Your Organization

Save Home Health Care!

Members of your organization’s home health care benefits are at stake!

Here are the facts -
Congress is proposing to cut $57 billion out of Medicare home health care benefits.

- 12,000,000 Americans rely on home health care to stay in their homes
- 3,500,000 Medicare patients receive over 114 million HOME care visits
- 937,400 Americans are employed to take care of these ill patients

What does this mean to you?

- Your members want to stay in their homes
- They are likely to need home health care services to help them remain in their home
  - These cuts will restrict their Medicare home health services
- Without these services, their risk of hospitalization or nursing home admission will greatly increase

We need you to:

- Take a stand against this Medicare cut
- Sign the Petition (or online at www.wecansavehomehealth.org)
- Post the Petition & have your members sign the Petition
- Call your Congressman
- Write emails, fax/mail letters to your Congressman

You can make the difference!
Contact your Congressman today, before it’s too late!

www.wecansavehomehealth.org
Management Staff Instructions - Communicating with All Employees

The Goal: 1,000,000 Signatures
Minimum Goal: 50 signatures per employee

It is imperative that we mobilize our resources to reach as many patients, physicians, family, friends and members of the community as quickly as possible. Congress is moving fast to pay for health care reform by cutting the home health Medicare benefit drastically. We need your assistance to organize and mobilize our staff to get the message out to all our patients, patient families, physicians, referral sources, employees, friends, and our community. The last time the government made this type of drastic change in reimbursement (1997-IPS) 1 1/2 million patients lost services and the home health industry was cut in half.

This will change the face of home health care, and we need to stand together to support:

Our patients who depend on these home care services
Our industry who makes a difference in the lives of the sick and elderly
All home health care workers

We need to make sure Congress values home care as much as we do before it is too late.

What Management is to do:
- Have a staff meeting immediately
- Communicate petition challenge to all your employees
- Discuss key talking points
- Relay what you want your employees to do and have them check off their action steps
- Wear your home health button

What to bring for Office staff meeting:
- Buttons
- Poster
- Petitions
- Online Petition Flyers
- Employee Flyers

What to discuss:
This will change the face of home health care. We need to stand together to support our industry, the patients who depend on the home care services, and all the home care workers. We need to make sure Congress values home care as much as we do before it is too late. You can make a difference. We need your assistance to get the message out to all your families and friends. (See Talking Points Sheet)

What we are asking Employees to do:
- Sign the Petition.
- Take Petitions home and have family members & friends sign Petitions.
- Send online petition link, www.wecansavehomehealth.org to your contacts in your email address book.
- Call your Congressman and ask your family and friends to call their Congressman.
- Write emails/fax/mail letters to your Congressman and ask your family and friends to do as well. An easy email method is using NAHC’s Legislative Action Network at www.nahc.org
- Spread the message to your family, your churches, organizations you belong to, facebook friends, etc.
- If the employee feels comfortable, please ask them to contact the leadership at their Place of Worship to get permission to address their congregation and ask for signatures on the petition.
Key Talking Points

The Goal: 1,000,000 Signatures

Minimum Goal: 50 signatures per employee

Home health is a key solution for lowering the cost of health care. It is the most cost effective way to care for the sick and elderly. More importantly, the sick and elderly want to stay at home. They recover more quickly at home with family and friends. Without home health care, seniors will be readmitted into hospitals and transferred to nursing homes, both of which will put a greater financial burden on our Medicare system.

Key talking points:

- Congress is moving fast to pay for health care reform by cutting the Medicare home health benefit by $57 billion over a 10 year period.

- Medicare currently reimburses home care agencies $18 billion per year, with the result being a nearly $6 billion cut per year.

- Home health represents only 4.5% of the total Medicare budget, but 11% of the proposed total cuts.

- Home health care lowers Medicare spending each year by keeping patients out of the hospital and long term care facilities.

- It is estimated that these cuts may put as many as 70% of agencies out of business.

- Many of our sick and elderly will no longer have access to home health services.

- The sick and elderly want to stay home and studies have shown (Avalere Study & Alliance Report) that their recovery time is faster and less expensive at home.

- Hospitals and nursing homes will feel the strain as the sick and elderly are denied home health services and get readmitted into these institutions.

- Home health care can be far more cost-effective than other types of care. In 2007, for example, Medicare reported that the average Medicare payment per home health day was $137 versus $1447 for a hospital day and $325 for a skilled nursing facility day.

- A recent study on chronic diseases concluded that home health care saved the government $1.7 billion over the 2 year period of 2005 and 2006 (Avalere Study).
Online Petition

In order to achieve our goal of 1 million signatures, we need your help in getting the message out to NOT cut Medicare home health benefits. Our online petition will allow us to spread the word faster and more efficiently.

Instructions for Online Petitions:

- Go to www.wecansavehomehealth.org
- Fill in your Name, Address, Phone Number, Email Address
- Click “I have not signed a paper petition”
- Click “I oppose Congress’ proposed Medicare home health cuts” submit button

Don’t forget to spread the message and send the Online Petition link to your email contacts in your address book.

What happens after you submit your Petition?

The “Virtual Lobbyist” will submit your Petition direct to your Congressman.

