

Annual Report
of the
**HOME CARE ALLIANCE
OF MASSACHUSETTS**
and the
**FOUNDATION FOR HOME
HEALTH**

2008-2009



40 Years and Forward

June, 2009

Dear Members and Friends:

In March of this year, the Home Care Alliance of Massachusetts marked the 40th anniversary of our incorporation as an organization devoted to advancing availability of, and excellence in, home based care. At the time that our founders incorporated the “Massachusetts Assembly of Home Health Agencies,” home care in our state already had a long, rich history. Yet, change was happening very rapidly. Just four years before, President Johnson had signed into law the federal Medicare program. By March, 1969, 20,000,000 previously uninsured or underinsured Americans were covered by the program. Among our members in 1969 were a number of the first federally certified agencies.

As we celebrate our 40th year, we are pleased to report that the Alliance continues to be a fiscally-sound, membership-centric, dynamic and respected organization. Our membership numbers are growing and with 150 agencies, our membership numbers are close to what they were before the industry contraction that followed the passage of the 1997 Balanced Budget Act. Yet, this too is a time of great change. While a majority of members derive the bulk of their revenue from the Medicare program, a new version of the private pay model that existed prior to 1965 is increasingly part of, and the focus of, our members’ business. This diversity of membership keeps us true to our mission to be a uniter of the broad range of people and organizations promoting and providing community and home based care.

We are proud of this past year’s work as carried out by our experienced and responsive staff, under the direction of a dedicated Board of Directors. With 40 years of history to guide us, we look forward to a bright future.

*Maureen Kennedy Thompson
President*

*Patricia M Kelleher
Executive Director*

ALLIANCE FACTS AND STATS

Current number of agency members in the Home Care Alliance	150
Percentage of members that are certified/non-certified	65%/35%
Aggregate reported revenue of certified member agencies	>\$695million
Aggregate reported revenue of non-certified agencies	>\$50million
Medicare payments to Massachusetts for Home Health (2006)	\$422million
Number of MassHealth members using home health	16,195
Percentage growth in number of certified agencies in Mass/nationally (2002-2006)	19%/29%
Average monthly visits to “Think Home Care” website	1,660
Number of distinct individuals who log onto website annually	20,000
# of individuals employed by home Care agencies in Mass.	> 12,000

ALLIANCE HIGHLIGHTS

- ◆ Published and distributed close to 6000 copies of the Alliance's **Guide to Private Duty Home Care** and **3000 Home Care Resource Directories**
- ◆ Graduated our third **Emerging Leaders** class of 22 students each of whom received a certificate in Home Care Management from Suffolk University
- ◆ Created new **Private Eye** newsletter for non-certified membership news
- ◆ Conducted a survey with Massachusetts Medical Society of physicians attitudes towards home care
- ◆ Developed a pilot **Parking Placard** permit program with the City of Boston for 11 agencies to receive 200 permits for staff to park in resident parking while delivering care
- ◆ Filed state legislation to change **nurse delegation** rules around medication administration, to require MassHealth to reimburse for **telehome care** and to conduct annual rate reviews on home health rates
- ◆ Signed new group purchasing arrangements with **Staples** and **Enterprise Rent-a-Car**
- ◆ Secured grant funding from **Massachusetts Department of Higher Education** to explore opportunities for new nursing graduates to work in long term care and home health care
- ◆ Revamped consumer search pages on the "**Think Home Care**" website to make it much easier for the public to search and find agencies by location and/or service; linked Alliance agency search to states **Ageing/Disability Service Locator (MADIL)**
- ◆ Negotiated with **Division of Health Care Finance and Quality** the removal of the minimum compensation requirement for continuous care nursing
- ◆ Coordinated a successful legal resolution to the proposed **'MO175'** overpayment, which resulted in no agency repayments to CMS
- ◆ Conducted and distributed the **Annual Wage and Salary Survey**

