CAHSAH’s 2006 Annual Report

California Association for Health Services at Home
Promoting Quality Home Care for More Than 40 Years
CAHSAH...

the premier voice for home care...
MESSAGE FROM THE CHAIR AND THE PRESIDENT

To the Members of CAHSAH:

We are very pleased to present to you CAHSAH’s 2006 Annual Report

2006 was again a very active year for CAHSAH. On the federal level, we had our first Congressional Luncheon to educate the California Congressional Delegation on the key issues affecting home care and hospice. Partly as a result of the luncheon, we were able to convince both Senator Barbara Boxer and Senator Dianne Feinstein to sign on to a letter opposing any home health or hospice cuts.

2006 was busy on the state level as well. Our sponsored bill, SB 676 (Ashburn) was signed into law laying the foundation for Medi-Cal to establish a new payment system for home infusion pharmacy. We were also successful in forming a broad-based coalition to oppose and eventually defeat AB 2536 (Montanez), which would have abolished the personal attendant exemption under Wage Order 15. Another major achievement was the development by our Minimum Standards Task Force of a set of Minimum Standards for home care aide organizations. These standards are the basis for legislation we are sponsoring this year, AB 853 (Jones).

Consistent with CAHSAH’s mission, our goal was to be proactive and create a more positive environment for home care. We would both like to thank our Board of Directors, committee members, members of CAHSAH, and our staff for all their efforts throughout the year to advance our agenda.

Sharon Niederhaus
Chairperson

Joseph H. Hafkenschiel
President
Board Officers:

Chairperson
Sharon Niederhaus
South Coast Medical Center Home Care

Secretary
Brittney Salerno
La Jolla Nurses Home Care

Treasurer
Barry Berger
Accredited Home Health Services

Immediate Past Chair
Carolyn Bonner
Kaiser Foundation Hospital Home Health

Board Members

Lucy Andrews
At Your Service Home Care

Mary Lou Carraber
Scripps Home Health Care Services

Belinda Condit
BestCare Southern California Home Health Agency

David Dial
Pro-Care Home Health Services

Eric Eberle
Geriatric Home Care Specialists

Kay Kallas
Mercy Home Health
Mercy Hospice

Sara Kawaguchi
Home Care Network, Inc.
DBA Long Beach Health Care

Ramona Moenter

Kevin Schrum
Hospice Care of The West, LLC

Monica Seay
UCSF Medical Center

Pat West
Pioneer Home Health Care, Inc.

Bill Wiedemann
Adventist Health

CAHSAH Staff:

Joseph Hafkenschiel
President

Michele Lander
Supervisor, Membership and Operations

Vicki King
Administrative Assistant/Receptionist

Finance & Membership Services

Sandy Bertoux
Director - Finance and Membership

Kristine Fitzpatrick
Controller

Ryan Moore
Director MIS

Patricia Martinez
Membership Coordinator

Education

Soua Vang
Director of Education

Richard Starks
Education Specialist

Babette Lieberman
Education Coordinator

Kristy Van Dyke
Education Assistant

Policy, Advocacy & Public Affairs

Barbara Bigliari
Director of Policy

Jetta Meadows
Legislative Specialist

Nathan Carlson
Senior Communication Specialist

COMMITTEE CHAIRS

Section Steering Committee Chairs

Home Care Aide
Eric Eberle (Chair)
Geriatric Home Care Specialists

Hospice
Carolyn Bonner (Co-Chair)
Kaiser Foundation Hospital Home Health
Monica Seay (Co-Chair)
UCSF Medical Center

Licensed Home Health
Brittney Salerno (Chair)
La Jolla Nurses Home Care

Medicare-Certified
Pat West (Chair)
Pioneer Home Health Care, Inc.

Home Infusion Pharmacy/Home Medical Equipment
Ramona Moenter (Co-Chair)

Bill Wiedemann (Co-Chair)
Adventist Health

Education & Conference Planning
Kay Kallas (Chair)
Mercy Home Health / Mercy Hospice

Finance
Barry Berger (Chair)
Accredited Home Health Services

Membership
Cindy Hatton (Chair)
Central Coast VNA

Nominating
Barbara Schuh (Chair)
Companion Care Inc.