Here is what the Online Petition looks like:
To our elected representatives in the United States Congress:

We, the undersigned patients, providers and supporters of home health care, want it publicly known that we demand that you do all that you can to save the home health community. If Congress follows through with drastic cuts to the Medicare benefit for home health care services;

- Thousands of patients will be forced into institutions
- Thousands of people will be put out of work,
- Medicare will actually pay more for caring for many people than if the home care option were available.

We ask you to educate yourself, join our cause, and convince your colleagues to protect home health care as Congress debates health care reform in Washington D.C. Protecting jobs and providing the best treatment possible for patients should be your top priority, and home health care is a key part of the solution.

"We support the president in his desire to bring the benefit of health care coverage to all Americans, but it must not be accomplished on the backs of the homebound elderly who are so sick with multiple complex medical problems."

Val J. Halamandaris President National Association for Home Care & Hospice
The New York Times, March 2, 2009
Collecting Signatures – Tips & Instructions

The Goal: 1,000,000 Signatures
Minimum Goal: 50 signatures per employee

The more you can reach out to your patients, referral sources and employees that Congress is moving fast to pay for Health Care Reform by cutting the Medicare home health benefit, the greater number of signatures we can collect.

Instructions: Paper Petitions & Online Petitions

For Paper Petitions:
- Use the form provided
- Fill in the District #, next to the name
- New color coded district maps and zip code district sheets will be provided to you by your Peritus Representative.

For Online Petitions:
- Go to www.wecansavehomehealth.org
- Fill in your Name, Address, Phone Number, Email
- Click “I have not signed a paper petition”
- Click “I oppose Congress’ proposed Medicare home health cuts” submit button

Tips for Collecting Signatures:
Reaching out to your community and spreading the message will engage many who are not familiar with this proposed Medicare home health benefit cut. Reach out to:

- Employees & their Families
  - Have them sign the petition along with their family members
  - Have family members take the petition to their place of work

- Patients & their Families
  - Many are not aware, so talk to their family and have them sign petition
  - Ask their family to have other members sign the petition and leave them extra petition forms

- Physicians
  - Ask Physicians and their staff to sign the petition
  - See if the physician will allow you to leave patient flyers in his or her office

- Hospital Discharge Planners
  - Have them sign the petition and leave behind extra petitions and patient flyers

- Assisted Living Facilities, Independent Living Facilities
  - See if you can leave ALF/ILF flyers and petitions at the front desk

- Neighbors
  - Take petitions to your block parties this summer

- Vendors
  - Leave petition forms in your office so as vendors come in for appointments, have them sign the petition and ask them to take petitions to their office

- Veterans Groups
  - Contact your VA hospital staff

- Organizations & Associations (Heart, Lung, Cancer, Diabetes)
  - Ask organizations if we can post the Organization flyer on their website and setup a link to our online petition

- Your Place of Worship
  - Ask your leadership if you can speak to your congregation
  - Have a petition signing on a weekend

- State Fairs, Festivals, Parades, 5K Runs, Community Events
  - Example: Kentucky State Fair - a local provider is sharing booth space with a local radio station during their state fair’s “Senior Day”. Along with getting booth space for petition signatures, they are also getting radio spots promoting this grassroots campaign.

- Community Senior Events
  - Participate in their event and bring flyers and petitions for signing

- Shopping Centers, Pharmacies, Senior Centers
  - Example: Walmart pharmacies will allow a signature drive if notified 3 days in advance.
How to Report Back

The Goal: 1,000,000 Signatures
Minimum Goal: 50 signatures per employee

Reporting back is important to the success of this campaign. We are using Peritus, a communications firm for managing this process. Here is what we will need you to do:

How to Report Back Petition Signatures & Forms:

All Employees:
- Turn Petition forms into your Manager daily.

Managers:
- Assign a clerical staff to:
  - Complete your Branch Tally Sheet with total signatures by district.
  - Daily, batch your petitions with your Branch Tally Sheet and fax or email copies to your Peritus Representative.
  - Enter your daily totals onto your Master Tally Sheet. Every Friday, fax to your Peritus Representative.
  - Keep all original petitions. Further instructions about the final delivery of the originals will be coming.
  - You may receive additional instructions from your home office.

(Peritus will provide a contact person from their firm)

Name of Peritus Representative ________________________________
Fax # ________________________________
Phone # ________________________________
Email Address ________________________________

DO NOT DISCARD ORIGINALS!! KEEP ALL ORIGINAL PETITION FORMS!!
You will be given further instructions about the final delivery of the original petitions.

How to Report Back Success Stories:
Send all your stories to your:
- Manager
- Corporate Office
- Peritus – Timothy Mulloy, tim@perituspr.com

Peritus Contact Information:
- Timothy Mulloy, CEO, Peritus
  Ph. 502-292-4032
tim@perituspr.com
www.PeritusPR.com
Branch Tally Sheet - Daily Report

Agency Name __________________________________________________________

Branch/Location ___________________________ Date ________________

Daily, send your Branch Tally Sheet report to your Peritus Representative, by fax or email.

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**TOTAL**

**DO NOT DISCARD ORIGINALS!! KEEP ALL ORIGINAL PETITION FORMS!!**
Master Tally Sheet - Cumulative Report

Agency Name ________________________________________________________________

Branch/Location ____________________________________________________________

On Friday, send your Branch Tally Sheet report to your Peritus Representative, by fax or email.

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<th>Date</th>
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**DO NOT DISCARD ORIGINALS!! KEEP ALL ORIGINAL PETITION FORMS!!**