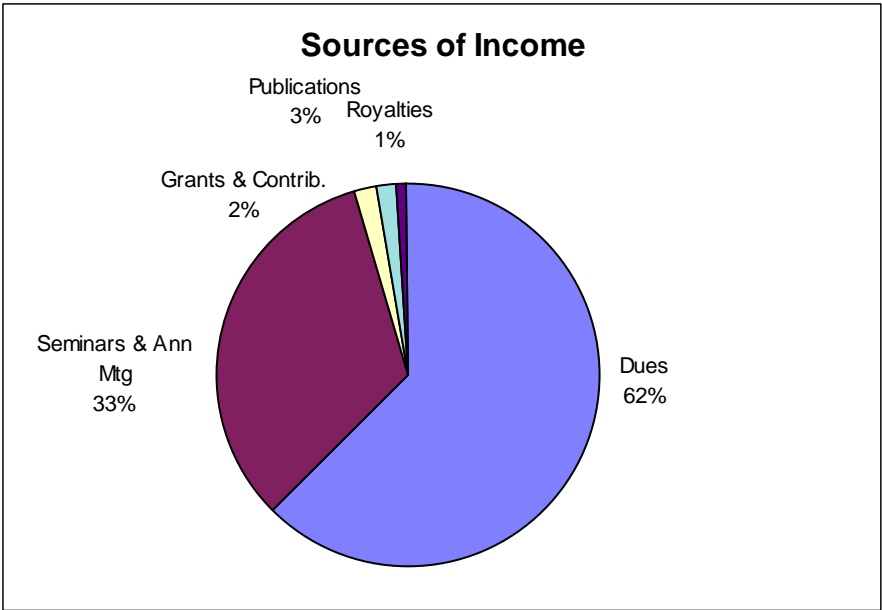
The Foundation for Home Health averaged more than two education sessions per month over the past year on a broad range of topics and in a variety of formats. Among the most popular programs were:

- ◆ Blueprint for OASIS and the Oasis Competency and Certification Bureau examination (offered two times)
- ◆ Everything You Need to Know About CORI
- ◆ The Implications for Home Care of the Employer Free Choice Act
- ◆ Home Safe Home—Best Practices in Home Health Care Falls Prevention II
- ◆ Executive Breakfast with Mass DPH Commissioner John Auerbach, sponsored in collaboration with the Hospice Federation of Massachusetts
- ◆ The 2009 Northeast Home Health Leadership Summit
- ◆ Home Care 101—A Regulatory Basics Course (offered in both eastern and western Mass.)
- ◆ 2009 JCAHO Standards for Home Health Care
- ◆ What's New for 2009 in ICD-9-CM Coding?
- ◆ Interdisciplinary Care Management and Therapy Scope of Practice
- ◆ Bringing Home Care Aides and Homemakers into a Falls Prevention Program (offered three times across the state)
- ◆ The MassHealth New MMIS
- ◆ The Annual Financial Managers Forum and Conference
- ◆ Home Health and Data Breach Law

Additionally, the Foundation finished up work on a Boston Foundation grant on Falls Prevention, coordinated a new membership luncheon, and sponsored several regional membership forums.

**Combining Statements of Activities and Changes
in Net Assets
for the year ended June 30, 2008**

	<u>Total</u>
SUPPORT AND REVENUE:	
Membership dues	\$ 686,874
Workshops and seminars	\$ 366,174
Publications and other	<u>\$ 28,801</u>
Total support and revenue	\$ 1,081,849
 OPERATING EXPENSES:	
Salaries and related expenses	\$ 540,069
Annual meeting & conference fees	\$ 320,368
Occupancy	\$ 98,309
Consulting & Professional Fees	\$ 138,788
Equipment, supplies and operations	\$ 63,579
Printing & Public relations	\$ 31,522
Travel	\$ 16,467
Dues and subscriptions	\$ 6,677
All other	<u>\$ 4,421</u>
Total operating expenses	# \$ 1,220,200
 Change in net assets from operations	
	\$ (138,351)
 NONOPERATING ACTIVITIES:	
Grants and contributions	\$ 21,200
Investment return	\$ (57,099)
Total nonoperating activities	<u>\$ (35,899)</u>
 Change in net assets	
	\$ (174,250)
NET ASSETS, Beginning	<u>\$ 858,317</u>
NET ASSETS, Ending	<u><u>\$ 684,067</u></u>
 Total assets	
	\$ 879,741
Total liabilities	
	\$ 195,674
 Total net assets	
	\$ 684,067



