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## **Browsers Welcome – Home Care Association Unveils Remodeled Website**

*A New Look, New Features and Enhanced Navigability*

The Home Care Association of New York State (HCA) today unveiled the latest transformation of the HCA brand: a new and enhanced website at [www.hcanys.org](http://www.hcanys.org).

HCA President Joanne Cunningham said the new site incorporates HCA's new logo and color scheme, unveiled earlier this month, as well as several other practical and visual enhancements.

"The website is not only much easier for users to navigate, but its new and improved content also better communicates the value of home care in New York State, as well as the full extent of HCA's efforts to make quality home care a high priority," Cunningham said.

New features of the site include: photos and rotating flash images, a "newsroom" page for access to HCA press releases and statements on topics ranging from the Governor's State of the State Address to the proposed 2008-09 State Budget, and a "site search" option for users to retrieve site content with a quick push of the button.

In addition to enhancing HCA member access to useful resources, the site also offers even more content for general audiences, including: an abbreviated version of ASAP – HCA's weekly newsletter for members – called "ASAP Short Takes"; a "Consumer Info" page; a search function for finding a home care provider; and an "About Home Care" page.

"While our new website remains a member-oriented vehicle for communication, several of its new features also aim for a broader audience appeal," Cunningham said, noting that the site's new state and federal advocacy pages allow HCA to deliver its advocacy message to the right audiences and better publicize events like HCA's March 5 State Advocacy Day.

To view the new site, please visit: [www.hcanys.org](http://www.hcanys.org).

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*Committed to the principles of high-quality and cost-effective community based health care, the **Home Care Association of New York State** (HCA) assists its members on state and federal legislation, regulations and reimbursement issues pertinent to the home health field. As the premier home health care association in New York State, HCA represents more than 500 home health care providers, individuals and associate members who collectively provide service and support to thousands of New Yorkers.*