

# Making the CAHSAH CONNECTION

California Association for Health Services at Home



*Advocacy • Education • Information*

[www.cahsah.org](http://www.cahsah.org)



# What Is CAHSAH?

The California Association for Health Services at Home is the leading statewide home care association in the nation and the voice of home care for the Western United States. Founded in 1966, CAHSAH has a long tradition of service to the home care industry and to the public.

## Guiding Core Purpose

*To promote quality home care and  
enhance the effectiveness of its members*



# How are my Interests **Represented?**

## Professional Representation

CAHSAH meets regularly with state, federal and regulatory officials to represent your interests and ensure industry issues are monitored and addressed.

## Grassroots Programs

CAHSAH's grassroots network is an extensive network of home care providers throughout California who contact state and federal legislators on key home care issues. CAHSAH members receive the opportunity to communicate with their legislative representatives regarding the impact of legislation and regulation on their businesses.

CAHSAH also sponsors a Political Action Committee (PAC) to support the legislators who value home care, and a Legislative Action Fund (LAF) to support grassroots legislative activities & materials.

## CAHSAH's Annual Lobby Day

An opportunity to meet face-to-face with your state legislator on key home care issues.

## Personal Influence

As a CAHSAH member, you may serve on committees where you'll gain in-depth industry awareness and have direct input.



# What is included in CAHSAH's Education Programs?

## Workshops

Held in Northern and Southern California.

## Certificate Programs

Home Care and Hospice three day programs, offered throughout the U.S., for Manager, Administrator and Executive levels.

## Telephone and Web Seminars

(on-demand and video streaming training)

## Resources

Educational manuals, CD's and software.

## NBHHC

(National Board for Home Care & Hospice Certification)

## Annual Conference & Home Care Expo

Section specific and general interest tracks – 40 + sessions

*Continuing Education Credits are available for most programs.*



# How can I stay current with **Industry News and Information?**

**The Bulletin** - CAHSAH's monthly newsletter offers in-depth articles and updates on home-care legislation, regulation, education and news.

**Weekly News Update** - A three page summary of home care news e-mailed to your office each week.

**CAHSAHForum ListServe** - An email based member forum where you can ask more than a hundred of your peers questions about the home health industry.

**Website** – Access to CAHSAH's “Members Only” informative website - offering timely and usable industry information 24 hours a day.

**E-Alerts** - Highlights breaking home care news and strategic advocacy efforts.



# How do I get **Involved** with CAHSAH?

**Ambassador Club** - The Ambassador Club gives CAHSAH members who are not currently Board or Committee members the opportunity to be more involved with minimal time commitment.

**CAHSAH Committees** - Provider Committee positions are available for the following committees: Home Care Aide; Licensed Home Health; Hospice; Medicare Certified: Education & Conference Planning; Home Infusion Pharmacy/Home Medical Equipment; Membership; Finance; Medi-Cal and Policy, Advocacy & Public Affairs.

**Regional Councils** - Partnership with Local Home Care Groups - The Regional Councils operate separately and independently from CAHSAH but collaborate on many events.



# How do I get **Involved** with CAHSAH? (con't)

**Grassroots Network** - Constituent or grassroots advocacy is the active support of a cause, issue or policy at the local level rather than at the political center, such as Sacramento or Washington, DC. The goal is to establish effective communication with legislators in order to impact the outcome of legislation.

**Attend the Annual Conference and Home Care Expo** - Hear dynamic speakers, network with expert faculty and fellow providers, and enjoy the benefits and excitement of a superior conference experience.

**Awards Program** - Each year, CAHSAH members have the opportunity to nominate staff members for recognition of outstanding performance.



# What is CAHSAH Community?

*Keeping you connected by shortening the distance between our office and yours.*



## **TWITTER:**

A social networking site that allows users to send and receive short messages, known as tweets.



## **FACEBOOK:**

Become a FAN of CAHSAH. Sign up and start to NETWORK, CONNECT, LEARN and ADVERTISE.



