



HCAF

Home Care Association of Florida
RESOURCES, EDUCATION, ADVOCACY

2018-2019 ANNUAL REPORT

The Home Care Association of Florida (HCAF) is the premier trade association for the home care industry in Florida. HCAF was founded in 1989 and is a 501(c)(6), not-for-profit association dedicated to serving Florida home care providers and their vendors.

HCAF exists to provide representation, communication, and advocacy for these providers, and to give them the information they need to deliver high-quality, cost-effective services to patients and clients in their home.

The Voice for Home Care in Florida Since 1989 | HomeCareFLA.org

OUR VISION

To be the foremost resource and advocate for Florida's home care industry and the patients it serves.

OUR MISSION

As the voice for home care, our mission is to advance the interests and meet the needs of our members, enabling them to provide the highest quality and most cost-effective services throughout Florida.

OUR VALUES

- Member-Focused
- Excellence & Best Practices
- Integrity & Ethics
- Unified Industry



MEET THE TEAM *(left to right)*

Bobby Lolley, RN
Executive Director

Monica Smith
Deputy Director

Kyle Simon
Director of Government Affairs and Communications

Julia Heath
Associate Director of Membership Services

Patti Heid, MSPT, COS-C
Director of Clinical and Regulatory Affairs

Kristen Wheeler
Director of Private Duty Services

Adara Sloane (not pictured)
Administrative Assistant

A Year's Overview

Where We Are Now

BY BOBBY LOLLEY, RN, EXECUTIVE DIRECTOR

We are pleased to provide you with the 2018-2019 HCAF Annual Report. The following report attempts to provide you with meaningful information in several key areas. We hope this brief synopsis gives you a sense of your Association, of its focus, and its purpose.

I start this report as I have started the last three: *"It feels like every year (in home-care) there seems to be great swings of ups and downs, highs and lows. Sadly, this past year kept that trend going strong."*

The roller coaster ride called home care never stops, and the Centers for Medicare & Medicaid Services (CMS) is always finding ways to make it faster and more terrifying. Surely, the sheer laws of physics or economics will eventually have some car leaving the track with providers or patients being maimed or irreparably damaged. But this is not an experience of thrills and squeals for the sake of fun; there are serious consequences and a heavy cost to having so much change in a critical industry, so quickly. We all breathed a sigh of relief and celebrated back in September 2016, when we heard that CMS had delayed the Pre-Claim Review (PCR) initiative. Now — as of penning of this report — Florida Medicare-certified providers are just months (if not weeks) away from having to find a way to survive CMS's newest version of PCR, the Review Choice Demonstration (RCD).

RCD is nothing new and the difficulties, pain, and aggravation will be all that we dreaded back in 2016 under PCR. The timing of RCD rollout is perilous to Florida providers within itself. Because we may well be hit with RCD, and at the same time face a massive overhaul of our reimbursement methodology to a degree that we have not seen since Interim Payment System (IPS) back in 1998. The Patient-Driven Groupings Model (PDGM) will reshape our industry in ways we cannot imagine. CMS was both brilliant and diabolical in its design of this payment system because PDGM will create big winners, but it will also close the doors of home care agencies across the country. Obviously, the winners are more accepting and tolerant of the changes, but we all should clearly understand that this will be a net loss for the entire industry.

I can say that without reservation because in this payment system CMS establishes the principal of "behavioral adjustments", which will do damage to everyone eventually. These adjustments and the subsequent decrease in reimbursement are being applied even before the actual behavior has occurred (to the tune of an eight percent reduction). Medicare providers have never faced such a dire threat, wherein a governmental agency can choose to make drastic changes in the funding of a national health care program based on nothing other than their biased assumptions. Most everyone in the industry is up in arms over this because it is beyond unfair, and it amounts to an enormous overreach by a governmental agency. Thankfully, we are gaining support in Congress with a simple clear message: CMS can make all the cuts they deem appropriate to combat "fraud, waste, and abuse", but only when they have the data to support their actions and not a second before. This leads us to the most insidious aspect of "behavioral adjustments", and that is it sets up a situation where a provider must do what CMS claims they will do, in order to survive. PDGM is clearly a "damned if you do, damned if you don't" proposition.

CMS released more details of its home health payment reform plan in its 2020 proposed rule released on July 11. In its announcement, CMS proposed that the Request for Anticipated Payments (RAPs) will be reduced to 20

percent versus the 50-60 percent of the anticipated payment that providers have been receiving since the inception of the Home Health Prospective Payment System. Furthermore, CMS proposed to completely eliminate all RAPs by 2022, denying providers the upfront money that they desperately need. I and others see this as another attempt by CMS to select what type of agencies that will be the winners under PDGM and stack the deck against small providers who are far more dependent on those RAPs to maintain an adequate cash flow.

CMS's agenda is clear: they believe that fewer and larger home care providers is better, because in the minds of CMS's leadership this will make it easier for the government to manage and police this growing sector. What CMS apparently fails to take into consideration is the growing need and demand for home and community-based services by the nation's aging population. The explosive growth is what puts the "Boom" in Baby Boomers. In Florida alone, 300 to 400 seniors turn 65 every day and that will be true for the next 18 years. So, we will certainly need all the home care providers currently in Florida and many more to boot!

I would be remiss if I did not point out one more serious challenge that compounds the difficulties that Florida providers are facing. CMS's Home Health Value-Based Purchasing pilot project is progressing into its fourth year. The level of reimbursement at risk for the fourth year is six percent and eight percent for the fifth year. The impact of this initiative on Florida providers up to now has been mixed overall with a few providers doing very well, but with the majority working very hard just to retain their current level of reimbursement, essentially, having nothing to show for all their time and effort. Then, most sadly, there have been many agencies losing one to three percent of their reimbursement every year, even with great effort extended due to the difficulties of meeting the high benchmark improvement scores set by some providers in Florida. And on top of that, CMS continues to make changes in the parameters of this pilot project making it ever more difficult for providers to come out ahead.