Policy, Advocacy & Public Affairs
Brittney Salerno (Chair)
La Jolla Nurses Home Care

Medi-Cal
Sharon Turner (Chair)
Sierra Nevada Memorial Home Care
There was a great deal of activity in the home care environment on behalf of every section of our membership in 2006. CAHSAH was active on a wide array of policy fronts, achieving success in some and laying the groundwork for further progress in others for 2007. Overall, CAHSAH tracked 100 bills of which 52 were priority legislation. Of the 52 priority bills, 21 made it to the Governor’s desk. It was a very successful year, as the key bills that we supported were signed and the Governor vetoed the bills that we opposed.

CAHSAH’s sponsored bill, SB 676 (Ashburn), was signed by the Governor to require the Department of Health Services to change the payment system for home infusion pharmacy to a system where the pharmacy services, equipment, and supplies are paid in a single per diem payment for each therapy.

There were other bills that CAHSAH tracked that were signed, including: SB 1309 (Scott) to create programs to address the nursing shortage in California by creating financial incentives to postsecondary schools, increase faculty and student capacity by giving schools operational/capitol tools to increase clinical and student capacity to recruit and retain nursing students and faculty; AB 530 (Plescia) enabled Medi-Cal providers to meet with DHS before the Department holds or suspends their payments to “fix” the issues and problems; AB 2698 (Leno) created a new community living support waiver program to be administered by the Department of Health Services; AB 1745 (Chan) created a pilot project for a pediatric palliative care waiver benefit to be offered under the Medi-Cal program to allow children to simultaneously receive medical and hospice services. With SB 162 (Ortiz) signed by the Governor, the state split the Department of Health Services into two separate Departments, the California Department of Public Health (DPH) and the California Department of Health Care Services (DHCS) effective July 1, 2007. CDPH focuses on decreasing illness, injury, death rates, bio-terrorism, licensing and certification and public health emergencies, while CDHCS focuses on medical programs, such as Medi-Cal. Additionally, CAHSAH was able to reduce the Licensing and Certification proposed fees substantially, as proposed in the Governor’s 2006-07 Budget for our home health and hospice providers with a four-year phase-in process. Fees were reduced by $2,000 for each home health agency parent or branch or $2,100 for each hospice parent or alternate site.

The CAHSAH Hospice Committee substantially beefed up the hospice education offerings in 2006 with a spring and fall workshop and a full hospice track at the 2006 CAHSAH Conference. Additionally, the Committee worked with our members and OCS to create a benchmarking program using 20 key hospice quality indicators for our hospice providers to use to benchmark the quality of services in California through measuring and comparing their own data to other California hospices. The data points selected went through a rigorous selection process by the CAHSAH Hospice committee, which are aligned with national groups and federal standards. The 20 measures include five measures of quality outcomes, five measures of patient volume and mix, seven measures of quality practices, and three quality operations measures. It is expected that the proposed Hospice CoP regulations will become final in Fall 2007 making this product critical to our members’ success.

CAHSAH took the lead on opposing many bills in 2006. Of particular note, were the bills that impacted our home care aide organizations to dramatically reduce their ability to provide affordable, quality home care services. In November, 2005, we were successful in getting the Labor Commissioner to issue an opinion letter, which clarified and greatly expanded the scope of the personal attendant exemption. However, before many could take advantage of that expanded scope, Assembly Member Montanez introduced AB 2536, which would have eliminated the exemption and allowed for liquidated damages (interest payments) on over-time provisions for home care workers and other household workers. We organized a broad coalition in opposition to the bill, which resulted in the bill being amended to not impact our members. We also continued our relationship with the Labor
**POLICY and ADVOCACY continued**

Commissioner in 2006 on further clarifications to the calculation of hours worked and overtime for personal attendants and live-ins. Additionally, for the second year in a row, a bill to expand IHSS into the private sector was opposed primarily by CAHSAH and was vetoed by the Governor. CAHSAH also opposed SB 1435 (Ortiz), a bill to expand In-Home Supportive Services (IHSS) program into the third party private sector market. The bill was opposed and vetoed by CAHSAH and the Governor for the 2nd straight year. In 2007, the bill was not re-introduced.

