Overview

The Home Care Association of New York State (HCA) is proud to be the strongest, most dynamic, and most unified voice on behalf of New York’s diverse home care system. This cohesive voice echoes the collective intellect of the entire home care sector, cultivated by the vision of our policy leaders who strive to bring visibility and responsiveness to the needs of an evolving home care infrastructure.

At every level, HCA’s organizational decision-making and actions are grounded in bedrock values, most especially the conviction that frail-elderly individuals, persons with disabilities, and chronically ill patients needing long term care are able to access appropriate, high quality services in the setting they want most – their homes.

This voice, vision, visibility and values of HCA are resolute and unified like never before.

HCA’s unmatched policy expertise makes us the “go-to” association for lawmakers, policymakers, home care leaders, and consultants seeking technical information, analysis and counsel on all home care legislative, regulatory and legal issues.

HCA’s knowledgeable policy and legislative analysts can answer any home care question and help lead a strategy to solve any home care policy dilemma.

HCA’s skilled education team develops programming that is second-to-none, delivering a wide variety of relevant and meaningful seminars which enable home care agency staff to stay on top of the issues that matter most.

HCA’s communication staff leads the association field by providing the membership with timely, cutting-edge information on pressing issues of interest to home care providers while raising media awareness of home care’s vital role.

HCA’s internal operations team works tirelessly to assure that HCA is financially solid, efficient in its functions, and has the organizational machinery to best serve the needs of our diverse membership.

A Strategic Plan for the Future

To further guide the activity and focus of HCA’s staff team, the HCA Board of Directors this year convened for an in-depth strategic planning initiative aimed at developing five broad association goals that would give tactical and purposeful direction for the association in the years ahead. The goals identified as part of this process will serve as the foundation and aligning structure for all of the Association’s work activities and priorities.
HCA’s Mission

The Board of Directors’ strategic planning initiative began by reexamining – and, ultimately, reaffirming with minimal changes – HCA’s founding mission statement.

Although this mission statement was established at the Association’s founding in 1976, a renewed look determined that its words still ring true today:

*The Mission of HCA is to promote and enhance the quality, accessibility and availability of home and community based care by empowering our members to meet the needs of the individuals and communities they serve.*

HCA’s Core Values

The Board of Directors and the HCA staff next determined that HCA’s mission to the membership is exemplified by a set of core organizational values, categorized as such:

- Credibility
- Innovation
- Integrity
- Collaboration
- Adaptability
- Diversity
- Efficiency
- Unity

These values collectively form the core of our work activities and our engagement efforts with strategic partners, members, state and federal policymakers, and to each other.

HCA’s Five Strategic Organizational Goals

HCA has a rich and robust history of policy and advocacy expertise and experience, top-tier education programming to meet member needs, a responsive system of communicating with and connecting to our diverse membership, and a strong internal structure.

On top of this entire organizational structure presides an especially active and engaged Board of Directors that guides HCA’s policy and advocacy efforts. By working to fine-tune HCA’s strategic plan under a set of defining goals, the Board has embarked on a path that will further improve the integration and alignment of HCA’s work activities under a proactive plan of action for the future.

These goals are as follows:

**Goal 1: One Voice** – With a unified voice, leadership and membership, HCA will continue to advance and articulate the advocacy priorities, policy positions and vision of the organization in all of HCA’s strategic goals and activities.

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Goal 2: Mastery of the Home Care Environment – HCA provides information, analysis, tools and resources to assist the home care community in successfully navigating and excelling in the current health care environment. Specific work activities will be aimed at:

- Empowering agencies to succeed in a managed care environment;
- Advocating for appropriate payment and a reimbursement structure that ensures home care agency fiscal stability;
- Advancing policies and programs that recognize and engage the current/future role of home care;
- Proposing and advancing regulatory relief and regulatory changes that accommodate the evolving structure and environment of the home care system; and
- Promoting quality measurement, assurance and improvement in an integrated system.

Goal 3: The Knowledge – HCA is the expert, “go-to” resource on all issues affecting the home care provider community. HCA’s expert staff will continue to focus on:

- Developing comprehensive knowledge and data to support service, policy and advocacy goals;
- Maximizing and expanding expert analysis for federal, state, and provider service and advocacy needs; and
- Convening exceptional, relevant education programming to meet agency needs.

Goal 4: A Visible and Effective Advocate – HCA is a dynamic force that advances the interests of New York State’s home care community. HCA will continue to direct its advocacy energies on:

- Being a credible and sought-after resource to state and federal policymakers on behalf of home care providers;
- Engaging in political action to elect lawmakers who are champions of home care;
- Mobilizing visible and energized grassroots efforts to generate support for home care’s interests;
- Communicating effectively to diverse audiences using strategies and platforms that help advance the understanding of and support for home care; and
- Building partnerships and collaborative relationships to support home care and promote innovation in the field.

Goal 5: The People – HCA’s policy initiatives and education programming foster a well-trained and high-quality home care workforce and leadership at all levels through initiatives that:

- Cultivate and bolster expert, knowledgeable home care leaders
- Promote workforce development, opportunity and advancement

This Board-driven initiative will continue to evolve, maximizing HCA’s strength, viability and credibility; leading our association toward a continued positive future; and providing our members with the exceptional service they value and depend upon.