The accumulative effect of all these massive changes on Florida's Medicare-certified providers will certainly be too much for some. But I am convinced the closures will be far fewer than CMS projects or desires. Our home care community has always been far more resilient and more adaptable than many have thought. In short, we are stronger than all these challenges and we will find a way. I would point out that many certified organizations are now "seeing the light"! They are understanding that CMS will never change its tactics, but also realizing there are far better and more profitable sectors within the home care arena to work.

The demand for private pay home care services is growing exponentially and it is the single area of home care that is truly free to adapt, innovate, and evolve with minimal government restraint. What is occurring in that sector is exciting, disruptive, and yes, transformative. It will in fact change the landscape of the certified world. We see that in the Medicare Advantage Plans and their foray into new and uncharted care programs. So, I will end this report with a very optimistic outlook for all of home care in our great state. I encourage you to never forget that our industry holds a very strong hand, the demographic and economic cards are stacked in our favor, no matter what CMS chooses to do or not do. The Baby Boomer population will not only choose to age in place, but we will demand that right! We will be the wealthiest generation to ever retire in America, with some estimates of that wealth totaling as high as \$15 trillion. Seniors will undoubtedly spend those dollars, spending them freely, to ensure that they age as independently as possible and receive high-quality care.

There are very few things in this world that are more certain than that.

BOARD of DIRECTORS

PRESIDENT	Denise Bellville <i>Palms Home Health Care, St. Petersburg</i>
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SECRETARY	Mary Ann Knee <i>Unique Med Home Health Care Services, West Palm Beach</i>
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PRIVATE DUTY	Michelle Rogers <i>Health First Private Duty, Staffing Services & Infusion, Cocoa</i>
ASSOCIATE	Melinda Gaboury <i>Healthcare Provider Solutions, Nashville, Tennessee</i>

For a complete guide to Florida Agency for Health Care Administration health care regions, visit HomeCareFLA.org/Board.

LEADERSHIP

RESOURCES

RESOURCES

HCAF strives to provide members with vital resources to enhance their growth and provide high-quality, cost-effective care to the patients and clients they serve. As policy changes come to bear, we seek to ensure that our resources, toolkits, and publications are relevant to Certified and Private Duty agencies alike.

INDUSTRY NEWS AT YOUR FINGERTIPS

The past year included numerous initiatives that have the potential to change the home care industry as we know it, including: Medicare's Review Choice Demonstration; the forthcoming Patient-Driven Groupings Model (PDGM); new emergency preparedness requirements; and, the Medicare Home Health Groupings Model. HCAF's biweekly email newsletters for Certified and Private Duty members, biannual magazine, and website with the latest news keep members informed to stay compliant and survey-ready. Past editions are available year-round online under the "Resources" menu and magazines can be accessed at HomeCareFLA.org/Magazine.

SALARY & BENEFITS SURVEY REPORT

Each year we survey our membership to determine what agencies are providing their employees in terms of wages, salaries, and fringe benefits. The survey report is free to member participants. The 2019 report marks the fourth year for which we expanded the scope of the survey and the report to provide specific data for Private Duty agencies. Reports are available for purchase online at HomeCareFLA.org/Store.

PRIVATE DUTY POLICY & PROCEDURES MANUAL

In addition to our continued commitment to representing the interests of Private Duty providers with a dedicated, full-time staff member, HCAF's newest resource helps providers be survey-ready with our very own all-inclusive policy and procedure manual, which includes all policies currently required by Florida for non-skilled, licensed-only home care agencies. Purchase a manual online at HomeCareFLA.org/Store.

LISTSERV FOR BEST PRACTICES & MORE

This longstanding resource for members only is designed to foster communication among members about best practices and guidance, as well as for association staff to post about and respond to regulatory, legislative, and clinical issues and breaking news. Instructions to subscribe to the LISTSERV are accessible at HomeCareFLA.org/LISTSERV.

24/7 EDUCATION PORTAL

HomeCareLearn.com is HCAF's online portal for education online portal for education programs and offers On-Demand and Agency Edition platforms. With On-Demand, home care professionals can instantly purchase and begin learning about numerous topics on their own time and from anywhere. With Agency Edition, participating agencies have their own custom branded eUniversity that is loaded with education and tools needed to automate processes, keep staff on track, as well as track training. Education programs are available for administrators and managers, business and development staff, as well as clinicians 24/7 at HomeCareLearn.com.

AFFINITY PROGRAMS = MEMBER SAVINGS

HCAF provides discount pricing on products and services year-round. Affinity programs with industry vendors concurrently help to support your state association. Currently, members can obtain discounts on 33 products and services across 19 categories at HomeCareFLA.org/Discounts.

EDUCATION

HCAF provides a wide range of educational programs year-round. Our programs target an array of home care industry positions, including administrators, clinical supervisors, financial managers, nurses, therapists, home health aides, marketing specialists, and human resource personnel.

YEAR-ROUND EDUCATION FOR ALL HOME CARE PROVIDERS

Between July 2018 and June 2019, we offered:

- Education to nearly 3,000 participants
- 125 educational events
- 55 webinars
- 40 Home Care Connection events
- 11 marketing programs
- 18 OASIS-related educational events
- 28 exclusively Private Duty programs
- 13 webinars for home health aides
- 13 ICD-10 coding courses
- 8 professional certification exams
- 7 Patient-Driven Groupings Model courses
- Winter, Summer and Fall conferences

Our programs are dedicated to helping you deliver high-quality, cost-effective services to patients and clients in their home, as well as helping your business grow. HCAF members enjoy reduced prices, and any proceeds are used to support our other membership and advocacy activities. Every minute and every cent is directed and allocated toward helping our members. The challenges facing home care providers (of every type and kind) continue; we see no end in sight as Congress and regulators work to overhaul our nation's health care system.

For our Private Duty providers, competition has never been so fierce and savvy. Providers in this sector need to stay on top of the latest changes in the industry in order to maintain and gain market share. Learning the current struggles of industry stakeholders opens new creative opportunities for those that can pivot quickly to address their latest needs. HCAF strives to provide these latest updates in the form of free monthly educational "lunch chats" to our Private Duty members. Current and future education offerings will reflect these key changes and other issues impacting agencies.