Dues	\$686,874
Seminars & Ann Mtg	\$366,174
Grants & Contrib.	\$21,200
Pubs	\$20,801
Royalties	\$8,000
 Total	 \$ 1,103,049

Agencies

A Helping Hand
 ABC Home Healthcare Professionals
 Able Home Care, LLC
 ABP Best Home Care Agency
 Acclaim Home Health Care
 Ace Medical Services
 Acton Public Health Nursing Service
 Advantage Home Health
 Aizling At Home
 All Care VNA & Hospice
 Amazing Grace Private Nursing Care Inc.
 AmeriCare At Home Inc.
 Apex Health Care Services Inc.
 Assisted Daily Living Inc.
 At Home Elder Care Inc.
 At Home VNA
 Auburn VNA
 Bayada Nurses Inc.
 Baystate VNA & Hospice
 Berkshire Home Care
 Berkshire VNA/Berkshire Medical Center
 Best Home Care
 Brandon Woods Home Care
 Brockton VNA
 Brooksby Village Home Health
 Capuano Home Health Care, Inc.
 Care Group Home Care
 Care Solutions, Inc.
 Caretenders
 Caritas Home Care
 Centrus Premier Home Care, Inc.
 Chicopee VNA, Inc.
 Comfort Home Care LLC
 Comfort Keepers of MetroWest
 Comfort Keepers of Northwest Boston
 Comfort Keepers of Plymouth
 Comfort Keepers of Quincy
 Comfort Keepers of the North Shore
 Commonwealth Clinical Services, Inc.
 Community Health Network, Inc.
 Community Nurse & Hospice Care, Inc.
 Community VNA, Inc.
 Comprehensive Home Care
 Convenient Home Services
 Diversified Home Services
 Dovetail Health
 Emerson Hospital Home Care
 EPOCH Home Care
 Excella Healthcare
 Ezra Home Care, LLC
 Family Care Extended
 Family Lives
 Gardner VNA, Inc.
 Greater Medford VNA
 Guardian Home Health Care
 Hallmark Health VNA & Hospice, Inc.
 Hampden County Visiting Nurses and Home Care Services
 Harmon Home Health, Inc.
 Hebrew SeniorLife Home Health Care
 Helping Hands of St. Marguerite
 Holyoke VNA
 Home Care Assistance
 Home Health VNA
 Home Instead Senior Care Hearthside, Inc
 HouseWorks, LLC
 Independence Home Care, Inc.
 International Health Solutions
 Jewish Family & Children's Service
 Jewish Family Service of MetroWest/Signature Home Care
 JHC Home Care
 JRCL Home Care, LLC
 Laboure Visiting Nurse Service
 Lee Regional VNA, Inc.
 Life Care at Home
 LivHOME, Inc.
 Manuel R Grell Home Care
 Medical Resources Home Health Corp.
 Memorial Hospital of RI Home Care
 Mercy Home Care
 Metropolitan Home Health Care, Inc.
 MetroWest HomeCare & Hospice
 Morton Home Care
 Multicultural Community Services of the Pioneer Valley

MultiCultural Home Care
Nantucket Cottage Hospital Visiting Nurses
Nashoba Nursing Service & Hospice/Assoc.
Boards of Health
Natick VNA, Inc.
New Century Homecare Services, Inc.
New England Home Health Services, Inc.
New Outlook Homecare, LLC
Nightingale Health Care, Inc.
Nizhoni Health Systems
Noble Visiting Nurse & Hospice Services, Inc.
North Hill Home Health Care
Northeast Clinical Services, Inc.
Northeast Homecare
Norwell VNA & Hospice, Inc.
Nurses R Us, Inc. Home Care Services
O'Connell Professional Nurse Service, Inc.
Overlook VNA, Inc. & Hospice Services
Parmenter VNA & Community Care, Inc. / Way-
side Hospice
Partners Home Care & Hospice
Personal Touch Home Aides of Brighton
Personal Touch Home Aides of N. Chelmsford
Pointecare Home Health Agency
Ports of Care Private Duty Agency
Preferred Home Health Care Services
Premier Home Health Care
Professional Nurse & Home Care of Cape Cod,
Inc.
Quaboag Valley VNA & Hospice
Rehab at Home
Senior Bridge Family Companies
Senior Comfort Services
Senior Helpers
ServiceNet Home Care/ServiceNet, Inc.
South Shore VNA
Southcoast Home Care, Hospice + Palliative
Care & Infusion Services
Spectrum Home Health & Hospice Care
Standards Care Staffing
Stoughton Public Health & VNA
Suburban Home Health Care, Inc.
Synergy Home Healthcare, Inc
T.L. Connections Inc
TLC Home Health Care Services Inc.

