

2016

cahsah

# annual REPORT

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

## CAHSAH - SHAPING THE FUTURE OF HOME CARE

2016 was another great example of CAHSAH providing the home care industry with a strong, loud and effective voice for California's home care providers. In the policy arena both in Sacramento and Washington, D.C., and throughout the home care community and marketplace, your state association continues to focus its attention on educating our industry, advocating on its behalf at the state and federal level, and on spreading the word about who we are, what we do, how we do it, and why care provided in the home is in the best interest of clients, patients, families, and the health care marketplace and continuum.

Whether it is home health, hospice or home care aide services, or any other care provided in the comfort, safety, security and familiarity of people's homes - CAHSAH was there representing your interest and advocating, educating and communicating with and for our industry and the unique position we hold in the health care marketplace.

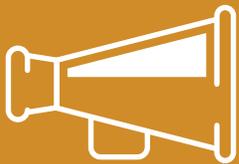
It is a proven fact that the services our industry provides lead to better care and better outcomes at a lower price. Providing care in the home results in

speedier recoveries, is preferred by patients, clients and their families, makes good economic sense, and has a place in virtually all stages of the health care continuum. These are the basic tenets upon which the California Association for Health Services at Home - YOUR association -- operates daily.

CAHSAH's leadership team, members and staff work collaboratively to provide our industry and individual agencies with what they need to thrive and we will continue to do that now and in the future.

Please take a moment to review the following snapshots of CAHSAH's activities in 2016 in the areas of Advocacy, Education, Communications, and Membership. And be sure to review our financial statement. These are challenging times for home care, but CAHSAH perseveres and works diligently to represent our industry provides our members with what they need to move forward and be successful.

Thank you all for your membership and involvement in CAHSAH and for your continual support as we work collaboratively "Shaping the Future of Home Care" in our state and in our nation!



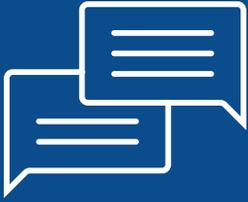
### ADVOCACY

- In 2016, CAHSAH reviewed thousands of state Assembly and Senate bills including hundreds addressing health care and scores impacting home health, home care aide services, and hospice care.
- CAHSAH staff remains in constant contact with state policymakers and officials charged with regulating our industry and meets regularly with the Department of Public Health on home health and hospice issues and the Department of Social Services on home care aide agency issues.
- CAHSAH representatives met with staff and legislators, testified before legislative committees, and conducted grassroots outreach on innumerable legislative proposals during the 2016 legislative session.
- Last year, CAHSAH sponsored legislation to allow agencies to utilize the federal sleep time deduction (SB 1344 - Stone), defeated a bill to license domestic referral agencies (AB 1667 - Dodd), worked diligently on legislation to increase Medi-Cal reimbursement for pediatric nursing services (SB 1401 - McGuire), and vehemently opposed a bill to extend a current law requiring overtime pay for domestic workers (SB 1015 - Leyva).
- In 2016, CAHSAH joined with our national partners and other state home care associations in advocating on a wide range of federal issues including the home health face-to-face issue, allowing physician assistants and nurse practitioners to order home health services, continuing a rural add-on in Medicare reimbursement, requiring hospice as a mandatory service in Medicare Advantage plans, and working to reinstate the federal companionship exemption for home care aide services.



### EDUCATION

- CAHSAH provides a myriad of cutting edge educational opportunities presented by top-notch industry experts.
- CAHSAH maintains a dynamic learning environment in the areas of home health, home care aide services, and hospice.
- In 2016, CAHSAH offered 14 different workshops on exciting home health, home care aide and hospice topics throughout California.
- Four certification programs were presented by our National Board for Home Care & Hospice Certification in 2016.
- Webinars on important home health, home care aide and hospice topics were offered throughout the year.
- The 2016 CAHSAH Annual Conference & Expo offered 3 keynote addresses, 42 breakout sessions, 75 Expo vendor booths and endless networking and social opportunities for its over 300 attendees.
- CAHSAH's online bookstore continues to offer all the resources necessary to help agencies thrive and prosper.



## communication

- Throughout 2016, CAHSAH emailed to its members regular Weekly News Updates and a monthly Bulletin covering a wide-range of topics spanning the spectrum of home health, home care aide and hospice news.
- E-Alerts and Action Alerts keeping CAHSAH members “in the loop” on legislative, regulatory, and other issues of interest to the home care industry.
- CAHSAH maintains a robust Listserv allowing members to communicate, seek advice, share information, and assist their clients and patients.
- CAHSAH recently redesigned its desktop and mobile webpages providing members with access to the information they need and the public with information on our industry and a way in which to locate and connect with CAHSAH member agencies.
- CAHSAH is universally recognized as THE expert on home health, home care aide and hospice issues by policy makers, print and electronic media outlets, and others and regularly works with these entities to “make the case” for CAHSAH members and their agencies.
- A sophisticated app is offered by CAHSAH to assist attendees while attending our Annual Conference & Expo.