HCAF's eLearning platform continues to grow in the number of users who find it an easy, reliable source that is meeting the needs of a wide range of clinicians and office personnel. The extensive library of more than 100 home care courses is continuously being updated and improved and most courses provide continuing education units (CEUs) which are automatically reported to CE Broker.

HomeCareLearn.com provides no fuss, 24/7 education access from any Internet-enabled device, by offering unparalleled convenience and accessibility for supervisors, Private Duty managers, and clinical staff.

We held 40 Home Care Connection events (formerly known as "District Meetings") last fall and this past spring, and continually fine tune both the format and content to improve practical takeaways and expert information for attendees as expressed in meeting evaluations. HCAF will continue featuring expert guest speakers who can provide in-depth insights and best practices for providers to stay informed and ahead of the curve.

HCAF maintained its approved CEU provider designation for key constituent groups, including nurses, accountants, occupational therapists, and speech therapists. In addition, all educational offerings that HCAF submitted for physical therapists' CEUs were approved.

EDUCATION *continued*

HCAF's diligent efforts improved the association's bottom line and opportunities for industry vendors to gain exposure and recognition at our various events. This high level of vendor support and participation is critical to keeping the cost of meetings and events affordable for members.

HCAF's 30th Annual Conference & Trade Show continues our tradition of offering the latest and most relevant content for both Certified and Private Duty Florida home care providers. State and national health care and legal experts as well as vendors who serve our industry will offer their pearls of wisdom, tools, resources and connections needed to help your business pivot, adapt and continue to serve our communities.

Looking ahead to 2019-20, home care providers can count on more targeted, practical education and information presented by industry leaders and packaged succinctly to address pressing needs and critical updates. Quick understanding, and even quicker adaption is critical. Delivering timely, high quality, value laden content — in the most economical manner — will continue to be our primary objective.

As always, we welcome your comments and suggestions for how to serve you better — please contact Monica Smith, Deputy Director, at msmith@homecarefla.org.

ONLINE HOME CARE TRAINING



LEARN WITH HCAF ONLINE!

HCAF eLearning offers online education and training with unparalleled choice, flexibility, and convenience for home care professionals. It starts with HCAF's mission: to advance your interests and meet your needs, enabling you to provide the highest quality and most cost-effective services. Your agency's success is at the very heart of all the education we create.

Your location no longer dictates what training is accessible, so drop the commute, save on gas, time, and cost, and train on your own terms online at HomeCareLearn.com. Courses are 100% mobile-ready and can be taken from your phone, tablet, or PC. Simply put, it's the easiest way to learn! HomeCareLearn.com features two platforms:

- **On-Demand Edition** for individuals, starting as low as \$5 per course.
- **Agency Edition**, the complete solution for online training and compliance! Get a powerful online university packed with a suite of support services and quality courses for easier, more manageable staff training.

Get started today! Visit HomeCareLearn.com to browse the On-Demand catalog or call (800) 531-6489 to schedule a live Agency Edition demo and solution consultation.

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OASIS-C • Occupational Therapy
Pain Management • Physical Therapy
Quality Improvement
Regulation and Survey Readiness
Speech Therapy • Technology

ADVOCACY

As the voice for Florida's home care industry and the patients and clients it serves, HCAF monitors and promotes federal and state policies pertaining to home care. HCAF employs a lobbying team with more than four decades of experience in Tallahassee and Washington, D.C. The past year's policy and advocacy activities included collaboration and engagement with allies like the National Association for Home Care & Hospice (NAHC), The Partnership for Quality Home Healthcare, the Forum of State Home Care Association, The Council on State Home Care Associations, ElevatingHOME, Palmetto GBA's 16-State Coalition, the Home Care Association of America, and others. The following is a timeline of our efforts on behalf of our valued members.

JULY 2018

- HCAF submitted comments to the Centers for Medicare & Medicaid Services (CMS) in response to the revived Pre-Claim Review Demonstration, now known as the Review Choice Demonstration (RCD). Arguments presented include Florida providers already disproportionately burdened with multiple programs, including the Home Health Value-Based Purchasing Demonstration and the new Medicare Conditions of Participation.
- HCAF's Zone Program Integrity Contractor (ZPIC) and Private Duty Task Forces held meetings at HomeCareCon, our 29th Annual Conference & Trade Show, in Orlando as part of our continued commitment to reforming auditing practices and advance the Private Duty home care industry in Florida, respectively.
- HCAF and Tellus, the state Medicaid fee-for-service Electronic Visit Verification vendor and clearinghouse contractor, began monthly meetings to collaborate with and facilitate communications with Medicaid providers.
- The Home Care Political Action Committee (PAC) raised over \$8,500 during HomeCareCon to contribute to political candidates who champion industry priorities.

AUGUST 2018

- HCAF was among the nearly 1,200 comments submitted to CMS in response to the proposed PDGM on August 31 to express the impact on agencies and patients.
- Executive Director Bobby Lolley participated in The Council of State Home Care Associations' annual leadership conference in Chicago, which was attended by more than 40 state associations that service more than 15,000 agencies by providing guidance and support to improve the delivery and quality of home care.
- HCAF was represented at the Emergency Support Function (ESF) #8 – Public Health and Medical Services meeting in Tallahassee. ESF8 provides the mechanism for coordinated federal assistance to supplement state, tribal, and local resources in response to a public health and medical disaster, potential or actual incidents requiring a coordinated federal response, and/or during a developing potential health and medical emergency.
- Executive Director Bobby Lolley was interviewed by industry publication *Home Health Line* regarding the Patient-Driven Groupings Model (PDGM), which was implemented under the Bipartisan Budget Act of 2018.

SEPTEMBER 2018

- HCAF worked alongside members of the state congressional delegation to inquire to CMS officials about the necessity of the RCD program. Twenty-six of the 29-member delegation signed the letter to CMS Administrator Seema Verma.