U Mass Memorial Home Health & Hospice
Upham's Home Health Care
Vineyard Nursing Association Inc.
Vinona Group Services USA
Visiting Angels of Acton/Boxborough
Visiting Angels of Beverly
Visiting Angels of Newburyport
Visiting Angels of Newton
Visiting Angels of North Attleboro
Visiting Nurse Service of Greater RI
VNA & Hospice of Cooley Dickinson
VNA & Hospice of Greater Milford
VNA & Hospice of Northern Berkshire, Inc.
VNA Care Network / VNA Care Hospice
VNA of Boston
VNA of Cape Cod, Inc.
VNA of Eastern Mass., Inc.
VNA of Greater Lowell, Inc.
VNA of Middlesex-East & Visiting Nurse Hospice
VNA of Southeastern Mass, Inc.
VNA of Southern Worcester County, Inc.
VNS of Newport & Bristol Counties
Walpole Area VNA
Whittier Home Health Care Agency
Winchester Home Care

Individual Members

Aramini, Jo Anne O.
Baker, Lawrence P.
Basmajian, Alison
Calapa, Terry
Dole, Janice
Donnelly, Valerie J.
Giannino, Joseph A.
McGourthy, Rachel J.
O'Loughlin, Lisa
Paquette, Rebecca
Piesz, Debbie
Sanchez, Diego
Staskawicz, Cheryl A
Usher, Joan L.
Wood, Ronald
Wudyka, David J.

Allied Members

Alzheimer's Assoc. of MA, Inc.

American Medical Alert Corp.

Ansaphone Service

Baker, Newman & Noyes

Benchmark Assisted Living, LLC

Brad Borbidge P.A.

Byram Healthcare Centers, Inc.

Caregiver Homes of Massachusetts - SeniorLink

Centralized Medical Equipment

Evercare

Fazzi Associates, Inc.

Feeley & Driscoll, P.C.

Fred C. Church, Inc.

Harvard Pilgrim Health Care

HealthWyse Information Services

Homecare Management Strategies

Honeywell HomMed

Hospice Federation of MA

Irwin Siegel Agency

Johnson & Aceto, LLP

LarsonAllen, LLP

Lefkowitz, Garfinkel, Champi & DeRienzo P.C.

MA Council for Home Care Aide Services

Masspro

McGladrey & Pullen, LLP

McKesson Medical-Surgical

Metlife

Mintz, Levin, Cohn, Ferris, Glovsky and Popeo,
P.C.

Morrison Mahoney LLP

Narkus Associates, Inc.

National Private Duty Association

Perryville Marketing Associates, LLC

Qualidigm

Quality WORKS

Sallop Insurance

Simione Consultants, LLC

UHY LLP

Verizon Wireless

VNAs of New England

BOARD OF DIRECTORS

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Keren Diamond,

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VNA of Boston

Priscilla Greene

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Laboure Center VNS

Joan Stygles Hull

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Home Health VNA

Carolyn McCarthy

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Multicultural Home Care, Inc

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Community Health Network

Christina Orciari

Director of Home Care
Holyoke VNA

Beverly Pavasaris

President
Brockton VNA, Brockton

Laurie Rubin

Principal
QualityWORKS, Holliston

ALLIANCE STAFF

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Timothy Burgers, Associate Director

Helen Siegel, Clinical & Regulatory Affairs

James Fuccione, Government and Public Policy

Tom Meyer Webmaster / Membership and Information Services

Royce Tyree, Education Coordinator

Jon Ezrin, Accountant

Carolina Devargas, Office Assistant