## membership

- In 2016, CAHSAH retained the overwhelming majority of its members and regularly recruited new members despite a home care industry pattern of mergers and acquisitions, agency closures, a new Home Care Aide agency licensure structure and a very challenging business and regulatory environment.
- In response to this tough membership atmosphere, CAHSAH created a Dues Review & Restructure Committee that worked with the Board of Directors on developing options for how dues are computed.
- Member outreach and engagement was enhanced in 2016 through the CAHSAH Concierges Program, committee member recruitment efforts, and the creation of an Ambassador Program to bring members and potential members closer to their association.
- CAHSAH continues to upgrade its research capabilities and due diligence in mining data and other information that can be used to increase our membership.

## BOARD OF DIRECTORS

**Tricia Ritchie** | Chair  
*Wilshire Health & Community Services*

**Alejandro Saldana** | Immediate Past Chair  
*Oxford HealthCare*

**Ken Erman** | Treasurer  
*Rx Staffing and Home Care*

**Craig Falk** | Secretary  
*Craig Cares*

**Dr. Lucy Andrews**  
*At Your Service Home Care*

**John Cullen**  
*Sutter Care at Home*

**Elaine Flores**  
*Medical Home Care Professionals, Inc.*

**Michelle Hofhine**  
*Accredited Home Health Services*

**Adam Hunt**  
*Pacific Coast Homecare, LLC*

**Jonathan Istrin**  
*Libertana Home Health*

**Brandi Johnson**  
*Home Instead Senior Care*

**Ed Lowe**  
*NorthBay Health at Home and Hospice*

**Kraig Nakano**  
*Care to Stay Home*

**Sharon Niederhaus**  
*Salus Homecare*

**Brittnei Salerno**  
*La Jolla Nurses Home Care*

**Lia Smith**  
*A Better Solution, Inc.*

**Lynda Tanner**  
*Visiting Nurses & Hospice Care of Santa Barbara*

**NAHC Liason** | **Denise Altomare**  
*Care at Home, Inc.*

## CAHSAH STAFF

**Dean Chalios**  
*President*

**Michele Lander**  
*Director of Operations*

**Jessica Roenspie**  
*Meeting & Event Planner*

**Tracy Doris**  
*Education Marketing Specialist*

**Sandy Bertoux**  
*Director of Finance & Membership*

**Ryan Moore**  
*Director of MIS*

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

**Jeannie Yang**  
*Membership Coordinator*

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

**Mary Adorno**  
*Legislative Specialist*

## CONSOLIDATED STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2016

Revenue:	
Member dues and assessments	\$1,049,550
Conference and workshops	1,051,072
Royalties and sponsorships*	182,128
Interest and investment income	52,947
Product sales	27,335
PAC contributions and fundraising income	17,211
Advertising	9,752
Other	8,365
<b>Total Revenue</b>	<b>\$2,398,360</b>
Expenses:	
Program services:	
Educational programs	974,315
Policy, Advocacy, & Public Affairs	335,456
Member Services	342,431
<b>Total Program services</b>	<b>1,652,202</b>
Management and general	626,579
<b>Total Expense</b>	<b>2,278,781</b>
Increase / Decrease in Members' Equity	\$119,579

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED DECEMBER 31, 2016

Assets	
Current Assets:	
Cash and equivalents	\$696,303
Dues and other accounts receivable	12,549
Other assets	74,365
<b>Total current assets</b>	<b>783,217</b>
Investments	1,635,210
Deposit	14,021
Property and Equipment	4,611
<b>Total Assets</b>	<b>\$2,437,059</b>
Liabilities and Members' Equity	
Current Liabilities:	
Accounts payable and accrued expenses	139,107
Deferred revenues	400,708
<b>Total current Liabilities</b>	<b>539,815</b>
Deferred Rent	51,656
<b>Total Liabilities</b>	<b>591,471</b>
Members' Equity - Unrestricted	1,845,588
<b>Total Liabilities and Members' Equity</b>	<b>\$2,437,059</b>
* GPO Revenue	
Heffernan Insurance Brokers	38,800
SingleSource	1,011
<b>Total GPO Revenue</b>	<b>\$39,811</b>