



HCA 2012 value Statement



Member Value Statement

In the rough seas of change, HCA is your island harbor: a go-to advocacy, information and education supply center that supports your work to provide vital home care services to patients in need.

New York's premier home care association, HCA, will help your agency in 2012 as part of a powerhouse alliance to “**outwit, outlast and outperform**” the difficult odds created by a challenging state and federal policy environment and the adversity of a tough fiscal, political and regulatory climate in 2012. In short, HCA asks you to *join the tribe!*

OUTWIT – *verb* 1. to get the better of by superior ingenuity or cleverness; outsmart. 2. to surpass in wisdom or knowledge.

How HCA and YOU can “Outwit”...

Applying HCA's expert policy analysis skills and knowledge whenever your organization is put to the test. At HCA, our staff is comprised of a policy team widely recognized as the state's preeminent experts in home care policy, reimbursement and operations. Our expertise is deep and expansive, known for its attention to detail and strong analytics. You won't find better policy expertise in home care ... anywhere. HCA's goal is always to use our unequalled knowledge to advance the mission of home care providers throughout the state of New York.

Leading and forging strategic alliances. Strong partnerships, alliances, coalitions and “councils” can help assure success and build immunity even against the strongest threats to survival. HCA has a long and renowned history of obtaining support from allied associations and like-minded interests to fortify our cause. Coalition-building is one of HCA's trademark values, and we have a strong track record of working heartily to broaden the base of support for key priorities by soliciting and securing help from partners, even reaching in to the offices of state agencies and the Legislature for alliances on policy priorities, whenever possible.

We always keep our head in the game. At HCA, we never rest without giving our all to the task at hand, no matter what the contest. We are committed to supporting the needs of our members by seeking out the right education program, policy fix, or legislative solution. Our heads are always in the game to address your concerns and we are resolute in our quest to secure the big win or solution on your behalf.



Communications that keep you informed. We have heard it thousands of times: our members can't do without our weekly newsletter, ASAP. It truly offers all the home-care-related news that's fit to print, providing members with the latest legislative updates, policy analysis, technical guidance, and a weekly digest of all the work that HCA is conducting on your behalf – weekly proof that your membership dollars are hard at work. If it happened in home care, it's happening on the pages of ASAP. We challenge you to find more in-depth weekly coverage of home care issues in ASAP, or in our near-daily *E-alerts*, *Policy Memoranda*, regional member briefings, in-person forums, and issue-oriented conference calls.

Even though we play to win, we know your mission is not a mere game. Your mission of caregiving means everything to your patients and their families. It means everything to us too. We respect this compact with your patients and, within HCA, we aim high to honor and reflect these values with our own dedication, professionalism, integrity and transparency in the day-to-day conduct of our duties on behalf of the membership and by: 1) making available to members our audited financials; 2) instituting a Board of Directors-approved Code of Ethics; 3) making open calls for nominations to HCA's Board; and 4) holding an annual meeting of the Board of Directors that is open to all members. As a member, you have high expectations of your organization and staff – so, too, does HCA.



OUTLAST – verb 1. to endure or last longer than 2. to live longer than; outlive.

How HCA and YOU can “Outlast” ...

We constantly exercise our greatest strength: advocacy on your behalf. HCA’s expertise and relentless pursuit of solutions on your behalf are second to none. Paired with Albany’s preeminent lobbying firm, we pursue every avenue and use every resource possible to meet your needs, whether we are helping you to secure your place in a new home care policy environment, resolving a thorny regulatory matter, fighting destructive reimbursement cuts, or pressing for innovative new policies.

When fighting for home care, we never give up. For HCA, there is no “million-dollar prize,” other than achieving the best possible outcome for New York’s home care community even against the fiercest odds. This requires perseverance, resilience and adaptability, be it our multi-pronged work to seek reauthorization of the Third Party Liability (TPL) Demonstration Project or to fight state budget cuts by: engaging lawmakers, delivering testimony or comments, writing problem-solving legislation, building coalitions in support of our goals, meeting with stakeholders to discuss the effect of policies on the home care system, and/or engaging the membership in advocacy through member alerts and other vehicles for communications. In 2011, we stopped at nothing to succeed on your behalf and we vow to do so again in 2012, which is sure to be a marathon year.

We will not be sidetracked from the challenges – and purposes – at hand, always holding strong to our core mission. Advocacy and education are HCA’s top priorities. Your dues revenue is used *exclusively* to support these core efforts. HCA remains undistracted and undeterred from our core business: advocating on your behalf and arming you with the information you need to achieve success.

HCA makes the BIG moves so you don’t have to: the larger the community, the stronger its “immunity.” There’s power in numbers. Your membership empowers HCA to make the big moves that would be difficult or costly for your organization to do if going it alone.

OUTPERFORM – verb to surpass in excellence of performance; do better than.

How HCA and YOU can Outperform ...

We are the “go-to” state association. HCA has ascended to become the “go-to” association for all things home and community-based care. Nearly every day, HCA’s “council” of experts fields media inquiries and calls from Albany and Washington policymakers seeking to gain our perspective, guidance and expertise on home care issues.



While we identify and focus in on priority issues, HCA is open to taking on any match no matter how large or small the battle, be it: advocacy to secure provider based care delivery models, fighting for clarity in the state’s implementation of the wage parity law; mitigating destructive reimbursement cuts or regulatory mandates; or garnering Congressional Delegation support against adverse federal regulations under the Medicare Prospective Payment System rule. There is no challenge too small or too large if it means something to your patients, your staff or your organization.

Performing well means learning how to play the game. HCA offers more education programming for the home care community than any other association in the northeast. Our programs are custom-designed to offer you and your staff relevant and meaningful information on topics vital to the functioning of your operation.

Member service is most highly honored. HCA member service is paramount and it takes many shapes, from same-day replies to member calls and e-mails, to going to the mat for you on technical assistance requests, to having a real person – not a machine – answer our phones. To us, member service means quick action on your behalf – every single day. We are committed to putting you, as an HCA member, first!

Arming you with tools to succeed. HCA offers a full battery of helpful tools to make your life on the island easier, including our online legislative advocacy system for quick-and-easy outreach to lawmakers on burning issues; our PR, media-outreach and marketing materials and support; issue-specific talking-points and sample legislative outreach letters; near-daily member *E-alerts* and detailed *Policy Memoranda*; and myriad other grassroots advocacy resources that help you bring your voice to bear on the issues that matter most to you.

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There is no question that 2012 is going to offer many more challenges for home and community based care, but membership in HCA will help you prevail. We understand the fiscal pressures that agencies are facing. When it comes to finding the complete equipment-pack of member services, you only need to look in one place to meet all of your trade association needs: HCA has it all. If home and community based care is your interest, we are your tribe.

Don't attempt to venture out alone into the jungle of 2012. Now is the time to stay strong, united and involved. Join HCA today.