ADVOCACY *continued*

- More than 20 Florida-based industry leaders attended a national two-day summit in Washington to hear from CMS officials about the PDGM payment methodology and RCD program, which were also addressed in meetings with the congressional delegation on Capitol Hill. Florida's delegation of advocates was the largest of any state in the nation.
- HCAF President Denise Bellville, RN, participated in an Opioid Initiative Stakeholder Meeting on September 19 in Orlando, which sought to bring together leaders from all sectors of the health care industry in an effort to reduce the abuse and misuse of prescription drugs. Organizations in attendance included the Florida Department of Health, the Florida Medical Association, the Florida Association of Health Plans, and the Florida Pharmacy Association, among others.
- HCAF staff met with Florida Agency for Health Care Administration (AHCA) officials to discuss ongoing provider issues related to Medicaid enrollment in order to provide services through the Statewide Medicare Managed Care program.
- Midterm elections were held on August 28, and the Home Care PAC celebrated the victories of supported candidates, including: Tampa area home care agency owner Joe Wicker, who resoundingly defeated a former state lawmaker in a Republican Party primary for a seat in the Florida House of Representatives; State Senators Dana Young (R-Tampa) and Dorothy Hukill (R-Port Orange); and, State Representatives Daniel Perez (R-Miami), Ray Rodrigues (R-Estero), and Bob Rommel (R-Naples).

OCTOBER 2018

- Executive Director Bobby Lolley, RN, Director of Clinical and Regulatory Affairs Patti Heid, PT, COS-C, and Board of Directors representative and Healthcare Provider Solutions CEO Melinda Gaboury, COS-C, represented HCAF at the Palmetto GBA 16-State Coalition meeting in Charlotte, NC.
- HCAF advocacy efforts led to U.S. Senator Bill Nelson (D) introducing federal legislation to refine PDGM-related payment changes that would prohibit CMS's authority under the Bipartisan Budget Act of 2018 to make changes in reimbursement rates based on assumptions of provider behavior rather than evidence-based data. CMS proposed a 6.42% rate reduction in 2020 based on the assumptions that providers will up-code. In addition to restricting CMS's ability to make rate changes based on assumptions, the Home Health Payment Innovation Act (S.433/H.R.2573) would loosen Medicare's homebound requirement.
- HCAF President Denise Bellville and Director of Government Affairs and Communications Kyle Simon attended NAHC's Home Care and Hospice Conference and Expo and the Forum of State Associations meeting in Dallas, TX. Issues discussed among state home care association leaders included

PDGM payment methodology reform, legislation currently before Congress, and pending regulatory changes. Additionally, Ms. Bellville participated in a panel session to discuss industry issues and priorities.

- Following the devastation caused by Hurricane Michael, which left many clinicians and caregivers displaced and some unable to provide services, HCAF led a campaign to raise funds to help support the 90 home care agencies located in the region impacted by the storm. Additionally, HCAF was represented at an emergency preparedness summit hosted by the Hernando County Emergency Operations office to weigh in on behalf of providers operating in Region 3.
- HCAF celebrated its efforts that led to members of the Florida congressional delegation to cosponsor industry-supported legislation in the U.S. House of Representatives. The Disability Integration Act of 2017 (H.R.2472) prohibits states or local governments that provide institutional placements for individuals with disabilities who need long-term assistance with daily living activities or health-related tasks, and prohibits insurance providers that fund such long-term services, from denying community-based services that would enable such individuals to live in the community and lead an independent life. U.S. Representatives Carlos Curbelo (R-Miami), Darren Soto (D-Orlando), Alcee Hastings (D-Miramar), Frederica Wilson (D-Miami), Debbie Wasserman Schultz (D-Weston), Kathy Castor (D-Tampa), and Stephanie Murphy (D-Winter Park) cosponsored the legislation.

NOVEMBER 2018

- HCAF celebrated National Home Care & Hospice Month and National Home Care Aide Week to honor the millions of nurses, home care aides, therapists, and social workers who make a remarkable difference for the patients and families they serve.
- HCAF staff participated in a Palm Beach County hearing on the caregiver registration ordinance, which the industry has opposed since its inception in 2015. Over the course of administering the ordinance and through a collection of input from industry and other stakeholders, several areas were identified that require added clarification and/or revision to improve efficacy and to achieve the desired intent. During the 2018 Florida Legislative Session, HCAF successfully helped defeat a bill that would have allowed all counties to implement such an ordinance.
- The general election took place, in which more than 80 percent of Home Care PAC-supported candidates were elected by voters.

ADVOCACY *continued*

DECEMBER 2018

- Legislation introduced in the U.S. House of Representatives mirroring U.S. Senator Bill Nelson's legislation to refine the PDGM payment methodology (H.R.6932) was cosponsored by U.S. Representative Vern Buchanan (R-Sarasota) thanks to ongoing HCAF advocacy activities.

JANUARY 2019

- Kicking off the year, HCAF staff participated in multiple policy-focused meetings, including Palmetto GBA meetings on the RCD program and changes to the Medicare Conditions of Participation (CoPs), as well as a Forum of State Associations meeting on the PDGM.
- Medicare home health care industry professionals joined HCAF and NAHC as well as industry leaders at the fifth annual Home Care Warm Up for a full-day workshop on the PDGM and other upcoming policy changes.
- The Home Care PAC raised more than \$2,000 to help refill its coffers for the 2020 election.

FEBRUARY 2019

- HCAF staff met with AHCA officials regarding the 2019 Florida Legislative Session, which begins in March for 60 days, as well as the Medicaid Program Integrity office's review of agencies providing Medicaid-funded home care services.

