

2021

cahsah

# Annual Report

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

# 2021 Annual Report

We are pleased to report that CAHSAH continued to grow and thrive in 2021 serving the home care and hospice community and advocating, educating and communicating for our industry and our members as we move beyond the devastating pandemic that has so profoundly impacting our lives and our businesses over the past two-years. Despite these difficulties and their impact on our personal and professional lives, CAHSAH was able to provide home care and hospice with effective and strong advocacy in the State Capitol and on Capitol Hill in Washington and to enhance our industry's standing in our state's health care marketplace and the greater health care community.

CASHAH's voice continues to be heard and well-respected by those in the regulatory, legislative and policy arena as we set our sights on serving the needs of our member agencies, patients and clients. Serving as the voice of California's home health, home care aide, and hospice community is what CAHSAH is all about and our members, new and continuing, know that we are always there to give voice to their concerns and fight for what's best for our businesses, patients, clients and their families. Advocating, educating and communicating for home care and hospice has been the hallmark of CAHSAH for over half a century and that effort continued in 2021.

Our collective commitment to educate, advocate, and communicate for the home care and hospice community remains steadfast and continued through the darkest days of the pandemic and to this very day. As you all well know, when it comes to care provided by highly trained and dedicated professionals in the comfort, safety, security, and familiarity of people's homes – CAHSAH is and ALWAYS has been there for you representing your interests as the singular voice of home care and hospice throughout the health care continuum across our beautiful Golden State.

We know well how the health care services provided in the home leads to better care and better outcomes. This is accomplished with a much lower price than institutional care, is preferred by patients, clients and their families, makes good economic sense, and clearly has a place in virtually all stages of health care. And this is especially true given our state and nation's experience with COVID-19 as it raced through institutional and congregate health care settings. Throughout 2021 and beyond, CAHSAH has doubled-down on its commitment to communicating this powerful message far and wide and works diligently every waking hour to share that message with legislators, policy makers, the media and others throughout our state and our wonderful, proud and strong nation.

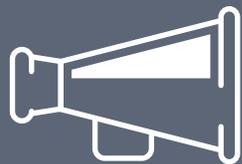
So, as we place the pandemic in our rearview mirror, please take a moment to review the following snapshots of CAHSAH's activities in 2021 in the areas of Education, Communication, Membership and Advocacy. These are obviously challenging times for all of us, but please take comfort in knowing that CAHSAH's hard working leadership team, its committed members and its dedicated staff continue to persevere and work collaboratively day-in and day-out to provide our members with what they need to move forward and thrive.

Your CAHSAH Team is exceedingly grateful for your confidence, your membership, 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!

Respectfully,

Dr. Lucy Andrews  
CAHSAH Board Chair

Dean Chalios  
CAHSAH President & CEO



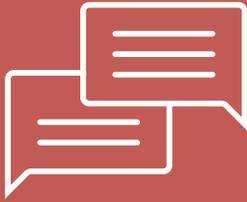
## ADVOCACY

- In 2021, CAHSAH identified, read, reviewed and analyzed thousands of proposed state bills, including hundreds related to health care and scores directly impacting home health, home care aide and hospice services.
- CAHSAH advocates met with staff and legislators, testified before legislative committees, and conducted grassroots outreach on numerous legislative proposals during the first year of the 2021-2022 legislative session.
- CAHSAH staff and leaders maintain close working relationships and are in constant contact with state policy makers and officials charged with regulating our industry. CAHSAH staff and leaders meet 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. More often than not, the topic of these interactions was the pandemic, its impact on home care, home health, and hospice and how our state government leaders and policy makers can help us make our way through the pandemic and beyond.
- Last year, CAHSAH worked on hundreds of bills impacting our industry. Many of these measures dealt with the state's robust response to the pandemic, as well as other more routine bills impacting how California regulates businesses and how those and other initiatives impact how we provide care to our patients and clients.
- In 2021, CAHSAH joined with our national partners and other state home care associations in advocating on a wide-range of federal issues including our national government's response to the pandemic and the impacts of those laws, rules, and regulations on the provision of home care, home health, and hospice 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 2021, CAHSAH offered several different virtual workshops on a wide-range of home health, home care aide and hospice topics.
- Our home care and hospice Manager Certificate Programs were presented in person by our National Board for Home Care & Hospice Certification (NBHHC).
- Regular webinars on several important home health, home care aide and hospice topics were offered throughout the year.
- The 2021 Virtual CAHSAH Annual Conference & Expo offered 3 keynote addresses, a myriad of breakout sessions, many virtual Expo vendor booths and opportunities for networking and social opportunities for its attendees.
- CAHSAH's online bookstore continues to offer all the resources necessary to help agencies thrive and prosper.