In order to demonstrate the difficulties in receiving Medi-Cal home health and shift nursing services, CAHSAH completed a study of the concentration of Medi-Cal services in each California County. The study demonstrated that less than 8 percent of certified home health agencies provide the majority of services; generally, two to four agencies provide 80 percent or more of the Medi-Cal visits and shift nursing hours in each county, with Los Angeles being the only exception with 8 agencies. These results seem to be strong evidence that Medi-Cal home health care is not provided on the same basis as healthcare generally – the federal test for adequate access and has resulted in our introduction of AB 1434 (Dymally) in 2007 to create a Medi-Cal home health rate methodology, which is currently receiving bi-partisan support.

In addition, our Medi-Cal lawsuit is entering its final phase. We were successful in June, 2005, in getting the court to order the state to set new rates. However, we also sought the court to establish valid criteria for setting the rates and to make them retroactive to the last increase in August, 2000. In order to achieve this, we appealed the court’s decision. Oral arguments were heard on January 16, 2007 and the final decision was in favor of CAHSAH to require the state to conduct a rate review for years 2001-2005.

Another major state issue we worked on in 2006 was the development of licensing requirements through a set of Minimum Standards for home care aide organizations. In late 2005, CAHSAH formed a Minimum Standards Task Force, which met weekly during 2006 to produce a draft set of standards. The standards were presented at the 2006 CAHSAH Conference, two private duty workshops, and several regional council meetings. The licensing legislation was introduced in 2007 with AB 853 (Jones), the Home Care Services Act of 2007, which is currently receiving bi-partisan support.

**EDUCATION PROGRAMS**

Although CAHSAH has been providing quality home care education since 1966, it was evident that 2006 was unlike any other year. For instance, 2006 was a great milestone for CAHSAH as it celebrated its 40th anniversary. Although the mission to provide timely education stayed a high priority, the way in which education was delivered was taken to a whole new level. As education needs continue to evolve, so does technology. CAHSAH made tremendous efforts to stay current on the latest trends. It continued to keep up with the new innovations and used the most current and advanced technologies to improve its educational offerings. Through the Home Care Information Network, CAHSAH unveiled the first online video streaming educational session on Home Health Advance Beneficiary Notice (HHABN) to the home care industry in February. By the end of the year, CAHSAH rolled out over a dozen different online training topics that were accessible from anywhere anytime there was an internet connection.

Despite the new technology and available distance learning mediums such, as online and telephone seminars, face-to-face workshops continued to prove their popularity, boasting a total of 1,495 attendees. In addition to offering educational programs on core topics such as ICD-9 Coding, OASIS, Survey, and Medicare Documentation, CAHSAH added four new
program to the collection. In the first quarter of the year, CAHSAH offered a newly developed workshop which covered the updated Medicare COP Interpretive Guidelines manual, presented by Ms. Connie Little. The sold out workshop, which was offered again in the summer, had a total of 360 attendees. CAHSAH offered two Hospice workshops. One workshop focused on Hospice Services in the Extended Care Facility while the other was on Designing and Developing a Home Based Palliative Care Program. Both were well attended and successful. The last addition was the Private Duty Summit, which attracted more than 74 attendees who were interested in learning about worker’s compensation, marketing and leadership.

In an effort to continue to meet the advancing needs of industry leaders, CAHSAH offered various management trainings and certificate programs. Early in the year, 48 people attended a one-day training on Supervision Plus presented by Dr. Robert Fazzi. This workshop taught participants how to successfully use the “Functional Management Model” to identify different categories of employees and supervisory approaches. In addition to this workshop, CAHSAH, The Corridor Group and NAHC offered seven certificate programs focusing on Home Care and Hospice. The beginner’s level of home care management training was CAHSAH’s flagship certificate program for managers, the Home Care Manager Certificate program (HCMCP). This program was revamped to assist leadership staff from home care aide, licensed, and Medicare-certified providers giving them a basic overview of managing and running a successfully agency. The intermediate and advanced level courses, the Home Care Administrator Certificate program and the Advanced Home Care Administrator Certificate program were offered in chronological order, giving HCMCP graduates the opportunity to successfully take all three courses within the year. CAHSAH, The Corridor Group and NAHC also offered two levels of certification programs for Hospice leaders. The first offering of the Hospice Administrator Certificate Program (HACP) was held in San Francisco, California, and boasts over 600 attendees since its first debut in 2003. The second basic HACP offering was held in Chicago, Illinois, and the advanced Hospice Administrator Certificate program was offered in Baltimore, Maryland. The programs were once again successfully offered at a national level.