MARCH 2019

- The 2019 Florida Legislative Session commenced on March 5 following multiple weeks of committee meetings on proposed legislation. HCAF's policy priorities included: legislation to prohibit assisted living facilities from contracting with third-party vendors that assess a fee to home care agencies in order for clinicians to enter the facility to provide care; a Medicaid Private Duty Nursing reimbursement rate increase; and, expanded nurse delegation authority to certified nursing assistants and home health aides with continuing education requirements.
- HCAF represented members at industry leadership meetings, including The Council of State Home Care & Hospice Associations meeting on PDGM advocacy, updates, and strategy on March 1, as well as the Forum of State Associations meeting.
- The All-Hazards Emergency Management Task Force, which facilitates organizational cooperation and communication related to the planning, response, and recovery phases of declared hazards in Florida, met on March 12.
- More than 60 Florida home care professionals lobbied policy makers in Tallahassee and Washington to advance industry priorities. HCAF's annual Home Care Day at the Florida Capitol took place on Wednesday, March 26, during which more than 20 industry leaders met with more than 40 state lawmakers

who serve on key health care committees. Additionally, 11 home health professionals joined HCAF staff and leadership at NAHC's annual March on Washington to meet with 22 members of the congressional delegation. Topics discussed with lawmakers and congressional staffers included two bills supported by the industry that remedies flaws in the PDGM and permits non-physician practitioners to certify Medicare home health eligibility. While meetings took place at the Capitol, more than 70 Florida home care professionals advocated online through HCAF's Legislative Action Center. More than 250 emails were sent to members of Congress (in just a few clicks) to help advance both bills.

- HCAF staff met with AHCA Laboratory and In-Home Services Unit Manager Ruby Grantham to discuss how federal CoPs would apply to Medicaid Advantage patients receiving personal care and chore services, following announcements of new federal policy changes to permit these services for certain Medicare beneficiaries.

APRIL 2019

- HCAF coordinated a home visit with U.S. Representative Debbie Mucarsel-Powell (D-Miami) and United Homecare, a Miami-based HCAF member. The freshman lawmaker visited a 95-year-old constituent receiving Medicare-funded home health care.
- Ahead of the RCD program rolling out in five targeted states, including Florida, HCAF staff participated in a Palmetto GBA meeting with industry leaders based in Illinois, North Carolina, Ohio, and Texas for program updates.
- On April 12, U.S. Representative Debbie Wasserman Schultz (D-Weston) became the state's first member of Congress to cosponsor legislation the Home Health Care Planning Improvement Act (S.296/H.R.2150) to permit non-physician practitioners to certify Medicare eligibility for home health services. As of July 2019, four members of the congressional delegation have signed on in support of the legislation.

MAY 2019

- HCAF Executive Director Bobby Lolley attended a political fundraiser reception in Louisiana with U.S. Senate Majority Leader Mitch McConnell (R-KY), at which he discussed with the lawmaker the challenges facing home health care providers in Florida and across the nation. Lolley also encouraged Senator McConnell to advance legislation to revise the PDGM and legislation to permit non-physician practitioners to certify Medicare home health services. Additionally, Mr. Lolley attended a fundraising reception for State Representative Ray Rodrigues (R-Estero), who is running for the Florida Senate in 2020 and successfully introduced legislation that repealed the AHCA quarterly report in 2014.

ADVOCACY *continued*

- The *Sarasota Herald-Tribune* published an op-ed by HCAF Executive Director Bobby Lolley and President Denise Bellville on May 30. In the opinion piece they advocate for the Home Health Payment Innovation Act (H.R.2573), a Medicare home health-related bill sponsored by U.S. Representative Vern Buchanan (R-Longboat Key) in the House of Representatives. If enacted, H.R.2573 would mitigate significant PDGM-related payment cuts scheduled to take effect in 2020.

JUNE 2019

- U.S. Representatives Alcee Hastings (D-Miramar) and Daniel Webster (R-Winter Garden) became Florida's second and third members of Congress to cosponsor the Home Health Payment Innovation Act (H.R.2573) to refine the PDGM before it goes into effect on January 1, 2020. The lawmakers join U.S. Representative Vern Buchanan (R-Longboat Key), the lead Republican sponsor of the bill.
- HCAF joined a coalition of organizations and the Partnership for Medicaid Home-Based Care to stand in support of enhanced access to Medicaid home- and community-based services by signing a support statement to be sent to members of Congress.

- HCAF joined the Florida Silver Solutions Coalition, an initiative of AARP, the Florida Health Care Association, LeadingAge Florida, 1199SEIU, and others who are working together to develop short- and long-term strategies for meeting the long-term health care needs of Florida's aging population in 2020 and beyond. The Coalition held three meetings to address common goals and priorities, including long-term care direct care staffing and workforce issues, long-term care home- and community-based services and waitlist issues, and long-term care rates and funding issues.
- HCAF staff participated in policy-focused meetings of the Private Duty Home Care Association, as well as Palmetto GBA's 16-State Coalition in Charlotte, NC, and monthly Provider Review Choice Demonstration (RCD) Update teleconference.

HCAF is here to advocate for you, your staff, and the patients and clients you serve. If you have any policy or advocacy questions or concerns, please contact HCAF's Kyle Simon, Director of Government Affairs and Communications, at ksimon@homecarefla.org.

HOME CARE

POLITICAL ACTION COMMITTEE



Make an Investment in Your Profession

Contribute Online All Year at HomeCareFLA.org/PAC

PRIVATE DUTY

HCAF's Private Duty Provider Membership saw continued growth throughout the past year, with membership numbers growing by an increase of 38 percent. Although the Centers for Medicare & Medicaid Services (CMS) allowed the expiration of the statewide moratorium for Medicare-certified home health agencies, new licensed-only agencies continue to open throughout the Sunshine State. In fact, the Florida Agency for Health Care Administration shows there are currently 857 licensed-only agencies, compared to 805 at this same time last year. HCAF is thoroughly committed to its continued support of the Private Duty industry by ensuring members have access to education, information, tools, resources, and expert advice whenever needed. Here are some highlights from our efforts to serve you over the past year.

HCAF's Inaugural Private Care Symposium welcomed over 100 industry leaders from throughout the state for a jam-packed, one-day conference held in Tampa in October. Attendees heard from expert speakers on cutting-edge topics including, "Making Your Private Care Agency the FIRST Choice for Caregivers", "Sales Team Traps: How to Avoid Them and Find Greatness", "Employee Classification, Non-Competes and Other Legal Conundrums", and "Thriving Through New Programs, Partners and Payers", as well as a post-acute provider panel discussion about what providers look for when referring to private care agencies and an industry update from HCAF staff. The 2nd Annual Symposium promises to continue the momentum from this breakthrough event, adding an evening welcome reception for attendees the night prior to the symposium and moving to West Palm Beach.

