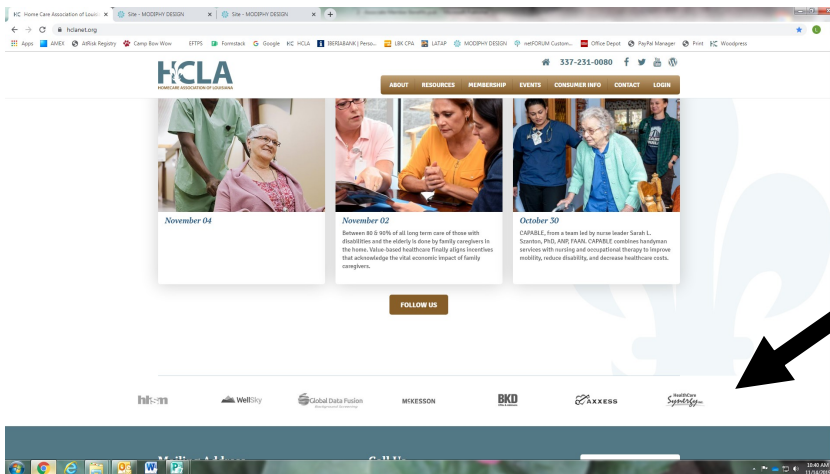
AFFINITY PARTNERSHIP... As an associate member, your company can partner with HCLA to offer products and services at an exclusive discount to our provider members. The Affinity Partnership is a great way to **increase YOUR exposure** to HCLA members with minimal cost to you.

Want Prominent Website Exposure?

Gold Membership

Benefits Include

- Prominent logo space on HCLA's homepage as well as 12 other pages viewed by visitor's of the HCLA website. The 12 pages include: About HCLA, History, Board of Directors, Membership, Agency Membership, Associate Membership, Associate Member Directory, HCLA Events, Exhibitors/Sponsors, Call for Presentations, Resources & Consumer Information.



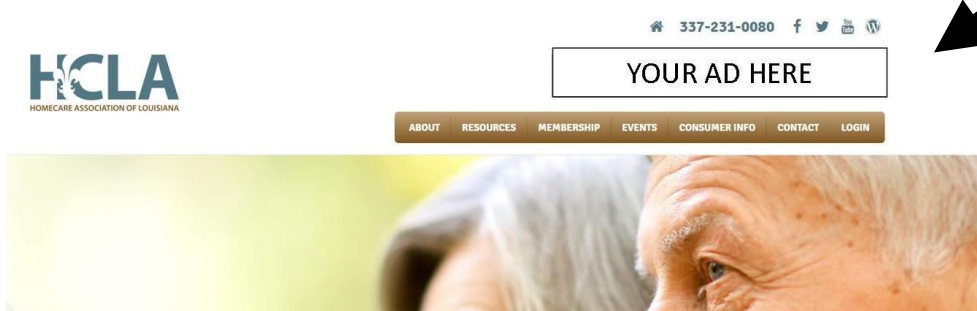
YOUR COMPANY GOES HERE

- Company logo will link to associate member's website.
- Discounts on HCLA education & conference exhibiting opportunities.
- Access to HCLA's member only online resources.
- Updated quarterly with the most current home health provider list

Gold Membership is good for one year! \$1150

Gold Associate Members will be designated according to the order in which their applications and membership payment are received. Only 10 spots are available and will be first come first serve.

HCLA Home Page Advertising



YOUR COMPANY GOES
HERE, SCROLLING AD ON
THE HCLA HOME PAGE
WITH LINK TO YOUR
WEBSITE

\$6,000.00 for 3 years, \$3,000.00 for 1 year or \$2,000.00 for 6 months.



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

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>	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>



Associate 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: 7/15/21 good through 7/14/22)

Step 1: Contact Information

Company Name: _____		
Legal Owner/Parent Entity: _____		
Person to Receive Mail: _____	Email: _____	
Mailing Address: _____		
City: _____	State: _____	Zip Code: _____
Phone: _____	Fax: _____	
Website Address (URL): _____		
President/Owner: _____	Email: _____	
Marketing Director: _____	Email: _____	
Additional Contact: _____	Email: _____	

Additional contacts can be listed on the reverse side of this page. Please notify HCLA of any address or company changes to ensure delivery of correspondence.

Step 2: Business Information

Primary Type of Business: (circle appropriate choices)

Hospice	Health Care Consulting	CPA
Legal	Infusion Therapy	DME
Private Duty/Supplemental Staffing		
Medical Supply Company		

Other: _____

Certification/Licensure Status: (circle appropriate choices)

State Licensed	Medicare Certified
Medicaid Certified	Other: _____

Regions/Parishes Served: _____

Membership in National Organizations:

(circle appropriate choices)

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

***HCLA Marketing:** Please attach a brief description (25 words) of your company for referral purposes.

***Website Marketing:** Please email an updated company logo, description (if different from above) & contact person (with email & phone) that you would like us to use on our Association website. Email to liz@hclanet.org.

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

*Renewal membership not received by the last day of the month your membership expires will result in the cancellation of your current membership **until payment is received.**

Step 3: Membership Status & Dues

Membership Type:

Dues

Associate Member*

<input type="checkbox"/> Basic Membership	\$600
<input type="checkbox"/> Gold Membership	\$1150

(Gold Membership includes prominent logo space on HCLA's homepage & 12 public pages viewed by visitor's of the HCLA website; logo will link to associate member's website & is good for one year)

Hospice Member

<input type="checkbox"/> Basic Membership	\$600
<input type="checkbox"/> Gold Membership	\$1150

(Gold Membership includes prominent logo space on HCLA's homepage & 12 public pages viewed by visitor's of the HCLA website; logo will link to associate member's website & is good for one year)

Individual**

\$185

***Associate Membership** is available only to those companies who are not home health providers but offer ancillary services to our industry, i.e. software vendors, accountants, medical equipment suppliers, medical supply vendors, etc.

****Individual Membership** is reserved for those retired from home health or in academia. Individuals actively employed by a home care provider, consultants, etc. Associate members are **NOT ELIGIBLE** for individual membership.

DUES AMOUNT ENCLOSED:

\$ _____

(signature)

(position)

I, the above named, as an officer or agent of the company, attest to the accuracy of the above application.

Completion of this application does not guarantee membership acceptance, membership category, or amount of dues.

ADDITIONAL CONTACT INFORMATION

Needed for HCLA's member database & email communication.

Please add anyone in your company who you wish to receive email updates and notifications of HCLA events, industry updates and sponsorship opportunities.

Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: if different _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____

Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: if different _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Website Address (URL): _____

Company Name: _____

Legal Owner/Parent Entity: _____

Person To Receive Mail: _____

Email Address: _____

Mailing Address: if different _____

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