As the desire for professional development continued to increase in all arenas of home care, CAHSAH responded by offering three full days of education, consisting of 42 concurrent sessions in six different tracks ranging from Medicare Certified Basic, Intermediate, Advanced, Private Duty, Hospice and a miscellaneous track for everyone. This new format of the conference was a huge success, attracting more than 357 industry professionals to San Jose, California – home of the 2006 Conference and Home Care Expo. In celebration of CAHSAH’s 40th anniversary, prizes were given out each day to attendees during the luncheons. The most memorable could very well have been the last day, where the centerpieces were roses engraved with CAHSAH’s conference tagline in gold foil. Another highlight of the conference were the keynote sessions, which included keynote speakers Bill Dombi, Tray Dunaway, Terry Braverman, Warren Hebert and Tom Williams. The overall conference received rave reviews, with 98 percent of attendees rating the overall conference as “good” to “excellent”.

Overall, CAHSAH offered a total of 46 educational programs in 2006. This included 11 workshops, 7 certificate programs and 13 telephone seminars. With over 2,400 participants, CAHSAH proves to be the leading source for home care education in the western United States.
MEMBERSHIP

CAHSAH concluded 2006 having exceeded the overall dues goal, a nine percent increase compared to 2005. Overall membership numbers surpassed those of recent years, with 91 new provider members and 24 new affiliate members. The chart below displays the section representation of provider members as of the end of 2006:

- Medicare Certified 51.3%
- Home Care Aide 27.6%
- Licensed Home Health 15.2%
- Hospice 3.5%
- Home Infusion Pharmacy 1.2%
- Home Medical Equipment 0.6%
- Interdisciplinary Professional Services 0.6%

Much of the growth was attributable to section oriented marketing along with an increased number of campaigns. Recruiting included the continued targeting of private duty organizations, development and rollout of “Members Recruiting Members” campaign, the pairing of new members with existing members for welcoming and followup, continued joint regional council recruiting efforts, mid year dues reduction for new members, 15 for 12 end of year campaign, targeting of those who utilize CAHSAH benefits but are not members, Project 100, and various targeted mailers combined with a program incentive.

Our renewal strategy included many more touch points than in years past; efforts are reflected in both revenue and member numbers. Retention efforts also included recognition of providers for milestones and special achievements, a Benefits Quiz offering reduced dues to the winners, and targeting of members not taking full advantage of their CAHSAH Benefits.

Additionally, a contract was signed with The Discharge Planner offering our members another referral publication in which to be listed, and, a first, all staff participated in site visits to agencies in the Sacramento area to gain a better understanding of the home care industry and issues.
Since CAHSAH is authorized to serve as a Group Purchasing Organization to negotiate contracts, often coupled with discounts, for goods and services that will increase the efficiency and effectiveness of the home care industry, a new program was researched: telehealth equipment companies were invited to submit proposals with seven responses. The process will be finalized in 2007.

CAHSAH’s 2006 expo, featuring two new traffic builder events, was an overwhelming success with all available booths sold. Not only were the conference sponsorship goals met, but the overall CAHSAH sponsorship goal, which was very aggressive, was exceeded by four percent.

The Resource Guide online update capability was improved for the 2007 Guide, which was completed and distributed on schedule.

Having laid a good foundation in 2006, the Membership Department is anticipating great things for 2007.

**TREASURER’S STATEMENT**

2006 was a very good year for CAHSAH with total Revenue of $2,122,323 and net income of $85,870, an increase of $150,330 over 2005. Additionally, 2006 Members’ Equity stands at a healthy $947,425 representing an increase of 10 percent.

Thanks to all who continue to support CAHSAH and contribute to the association’s efforts to ensure the growth and quality of home care in California.

**Barry Berger**  
*Treasurer*  
CAHSAH Board of Directors