The third year of HCAF's First Friday Private Duty Lunch Chat monthly webinar series continues to grow and thrive as private duty members realize the benefit of attendance. Topics from this year included "It's Hurricane Season – Time to Update Your Emergency Plan!", "Learning From the Leaders: Recruitment Outside of Senior Care", "Disaster Recovery & Business Continuity", "Slippery When Wet: Managing Salespeople in a Private Duty Home Care Agency", "From Caller to Client", "Recruitment, Retention, Reputation and Referrals", "Portable Imaging & Home Care Providers Offer Best Care Option", "Top Ten Tech Tips to Make Your Agency Irresistible", "How to Market the Caregiver Role", and "Caregiver Recruiting: Job Postings that Help Double Your Caregivers". We even hosted an in-person First Friday webinar, with a live audience in attendance that was simultaneously broadcast live via the internet.

HCAF's annual Home Care Day at the Florida Capitol welcomed more Private Duty professionals than ever before! More than half of those that attended to meet with lawmakers were private duty individuals. Read more about Home Care Day in the Advocacy section of this report.

For the first time in Spring 2019, HCAF's twice-per-year Home Care Connections events featured a separate in-person meeting for Private Duty providers in nine of the state's eleven health care regions. Providers came together with industry colleagues to share ideas, challenges and best practices along with learning the latest updates happening in the state as well as with the Association. Online events included presentations on "Secrets to Getting High-Value Referrals" and "Worker's Compensation Laws, Including Travel-Related Injuries". Additionally, District Advisory Groups and Lunch & Learn...

PRIVATE DUTY *continued*

meetings were held in Miami, Orlando, Melbourne, and Fort Myers with similar events expected to continue this year.

In July of each year, more than 700 home care leaders attend HomeCareCon, HCAF's Annual Conference & Trade Show, the largest of its kind in the state, to network, gain valuable tools, and grow their businesses. This landmark 30th anniversary year was no exception, boasting a record 22 Private Duty-relevant workshops and sessions provided by the very best industry experts. Attendees learned all about what it takes to build a business culture that will maximize business and revenue, increase referrals, recruit and retain top caregiver talent, and stay compliant, all while enjoying delicious meals, happy hour social networking receptions, prize giveaways, and more.

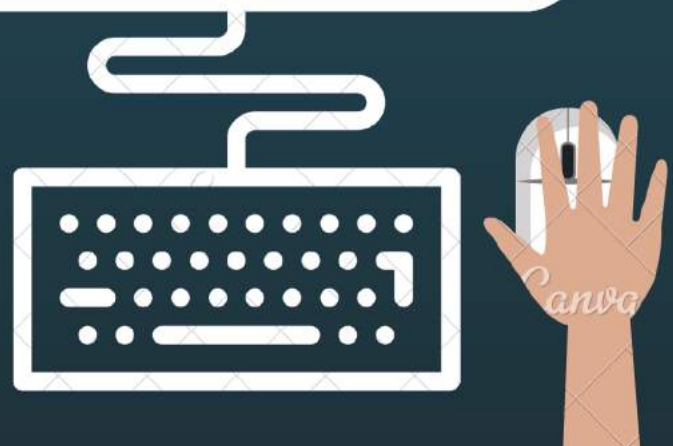
We here at HCAF are excited to see this upcoming year featuring the 2nd Annual Private Care Symposium as well as more in-person and online educational events, including the continuation of the popular "Private Duty 101" workshops, soon to launch as an online platform. As always, active members are welcome to join the Private Duty Task Force, which gives Private Duty members even more voice in the future of Private Duty home care in Florida, as well as the ability to keep current with every challenge facing the industry. Members can expect to see more educational content, tools, resources and increases in membership numbers as we move forward with our vision for 2020!

Contact HCAF's Director of Private Duty Services, Kristen Wheeler, at kwheeler@homecarefla.org with questions and comments.

Are you seeking new experiences and challenges in the home care industry?

MAYBE IT'S TIME FOR A NEW JOB!

Specializing in Florida-based jobs for home care professionals, log on to the HCAF Career Center and apply today!



MEMBERSHIP

As we reflect on this past year, even though the Medicare moratorium is no longer in effect in Florida, we have not started to see the number of Medicare-certified providers moving in an upward trend, just yet. In fact, District 11 providers are at an all-time low with their total number of licensed and/or Certified providers almost even with Districts 9 and 10.

Florida as a whole continues to see a gradual downward trend of certified providers while the number of licensed only providers continues to show steady growth. In turn, HCAF is seeing a similar trend, but continues to demonstrate the ability to attract new provider members of all types. As a result, with almost 550 provider members we are seeing our membership grow despite continued closures and consolidations, along with a record number of 63 new members joining the HCAF family, when compared to the last several years.

As we prepare for the changes coming our way in 2020 and beyond, it is paramount that Florida providers continue to come together. There are so many knowledgeable and talented individuals in this industry that we need to put aside our fear of the competition and realize that by coming together and working as one united group, we can accomplish so much more than when we work in our own silos. That is why this year HCAF brought back our District Advisory Group (DAG) meetings. These meetings are an opportune time to re-energize and connect with fellow home care professionals on the local level and provide an opportunity to network and brainstorm in a friendly and relaxed environment. With shrinking margins and increasing regulatory burden, we need to come together and work smarter, not harder!

HCAF will continue to strive to meet the needs of all of our members by offering even more robust resources and support that is just an email or phone call away. But, in order to do so, our membership must continue to see the growth that we have seen over this past year. Florida home care providers need to work together as one cohesive unit to forward the collective mission of providing quality and cost-effective care in the patient's setting of choice — their own home. And, HCAF is the tie that binds us all and is the vehicle by which that can happen. Therefore, when participating in our events, we ask that you consider bringing a few colleagues along who are not familiar with HCAF.

