

2008 CHC Annual Report

to the HCP Membership

October 2008

CHC Delivers for the Home Care Industry.



The premier educational resource for home and community-based care

CHC: Delivering for the Home Care Industry

Whether it's offering affordable, innovative educational programming for staff at all levels in home and community-based care or conducting, developing and delivering grant-funded research, pilot projects or unique industry education, Community Health Care Services Foundation, Inc. (CHC) has built a solid reputation for excellence in the home care industry. CHC provided essential grants support and meeting planning services in 2008 to its affiliates, the New York State Association of Health Care Providers, Inc. (HCP) and the Health Care Providers Self-Insurance Trust (HCPSIT).

Education

CHC's commitment to providing education for all levels of home and community-based care staff continued in 2008 with numerous high quality, well-attended programs.

One of the most important HCP programs supported by CHC this year was *Nuts and Bolts of CHRC and Taking Legible*

CHC's 2008 Educational Programs

Webinars

- Lies, Damn Lies and Financial Statements
- HCPSIT - The Secret to Home Care Safety & Accident Prevention
- Customer Service Strategies That Will Separate You From the Competition
- 2008 PPS Survival: ICD-9-CM Code Tips To Ensure Accuracy
- Helping Clients Understand Private Pay Payment Options
- Hot Topics in the Home Health PPS Era
- HCPSIT - Workers' Compensation: Ask the Experts
- How to Measure "Quality of Service" in Your Private Pay Business

Home Care Community Forums

- Why Being Healthy is Important for Home Care Workers
- How Can Home Care Workers Help Incontinent Patients?
- Caring for Patients Who are Dying
- Corporate Compliance for the Home Health Care Worker
- Caring for Individuals with Impaired Vision
- Durable Medical Equipment in the Home

Onsite Programs

- Coordinator Training
- Nuts and Bolts of CHRC & Taking Legible Fingerprints Workshop (15 Programs)
- Northeast Home Health Leadership Summit (Co-sponsor)
- Surviving Surveys
- Public Policy Round Table
- Management Institute (2 Programs)
- Leadership Development Institute
- HCP Annual Conference & Exhibition

Audio Conferences

- Those Vile, Vexing & Voluminous V Codes
- Getting Referrals from Physicians
- Getting Referrals from Hospitals
- Getting Referrals from Long Term Care
- How to Discontinue Services to Clients Without Liability for Abandonment
- Legal Aspects of Documentation for Home Care Providers
- Wound Care Legal Issues

The CHC Survey Says....

Over the summer CHC conducted a customer survey with a record number of responses that provided important insights about CHC programs, evolving trends and educational needs of customers. Some highlights included:

- Over 65% felt that Forum topics are extremely relevant.
- Almost half were familiar with the educational offerings available through the HCP Bookstore.
- Topics cited as being of high interest included coordinator/scheduler training, home care basics and marketing/public relations.
- Program topics are the most important consideration when decisions are being made about attending or sending staff to programs.
- Email is the primary way respondents learn about CHC educational programs.
- More than 50% of respondents visit the CHC Web site at least once a month.
- Just over 80% read the CHC quarterly newsletter *Focus* and find the educational topics relevant and informative.

Fingerprints Workshops, with 15 sessions offered across the State. Provided at no cost to HCP members, attendees learned the key information necessary to comply with and be successful in the submission of fingerprints for the Criminal History Record Check (CHRC) program. Attendees also included non-members and those in other industries that have similar regulatory requirements.

CHC programs drew a significant number of non-HCP members, including a large number of Traumatic Brain Injury (TBI) agencies and other new home care providers.

As a result of these programs, fingerprint rejection rates among home care providers have been reduced from 26% to 15% in the past year, clearly demonstrating how strong and timely educational programs can help an industry reduce costs and improve performance.

The ever popular onsite program *Surviving Surveys* was offered in February, drawing record attendance. Later in the Spring, CHC offered the *Home Care Management Institute* in two locations due to increased demand—once downstate and once in western New York.


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Brain Injury (TBI) agencies and other new home care providers. This important CHC programming plays a key role in introducing new providers to HCP and the home care industry, and provides essential information necessary for their success.

