

November 28, 2016

Dear Associate Members and Prospective Members,

The year 2017 will offer opportunities for forward thinking and innovative homecare providers. 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. HCLA strives to be the primary resource, advocate, and proponent for health care in the home.

Being a 2017 Associate member gives your company access to our network of provider members through advertising, sponsorship, and exhibit opportunities. Associate membership and sponsorship provides your organization with the opportunity for exposure to develop relationships and 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 also equally important to your company. HCLA News Alerts are sent at least weekly by email, keeping 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 our home care members. The "Gold" membership brings increased exposure for your company on the HCLA website's "home" page 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.

Sincerely,

Lisi Coleman
President
HomeCare Association of Louisiana
Evangeline Home Health

Warren Hebert
Chief Executive Officer
HomeCare Association of Louisiana

Associate Membership

Benefits



Being an associate member of HCLA provides opportunities to highlight your business and offers one-on-one networking with agency members 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 Conference and Gulf Coast Conference 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:

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

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

Conferences...

- **Gulf Coast Conference** - July 31—August 2, 2017—Grand Hotel Marriott Resort, Point Clear, Alabama
- **HCLA Annual Conference** - November 2017

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.
- Company logo displayed on HCLA event announcement email blasts.
- 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

Only 10 spots available so act NOW!

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.



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

Since 1988 the HomeCare Association of Louisiana has acted on behalf of providers across the state. Maintaining a moratorium on new home health providers is one important objective HCLA lobbying has achieved on behalf of member agencies. The pace of change is unprecedented in healthcare. HCLA provides timely news and education on consolidation, ACOs, bundled payments, managed care, benefits integrity challenges, ICD-10, Face to Face issues, and more. HCLA's shared vision and goals provide a closely aligned front from which to implement solutions for Louisiana home health providers. Your membership and support of 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 ICD-10, and OASIS-C2 preparation along with other vital educational programs
- Support of the HCLA lobbyists in protecting the moratorium on home health agencies
- Provide support with appeal and denial issues
- Continue working with PGBA on the F2F and denial issues
- Continue in the fight over issues such as rebasing and copays

Your support helps HCLA provide:

- Effective, unified representation before policy makers, 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 NAHC, Eli, Homehealthline, Remington Report, NAHC Report, PGBA, CMS, and more
- An effective 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 (E. P.) 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-C2, and other pertinent topics
- Access to state legislators
- Latest education and networking opportunities including workshops, conferences, and webinars
- Quality workshops, conferences, webinars and education programs at discounted rates
- Time sensitive news on regulations, legislation, reimbursement, and benefits integrity activities
- Connect with home care professionals, peers, CHAP, Council of State Home Care Executives, NAHC, and more
- Strong government affairs advocacy and representation via political advocacy – through Baton Rouge lobbyist contracted by HCLA
- 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 2017

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.

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|--|---|--|---|
| <p align="center"><u>January</u></p> <p align="center">Medicare Basic PPS Billing Workshop</p> <p align="center">Presented by Melinda Gaboury</p> <p align="center">Baton Rouge - January 31</p> | <p align="center"><u>February</u></p> | <p align="center"><u>March</u></p> | <p align="center"><u>April</u></p> <p align="center">2017 Palmetto GBA Home Health Workshop Series</p> <p align="center">Monroe - April 11 Baton Rouge - April 12</p> |
| <p align="center"><u>May</u></p> <p align="center">The Art of ICD-10 Coding Workshop</p> <p align="center">presented by Sparkle Sparks</p> <p align="center">Baton Rouge May 16-17, 2017</p> | <p align="center"><u>June</u></p> <p align="center">Blueprint for OASIS Accuracy</p> <p align="center">presented by OASIS Answers</p> <p align="center">Baton Rouge June 12-13, 2017 COS-C Exam June 14, 2017</p> | <p align="center"><u>July</u></p> <p align="center">Gulf Coast Home Care Conference & Exhibition</p> <p align="center">July 29—August 2, 2017 Grand Hotel Marriott Resort, Point Clear, AL</p> | <p align="center"><u>August</u></p> |
| <p align="center"><u>September</u></p> | <p align="center"><u>October</u></p> | <p align="center"><u>November</u></p> <p align="center">HCLA Annual Home Care Conference & Exhibition</p> <p align="center">TBD</p> | <p align="center"><u>December</u></p> |



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: 7/15/17 good through 7/14/18)*

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 (50 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