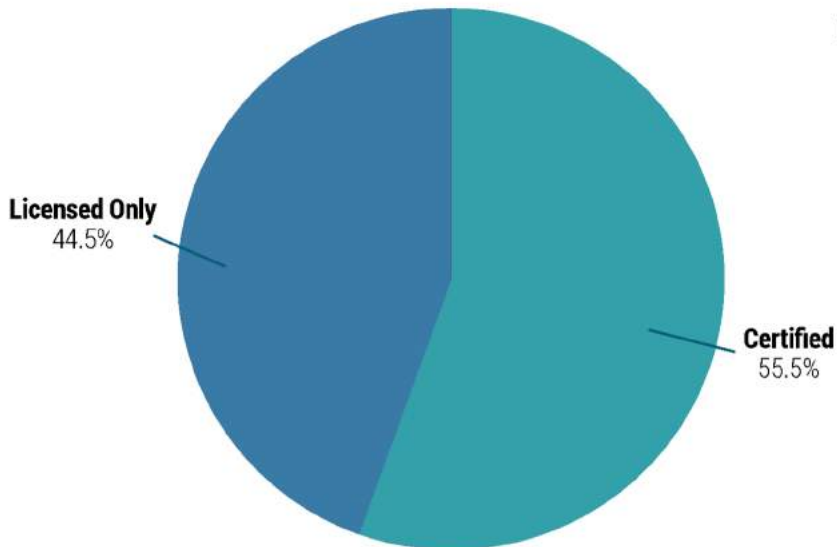
They say word of mouth is the best form of advertising and we need each and every one of you spreading the word about our association, far and wide! If we can ever be of assistance or if you know of someone who should become a member of HCAF, please contact HCAF's Director of Clinical and Regulatory Affairs Patti Heid at pheid@homecarefla.org.

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MEMBERSHIP *continued*

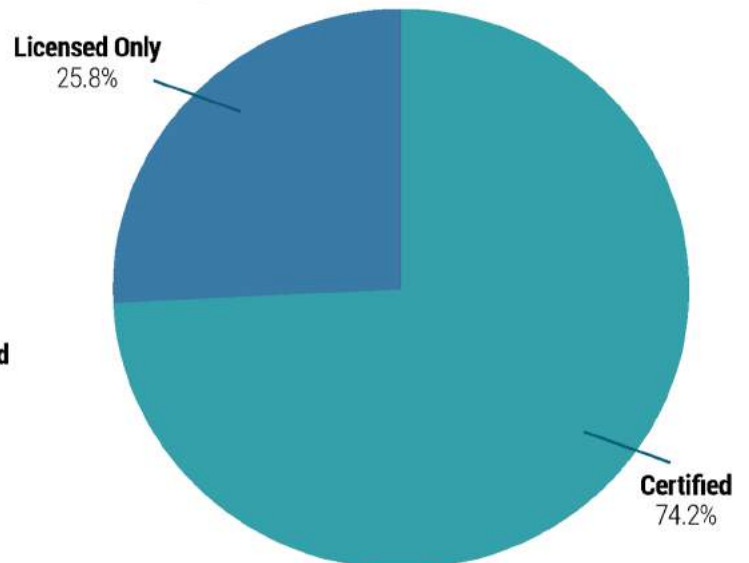
Florida's 1,923 Licensed Home Health Agencies