CHC continued its unique Home Care Community Forum series for paraprofessionals at no charge. Many of these must-have programs were translated into Spanish and Russian through grant funding, and increased CHC's state and national customer audience by over 22,000. One of the most successful Forums was *Corporate Compliance for the Home Care Worker*, with a record breaking number of participating sites and attendees on the initial broadcast of the program.

In 2008, CHC produced HCP's Annual Management Conference & Exhibition in the exciting venue of Montreal, Canada and expanded its customer audience throughout New England and Canada. The Private Pay Track attracted nationally-known industry leaders who spoke on critically important topics, and the number of educational sessions was increased significantly, which allowed for a greater level of education and information to be delivered than ever before.

Other HCP initiatives supported by CHC included partnering with other state associations from the Northeast on the 2008 Northeast Leadership Summit, the fifth class of the HCP Leadership Development Institute, and the 2008 Public Policy Roundtable in the spring. In September, HCP co-sponsored a discharge planning conference in Albany along with other statewide health care associations and the New York State Department



of Health (DOH). CHC contributed to the planning and development of the conference including constructing a web page for the download of speaker handouts by the more than 300 attendees.

CHC also developed two webinars for HCPSIT this year. These programs were offered at no charge to HCPSIT participants and help providers reduce and control workers' compensation costs.

In addition, CHC coordinated a valuable program underwritten by HCPSIT that allowed all HCPSIT participants to view the CHC Safety Series at no cost for the entire year.

The Safety Series consists of four, one-hour video modules designed for paraprofessionals on general safety, transportation safety, ergonomics and bloodborne pathogens. In addition to providing important safety information, this promotion also

served to increase utilization and familiarity of video-streaming technology among the home and community-based care industry.

CHC continued strong partnerships with several entities over the past year to increase its educational offerings. The partnership with the Colorado Home Care Association offered nine audio conferences on legal, compliance, coding, marketing and other topics. CHC also partnered with RBC Limited on three programs covering infection control, coding and the Prospective Payment System (PPS).

CHC is committed to excellence and is proud of its accomplishments this year in increasing and enhancing its educational offerings for all levels of home and community-based care staff. CHC will continue to pursue new opportunities for growth in the coming year and beyond to continue to set the standard for high quality, innovative education in the home care industry.

Grants & Demonstrations

CHC saw great growth and diversity in its grant development and management efforts in 2008. Funding secured through grants enables CHC to: expand the delivery of educational programs that meet the needs of a growing home care industry; pilot new technologies, best practices and products and services; and develop home care specific research to help support industry needs. Grants are also essential to increasing CHC's visibility with foundations, corporations and State and Federal government agencies. This was a successful year for CHC in providing grants outreach, securing funds, grants administration, grants resources and proposal development.

Grants Outreach

CHC conducted a variety of activities that are essential to grant development including: outreach and collaboration with HCP members, community partners, State agencies, academic institutions, and funding sources. These activities raised awareness of CHC, its mission and programs; and educated community stakeholders about home care and the challenges it faces.

In 2008, CHC wrote grant proposals in collaboration with a number of entities including: HCP Members; the Area Health Education Centers (AHECs); regional health care associations; home telehealth, distance learning and emergency preparedness vendors; universities, such as the University at Albany, Center for Excellence on Aging, Cornell Gerontology Research Institute, Joan & Sanford I. Weill Medical College of Cornell University, Columbia University, University of Colorado; the New York State Department of Health, Bureau of Chronic Disease, Diabetes Prevention and Control Program; disability services agencies, and expert home care consultants in the areas of nursing education and quality improvement.

Securing Funds

Leadership in Providing Translated Forums for Home Care Paraprofessionals

CHC concluded an 18-month program funded by the Cardinal Health Foundation from November 2006 through February 2008 to translate a series of nine educational 60-minute audio conference forums for home care paraprofessionals into Spanish and Russian languages. As a result of this grant support, CHC provided translated education to more than 22,000 participants from 16 states using translated materials.