## COMMUNICATION

- Throughout 2021, 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 including up-to-the-minute information on the pandemic, our government's response, and how it all impacted our industry.
- E-Alerts and Action Alerts keeping CAHSAH members informed on innumerable state and federal legislative, regulatory, pandemic related, 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's vibrant website provided members throughout 2021 with access to critical information on the pandemic and other issues and offers a simple way for the general public to learn about our industry and locate and connect with CAHSAH member agencies.
- CAHSAH continues to be 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.



## MEMBERSHIP

- In 2021, 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, and a very challenging business and regulatory environment.
- We continued throughout 2021 with a robust and aggressive membership recruitment and retention sales strategy with goals and metrics for each throughout the weeks and months of the year.
- Member outreach and engagement was enhanced in 2021 by a reinvigorated CAHSAH Membership Committee and newly designed recruitment and retention efforts.
- CAHSAH continues to upgrade its research capabilities and due diligence in mining data and other information that is utilized by our dedicated and innovative leadership and staff to increase our membership.

## BOARD OF DIRECTORS

Dr. Lucy Andrews, Chair  
At Your Service Home Care

Elaine Flores, Chair-Elect  
Medical Home Care Professionals, Inc.

Julie Lehmann, Secretary  
Home Health Care Management, Inc.

Sheila Baker  
Ambassadors Providing Amazing Care

Steve Davidson  
Accredited Home Care, an Aveanna Company

Stacie Dollar  
Around The Clock Care

Romelia Garcia  
Sutter Care at Home

Andy Howard  
HomeCare Professionals, Inc.

Jerin Johnson  
Premier Healthcare Services

Susan Mitchell-Mattera  
Kaiser Foundation Hospitals Home Health

Lauren Reynolds  
At Home Nursing Care Inc.

Brittnei Salerno  
La Jolla Nurses Home Care

Terri Simpson-Tucker  
Sutter Care at Home

Rod Windley  
Premier Healthcare Services and Aveanna Company

## CAHSAH STAFF

· President & CEO, Dean Chalios

· Chief Financial Officer, Kristine Fitzpatrick

· Director of Operations, Michele Lander

· Education Registrar/Assistant, Monica Chapman

· Legislative Specialist, Mary Adorno

**CONSOLIDATED STATEMENT OF ACTIVITIES  
FOR THE YEAR ENDED DECEMBER 31, 2021**

<b>Revenue:</b>		
Member dues and assessments	\$	488,164
Conference and workshops		481,492
Royalties and sponsorships*		117,514
Gain of Forgiveness of Paycheck Protection Program Loan		124,000
Interest and investment income		108,279
Product sales		42,605
PAC contributions and fundraising income		3,375
Advertising		12,501
Other		120,921
<b>Total Revenue</b>	<b>\$</b>	<b>1,498,851</b>
<b>Expenses:</b>		
Program services:		
Educational programs		381,672
Policy, Advocacy, & Public Affairs		240,080
Member Services		163,351
Total Program services		785,103
Management and general		382,537
<b>Total Expense</b>	<b>\$</b>	<b>1,167,640</b>
<b>Increase / Decrease in Members' Equity</b>	<b>\$</b>	<b>331,211</b>

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION  
FOR THE YEAR ENDED DECEMBER 31, 2021**

<b>Assets</b>		
Current Assets:		
Cash and equivalents	\$	619,060
Dues and other accounts receivable		83,926
Other assets		89,398
Total current assets		792,384
Investments		1,445,984
Deposit		16,394
Property and Equipment		4,441
<b>Total Assets</b>	<b>\$</b>	<b>2,259,203</b>
<b>Liabilities and Members' Equity</b>		
Current Liabilities:		
Accounts payable and accrued expenses		113,069
Deferred revenues		227,105
Total current Liabilities		340,174
Deferred Rent		5,827
Total Liabilities		346,001
<b>Members' Equity - Unrestricted</b>		<b>1,913,202</b>
<b>Total Liabilities and Members' Equity</b>	<b>\$</b>	<b>2,259,203</b>
<b>* GPO Revenue</b>		
Heffernan Insurance Brokers		24,325
<b>Total GPO Revenue</b>	<b>\$</b>	<b>24,325</b>