Agency for Health Care Administration, June 2019



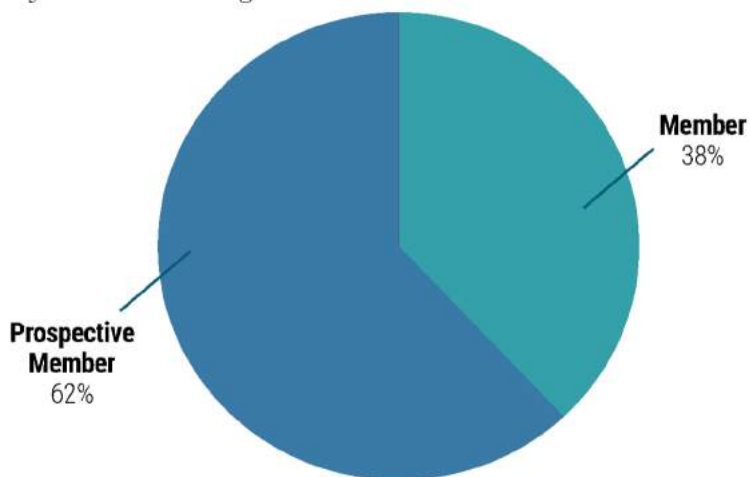
HCAF's 547 Home Health Agency Members

June 2019 Membership Data

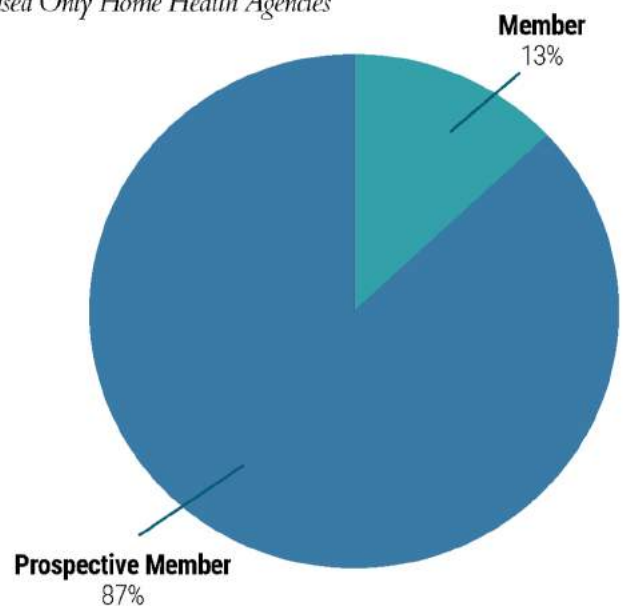


HCAF Market Penetration By License Type

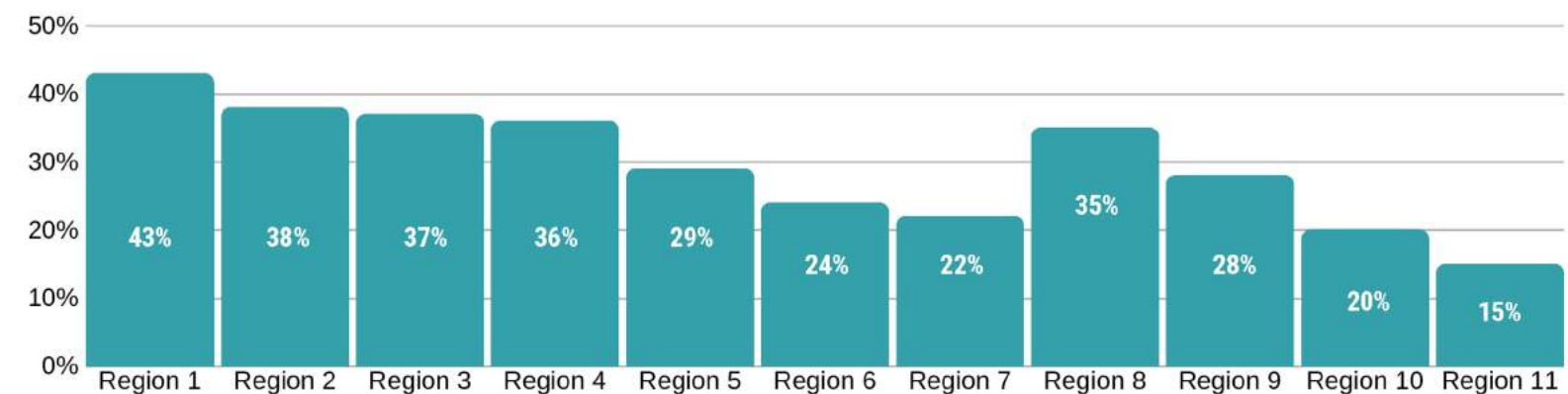
Certified Home Health Agencies



Licensed Only Home Health Agencies



HCAF Market Penetration By Florida Health Care Region



FINANCIAL STATEMENT

HCAF's fiscal year runs July 1 through June 30. At the end of each fiscal year, an independent professional accounting firm completes a detailed audit of the Association's year-end financial statements. The firm presents the findings to the HCAF Board of Directors. This process is typically completed around September of each year and the report is available upon request. The excerpts below are taken from the most recent complete audit that was completed as of June 2018. The 2019 report will be ready in or around September 2019.

Report of Independent Auditors Prepared by Thomas Howell Ferguson, P.A.

Report on the Financial Statements

We have audited the accompanying financial statements of Home Care Association of Florida, Inc. (the Association) which comprise the statements of financial position as of June 30, 2018 and 2017, the related statements of activities and changes in net assets and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Home Care Association of Florida, Inc. as of June 30, 2018 and 2017, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Statements of Financial Position

	June 30,	
	2018	2017
Assets		
Current assets:		
Cash and cash equivalents	\$ 1,019,017	\$ 1,239,576
Accounts receivable	14,900	11,045
Prepaid expenses	97,048	82,302
Investments	261,314	172,582
Total current assets	1,392,279	1,505,505
Other assets:		
Property and equipment, net	14,344	7,879
Total assets	<u>\$ 1,406,613</u>	<u>\$ 1,513,384</u>
Liabilities and net assets		
Current liabilities:		
Accounts payable	\$ 4,100	\$ 3,495
Accrued expenses	71,175	82,163
Unearned revenue	597,577	695,900
Total liabilities	672,852	781,558
Unrestricted net assets	733,761	731,826
Total liabilities and net assets	<u>\$ 1,406,613</u>	<u>\$ 1,513,374</u>

Statements of Activities and Changes in Net Assets

	June 30,	
	2018	2017
Changes in unrestricted net assets		
Revenues and other support:		
Member dues	\$ 807,283	\$ 782,430
Educational programs	308,242	395,303
Conferences and meetings	430,076	473,372
Royalties and other	56,414	45,156
Investment gain (loss)	2,507	(148)
Total revenues and other support	1,604,522	1,696,113
Expenses		
Educational programs	265,745	278,127
Conferences and meetings	293,634	378,360
Legislative	49,194	54,330
Salaries and benefits	810,057	760,062
Depreciation and amortization	3,277	2,296
Other general and administrative expenses	175,422	202,182
Income tax expense	5,258	2,900
Loss on disposal of assets	—	885
Total expenses	<u>\$ 1,406,613</u>	<u>\$ 1,513,384</u>
Change in unrestricted net assets	1,935	16,971
Net assets at beginning of year	731,826	714,855
Net assets at end of year	<u>\$ 731,761</u>	<u>\$ 731,826</u>



Grow With Membership!

The Home Care Association of Florida is the premiere trade association for the home care industry in Florida.

Founded in 1989, HCAF exists to provide representation, communication, and advocacy for these providers, and to give them the information they need to deliver high quality, cost effective services to patients and clients in their home.

Member Benefits

- Expert advice and information just a phone call away
- Exposure in our online and print member directories, sent to every hospital discharge planning unit in Florida
- Policy advocates fighting for your interests year-round
- Savings on all events for Certified and Private Duty agencies, including continuing education workshops and HomeCareCon, our Annual Conference & Trade Show and Florida's largest industry event of the year
- 5 free online learning courses of your choice per year
- Discounts on products and services from industry vendors
- Reduced fees for our online Career Center
- Publications, including our biweekly email newsletter, access to our LISTSERV for breaking news and member-to-member dialogue about best practices, guidance, and more
- Latest news and analysis to help you stay informed and compliant
- Tools and resources, including model forms and policies
- Access to comparative survey data on Florida agencies' salary and fringe benefits

Learn More & Join Today

Learn more about your state home care association and member benefits online at **HomeCareFLA.org** or call (850) 222-8967.



HCAF

Home Care Association of Florida
RESOURCES, EDUCATION, ADVOCACY