

HCA is looking for a few good writers!

Are you willing to share your expertise with your peers? Have you experienced successful outcomes utilizing technology, enhanced your quality of care through new organization-wide tools and methods, streamlined your operational costs, enhanced your work processes, or implemented other practical strategies that other home health staff and executives can learn from? If so, then consider sharing these exciting tips by writing an article for *The Educator*, HCA's new educational newsletter, which will begin publication next month.

Getting your name – and your message – in print is an excellent opportunity to garner professional recognition for you and for your organization. Additionally, publication of your article in *The Educator* will also gain you a fifty percent discount coupon (good for up to \$200) applicable for one HCA education program of your choice, including an HCA signature event, such as the HCA Annual Membership Conference. **This opportunity is open to member employees only.** Associate members (i.e. home health vendors) are welcome to submit articles; **however, “info-commercials” and other explicitly commercial content will not be selected.**

The following are some suggested topics, but we also welcome your ideas on other topics relevant to the home health industry:

- Telehealth/other technologies
- Patient safety
- Quality of care
- Patient education
- Caregiving – working with patients/families
- Innovative trends in care delivery
- Physician engagement
- Transitions of care
- Clinical care paths
- Disease management programs
- Home medical equipment
- Management and human resources
- Pay for Performance
- Billing, Prospective Payment System issues
- Marketing
- Community relations, patient outreach
- Opportunities under health care reform
- Medication management

We hope you will consider submitting an abstract, which will serve as your story submission proposal (a story proposal form is included on the next page). The deadline to submit your abstract is the first of each month, with final stories considered for the following month. HCA will keep all submissions for possible inclusion in future editions. All abstracts must be e-mailed (no faxes accepted) to educator@hcanys.org using the form on the next page. HCA reserves the right to edit all articles for clarity and space considerations. HCA also reserves the right to republish submitted materials on our website and in other publications, with credit to the originating author. In submitting an article for consideration, please indicate whether it has been previously published and under what terms so that HCA can ascertain republication rights. HCA will **not** accept anonymous contributions.

The *Educator* content committee will review your abstract and, if it is selected for publication, will contact you with the publication date and deadline for submission of the final article. HCA will keep all abstracts for future reference.

Articles should be no more than 750 words. 12-point Times New Roman font is preferred. Please use hard spaces between paragraphs and utilize minimal formatting. In order to protect your privacy, we will ask readers to direct their questions or comments about your article to educator@hcanys.org. HCA may forward these inquiries to you for your response at your discretion.

Thank you for your interest in submitting an article for *The Educator*. We look forward to hearing from you.

For more information, contact Lexi Silver at (518) 810-0658 or
Lynda Schoonbeek at (518) 810-0656

