

2018

cahsah
**annual
REPORT**

www.CAHSAH.org

CAHSAH - SHAPING THE FUTURE OF HOME CARE

2018 was another great year of CAHSAH serving the home care and hospice community and advocating, educating and communicating for our industry and our members. Once again, we provided home care and hospice with robust advocacy in the State Capitol and on Capitol Hill in Washington while maintaining our strong presence in the California health care marketplace and the greater health care community.

CAHSAH's voice was heard loud and clear in the regulatory, legislative and policy arena with a laser-focus on promoting the needs of our agencies, patients and clients. As California's home health, home care aide and hospice providers know, CAHSAH is always fighting for the good of our members' businesses and the patients, clients and families they serve. Our resources are dedicated to educating our industry, advocating on its behalf, and on communicating who we are, what we do, and how we do it. Through our collective effort, we show time and time again why care provided in the home is in the best interest of clients, patients, families, and the entire health care system.

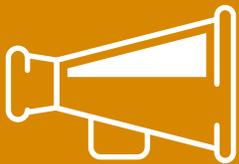
This commitment to educate, advocate, and communicate for the home care and hospice community remains unwavering and will continue throughout 2019 and into the future. Stated simply, when it comes to care provided by professionals in the comfort, safety, security, and familiarity of people's homes - CAHSAH is the premier voice representing your interests and speaks out loud and

clear about why our industry holds such a special place in the health care marketplace and the entire health care continuum.

It is well known to all of us that health care services provided in the home leads to better care and better outcomes at a lower price, are preferred by patients, clients and their families, makes good economic sense, and clearly has a place in virtually all stages of health care. CAHSAH is committed to spreading this message far and wide and works diligently day-in and day-out to share that message with legislators, policy makers, the media and others throughout our great state and our wonderful, proud and strong nation.

So please take a moment to review the following snapshots of CAHSAH's activities in 2018 in the areas of Education, Communication, Membership and Advocacy. These are challenging times for home care and hospice, but CAHSAH's hard working leadership team, its committed members and its dedicated staff continue to persevere and work collaboratively every day to provide our members with what they need to move forward and thrive.

Thank you all for your membership, for your involvement, and for your continuing support of CAHSAH as we work together to shape the future of home care and hospice in our state and in our nation!



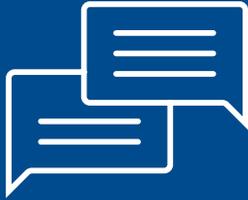
ADVOCACY

- In 2018, CAHSAH reviewed thousands of proposed state bills, including hundreds related to health care and scores directly impacting home health, home care aide and hospice services.
- CAHSAH representatives met with staff and legislators, testified before legislative committees, and conducted grassroots outreach on numerous legislative proposals during the 2018 legislative session.
- CAHSAH staff remains in constant contact with state policymakers and officials charged with regulating our industry. CAHSAH staff 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.
- Last year, CAHSAH worked on 432 bills impacting our industry including two priority oppose measures: AB 2455 (Kalra), allowing disclosure of personal contact information of registered home care aides to labor unions; and AB 3115 (Gipson), a bill expanding the scope of practice of paramedics into home care, home health, and hospices services. Both of these measures made their way through the legislative process with Governor Brown ultimately vetoing AB 3115 but signing AB 2455 into law. Immediately upon that measure being enacted, we began working with the Department of Social Services Home Care Service Bureau on its implementation.
- In 2018, CAHSAH joined with our national partners and other state home care associations in advocating on a wide-range of federal issues including the Patient Driven Groupings Model, 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, and requiring hospice as a mandatory service in Medicare Advantage plans.



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 2018, CAHSAH offered 11 different workshops on exciting home health, home care aide and hospice topics throughout California.
- Six certification programs were presented by our National Board for Home Care & Hospice Certification in 2018.
- Webinars on several important home health, home care aide and hospice topics were offered throughout the year.
- The 2018 CAHSAH Annual Conference & Expo offered 3 keynote addresses, 49 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 2017, CAHSAH emailed to its CAHSAH
- Throughout 2018, 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 and hospice industry were also sent throughout the year.
- CAHSAH maintains a robust Listserv allowing members to communicate, seek advice, share information, and assist their clients and patients.
- CAHSAH maintains a vibrant website 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 CAHSAHassist attendees while attending our Annual Conference & Expo.



membership

- In 2018, CAHSAH retained the overwhelming majority of its members and aggressively recruited new members despite a home care industry pattern of mergers and acquisitions, agency closures, a relatively new Home Care Aide agency licensure structure and a very challenging business and regulatory environment.
- 2018 was the first year of our new and improved membership dues structure. While some members saw a slight increase, many saw a substantial decrease in their dues. Overall, the new dues structure was well-received by the majority of our existing members as well as those new to our association.
- We have embarked on a robust and aggressive membership recruitment and retention sales strategy with goals and metrics for each throughout the weeks and months of 2019.
- Member outreach and engagement was enhanced in 2018 through CAHSAH committee member recruitment efforts, an increased variety of social media marketing, and simplified membership collateral. These efforts all accomplished the goal of bringing 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.
- In 2018, CAHSAH began the process of incorporating more employees from each agency into the database for a larger communication audience. Through this effort, we will be able to better reach a more diverse audience, increasing retention value for current members, and increasing perceived value for prospects.

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Mary Adorno
Legislative Specialist

CONSOLIDATED STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2018

Revenue:

Member dues and assessments	\$580,391
Conference and workshops	837,396
Royalties and sponsorships*	197,651
Interest and investment income	(16,125)
Product sales	76,010
PAC contributions and fundraising income	9,990
Advertising	15,379
Other	23,921
Total Revenue	<u>\$ 1,724,613</u>

Expenses:

Program services:

Educational programs	844,349
Policy, Advocacy, & Public Affairs	313,659
Member Services	233,983
Total Program services	<u>1,391,991</u>
Management and general	605,915
Total Expense	1,997,906
Increase / Decrease in Members' Equity	\$(273,293)

CONSOLIDATED STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED DECEMBER 31, 2018

Assets

Current Assets:

Cash and equivalents	\$549,089
Dues and other accounts receivable	4,907
Other assets	95,846
Total current assets	<u>649,842</u>
Investments	1,298,955
Deposit	4,303
Property and Equipment	11,607
Total Assets	<u>\$1,964,707</u>

Liabilities and Members' Equity

Current Liabilities:

Accounts payable and accrued expenses	112,843
Deferred revenues	292,300
Total current Liabilities	<u>405,143</u>
Deferred Rent	40,446
Total Liabilities	445,589
Members' Equity - Unrestricted	1,519,118
Total Liabilities and Members' Equity	<u>\$1,964,707</u>

* GPO Revenue

Heffernan Insurance Brokers 25,925

Provista 950

Total GPO Revenue \$ 26,875