## **YOUTUBE:**

A place where you can share your videos with friends, family, and the world. It is used to entertain, inform, educate and inspire. **For us, it's all about keeping you informed.**



## **AUDIO / VIDEO WEBCASTS:**

President's Messages, Member Testimonials and Group Purchasing Vendors



## **LISTSERV:**

Network with your industry peers through email discussions that cover a variety of issues impacting home care.



# How do I **Connect** with other CAHSAH Members?

## **Town Halls**

*Annual events in northern and southern California*

## **Education Events**

*CAHSAH offers workshops, certificate programs, phone seminars and online video seminars.*

## **Annual Conference**

*The largest home care conference in the Western U.S. offers dynamic keynote speakers and scores of break-out sessions.*



# Where does CAHSAH concentrate its Efforts?

- 2014 Report Card



# What services / products do you offer that will **Save Me Money?**

We have made arrangements with a variety of vendors to package programs, many at discounted prices, that may save members time and/or money.

## Group Purchasing Organizations

- [Heffernan Insurance Brokers](#) - Workers' Compensation & Liability Insurance
- [Provista](#) - Supply Chain
- [SingleSource Services Corporation](#) – Background Screening

## Jobs Board

The CAHSAH jobs board provides a comprehensive, web-based career center for the entire home care community to post and access resumes for home care Jobs in California.



# How can I **Strengthen** my agency brand?

- **Advertise:**

CAHSAH Webpages, Monthly Bulletin, Weekly News Update, Job Board

- **Be a Sponsor:**

CAHSAH Webpages, Monthly Bulletin, Weekly News Update, Education Programs, Jobs Board

- **Listing on CAHSAH's [Home Care Provider / Supplier Locator](#)**

- **Home Care Aide Organization Certification Program:**

Allows home care aide organizations or components of home care organizations which provide home care aide services to submit evidence that they meet CAHSAH's Certification Standards for Home Care Aide Organizations and receive a certificate. Demonstrates to referral sources and clients that your caregivers are employees and that you carry the required components for each.



# CAHSAH Staff – Who's Who

## Administration

**Dean Chalios** - President

CAHSAH policies, Federal issues, and surveys  
(916) 641-5795, ext. 118

**Michele Lander** - Director of Operations

Principal support to President, Member Services  
and Annual Expo  
(916) 641-5795, ext. 129

**Front Desk Receptionist**

(916) 641-5795, ext 125

## Education Department

**Jessica Roenspie** - Meeting & Event Planner

Annual Conference, Certificate Programs and Educational  
Workshops  
(916) 641-5795, ext. 117

**Marissa Pickard** - Communications & Marketing Specialist

Marketing Collateral, Webpage Updates, Education Calendar  
(916) 641-5795, ext. 127

**Tracy Doris** - Education Assistant/Registrar

Program Registration and Resource Orders  
(916) 641-5795, ext. 113

## Finance and Membership Department

**Sandy Bertoux** - Director - Finance and Membership

(916) 641-5795, ext. 111

**Ryan Moore** - Director of MIS

(916) 641-5795, ext. 132

**Kristine Fitzpatrick** - Controller/Human Resources Manager

Finance and HR Issues

(916) 641-5795, ext. 115

**Jeannie Yang** - Membership Coordinator

Membership Information

(916) 641-5795, ext. 114

## Policy Department

**Braden Oparowski** - Director of Policy, Advocacy & Public Affairs

Grassroots Activities, State Legislative Issues, and PAC/LAF  
(916) 641-5795, ext. 123

**Mary Adorno** - Legislative Specialist

Grassroots Activities, State Legislative Issues, and PAC/LAF  
(916) 641-5795, ext. 124

**Marissa Pickard** - Communications & Marketing Specialist

Weekly News Update, Monthly Bulletin and Job Board  
(916) 641-5795, ext. 127



***We hope you've learned a little about CAHSAH,  
what we represent and the many benefits and opportunities  
we offer to our members.***

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CAHSAH<sup>®</sup>

Shaping the Future of Home Care

