

Four hands are shown from the bottom and sides, with fingers pointing towards the center. The hands are positioned to form a protective shield or a frame around the central text. The skin tone is light, and the hands appear to be of different ages or sizes.

**Top Reasons
Why You
Can't Do
Without HCA**

**Renew Your
Membership Today
2011**

Top Reasons Why You Can't Do Without HCA

The Home Care Association of New York State (HCA) is proud that your agency chooses to be a member of our association, and we greatly value your membership. Our primary focus every single day is to provide your organization with exceptional, top-tier member value. We believe that HCA offers you unparalleled member services; aggressive state and federal advocacy; expert policy development and analysis; robust, plentiful and relevant education programming; exceptional communications tools and resources; and a strong home care media presence.

HCA is proud to represent the voice of New York's home care community in every arena. We are also proud to have a reputation as New York's most diligent, proactive, professional, and expert home care resource.

December marks the beginning of HCA's annual membership recruitment effort. We ask that you please consider these top simple reasons why membership in HCA is something you – and your organization – cannot do without!

In Advocating on Your Behalf, We Never Say Uncle. HCA's hallmark and unique calling-card is that we *never* give up. Our expertise and relentless pursuit of solutions on your behalf are second to none. Paired with Albany's preeminent lobbying firm, **we don't take no for an answer**, pursuing every avenue possible to meet your needs, whether we are resolving a thorny regulatory matter, fighting destructive reimbursement cuts, or pressing for innovative new policies.

We Always Keep Our Eyes on the Prize. Advocacy and education are HCA's top priorities. Your dues revenue is used exclusively to support these core efforts. At HCA, you will find **no** small print, **no** caveats, **no** cell phone contracts, **no** ancillary service products, and **no** other marketing schemes aimed at attracting new members or raising new lines of revenue. 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 is the "Go-To" Association. HCA has skyrocketed to become the "go-to" association for all things home care. On an almost daily basis, HCA fields media inquiries and calls from Albany and Washington policymakers to gain our perspective, guidance and expertise on home care issues. HCA's participation is also sought on high-level committees, including, most recently, HCA's selection as the sole representative of New York's long term care association community on Governor-elect Cuomo's health transition team.

We Wrote the Book on Home Care. Actually, it's not really a book *per se* – just essential chapters of the state's public health law and regulations that govern home care. HCA's staff includes some of the state's most experienced and knowledgeable experts on home care policy. While troubleshooting important issues on your behalf, HCA often drafts new legislation or regulations to fix your problems and remove obstacles so that your organization can do the work it does best. We also use our bill-drafting expertise to dream big and write legislation (and get it enacted) that makes positive, far-reaching improvements to our state's home care system.





We Can See Both Capitols From Our Office. As the Home Care Association of New York State, our presence in Albany gives us the stature to work and partner with other state associations on a multitude of fronts. This collaboration also extends to Washington, D.C., where we work closely and effectively with other state-level stakeholders, national organizations, as well as our sister home care organizations in other states to advocate for your interests at the federal level.

We Teach Our Members Well. 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.

You Want to Be Where Everybody Knows Your Name. At 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!

More Tools than Home Depot. HCA offers a full battery of helpful tools for our members, including our online legislative advocacy system, PR and media-outreach templates, issue-specific talking-points, sample legislative outreach letters, near-daily member e-mail alerts, detailed public policy memoranda, and myriad other grassroots advocacy resources that help you bring your voice to bear on the issues that matter most to you.

Our Newsletters are EPIC. 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. We challenge you to find more in-depth weekly coverage of home care issues.

What You See is What You Get. At HCA professionalism, integrity and transparency are core HCA values, and we apply these principles in many ways: the availability of HCA's audited financials to all members, our Board of Directors-approved Code of Ethics, our open calls for nominations to HCA's Board, our annual meeting of the Board of Directors that is open to all members, and in the day-to-day conduct of our duties on behalf of the membership.

We Do More With Less. The motto at HCA's office is "We are lean and nimble, small but HUGE" – and, most importantly, each and every one of us likes what we do, and has fun while we are doing it. We challenge you to find a staff that works harder and does more with less!

Enclosed is HCA's 2011 Membership Application. To remain a valued part of our Association, please complete the form and return to HCA with your 2011 dues. For more information, contact Laura Constable, Senior Director of Membership and Operations at 518-810-0660 or lconstable@hcanys.org. Thank you in advance for your renewed membership and your active engagement in our organization. HCA looks forward to continuing to provide you with value in 2011!

Still Not Convinced?

Consider the Value of your HCA Membership in Dollars and Sense

What would it cost you to replace the member value you get for core, critical member services provided by HCA?



Member Service	Value
Public Policy Development and Analysis: A strong, well-defined core is paramount to any successful endeavor, and HCA's core strength is in our policy development and analysis skills. Our staff is known for expert, thorough analysis of regulatory, legislative and policy proposals impacting home care – and providing policymakers at all levels of State and Federal government with top-tier analysis demonstrating how these proposals impact New York's home care community. HCA also has unmatched expertise at writing our own legislation to advance the provision of home care in our state.	\$720,000 yearly
Advocacy on Your Behalf: Lobbying on your behalf: it's not a four-letter word! HCA is constantly visiting with policymakers in both capitals to act on your behalf. Whether it is elected lawmakers, key staff of the Governor, or agency and departmental heads, HCA is constantly representing the interests of home care to policymakers. We also contract with the State's most renowned government affairs firm – Wilson Elser – who also advocates on your behalf.	\$500,000 yearly
Information, Tools and Resources – Right in Your Hands: We make it easy, giving you message points, sample press releases, e-lets on pressing topics (such as changes to reimbursement and payment rates), and a weekly synopsis in ASAP of all the latest that you need to know about. All of this information comes right to your email in-box.	\$200,000 yearly
Trouble-shooting and Technical Assistance: Solving problems and navigating solutions for your agency's toughest dilemmas is our specialty and there is no organization or law firm that has our experience and expertise in this area. In fact, when our members DO hire outside help, the consultant's first call is to HCA for guidance.	\$180,000 yearly
Customized, Relevant Education Programming and News: HCA's members are offered a member rate to attend dozens of yearly programs aimed at educating home care leaders, managers, clinicians and para-professional staff about the relevant topics that will sharpen their skills and expand their knowledge. We do the heavy lift and find the best national experts to offer their knowledge and bring them directly to you.	\$100,000 yearly
Building Bridges and Relationships with Other Associations and Partners: There is power in numbers and in association, and HCA is known for its relationship building. We work with HANYS, NYAHS, HCP, NYSHFA, and MSSNY – all representing sectors of the health care continuum. This strengthens our advocacy and helps move a challenge into the WIN column.	\$60,000 yearly
Access to Free Member Forums and Regional Meetings: Members of HCA routinely attend free member briefings and forums designed to give you information about the latest updates from each capital, and also to enable us to learn about what problems are plaguing your agency so we can solve them. Plus, the networking with other members is invaluable.	\$50,000 yearly
Membership in the Leading State Home Care Association: There is no substitute!	Priceless