Emergency Preparedness Education, Training and Research

In January 2008, CHC secured a continuation contract with the DOH Emergency Preparedness Program. CHC formed a statewide Advisory Work Group on Emergency Preparedness to provide feedback into the research and development of a Skills Assessment Tool for home care.

This tool will be used by agencies to identify the clinical skills of their home care staff that can be utilized when a community experiences a surge of health

care needs during a pandemic or other emergency. CHC also conducted six regional educational programs on emergency preparedness that were attended by 211 home care professionals statewide. CHC further advanced its leadership in providing translated educational programming for home care by translating previously developed Emergency Preparedness online training videos into Russian. CHC anticipates a continuation contract from DOH for the 2008-09 fiscal year.

Research and Demonstrations

CHC partnered with investigators from the Joan & Sanford I. Weill Medical College of Cornell University to conduct a study on “Depression in Older Home Health Patients: Increasing Access to Evidence Based Care.” This study was funded by the New York State Health Foundation in 2007, and a final report and presentation on its outcomes will be delivered at the HCP Annual Conference in October 2008. With the involvement of four regionally diverse home care providers in New York, CHC was able to facilitate the piloting and collection of this important work and lay the foundation for a broader national study on the same topic.

CHC conducts ongoing surveys to research industry trends and needs and to collect data routinely on home care programmatic priorities.

Grants Resources

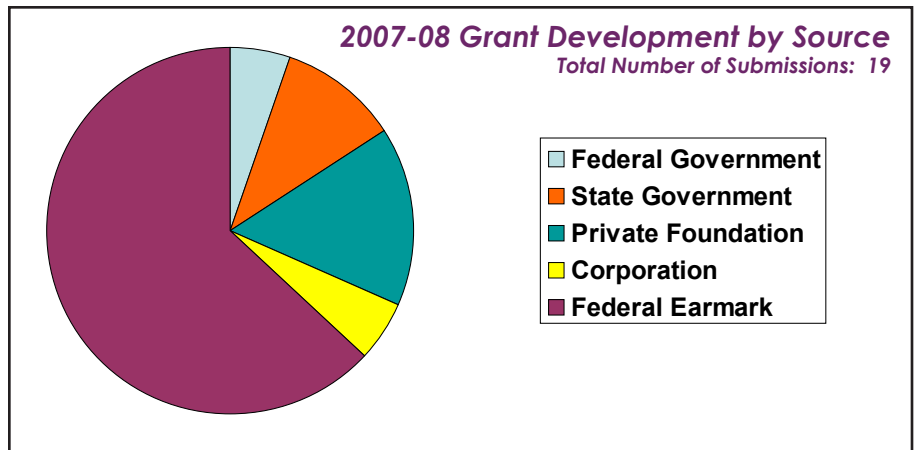
CHC provides the members of HCP and the broader home care industry with technical resources, educational articles about grant development, and funding opportunities for home care through: the HCP Insider, the Grants Center on the HCP Web site (www.nyshcp.org), the CHC web site (www.chcforum.org) and CHC’s quarterly newsletter, *Focus*.

Proposal Development and Submissions

CHC continues to identify new sources of funding for policy, education and training and research priorities for the home care industry and its consumers. Nineteen proposals were developed and submitted in the last quarter of 2007 and the first three quarters of 2008 from a mix of federal and state government sources, private foundations, and corporations.

CHC will seek continued funding from DOH to provide resources, support, and education to home care workers and community volunteers on public health threats and emergencies.

In addition, in the coming year CHC will pursue projects to support paraprofessional worker retention and education, nursing education, telemedicine demonstrations and research in various regions of New York, specialized knowledge training on chronic diseases, outcomes data and quality improvement projects, dissemination of evidence based care, and home care training and outreach for consumers.



CHC 2008 Board of Directors

CHC is New York's premier education source for the home and community-based care industry and has a very active grants and research department working on behalf of providers.

An affiliate of the New York State Association of Health Care Providers, Inc. (HCP), CHC has been bringing timely and relevant education and research results to home care providers for 17 years.

CHC Board members are committed to supporting continued learning and training in the home and community-based care industry. Each Board member brings a unique knowledge that assists CHC professional staff in understanding the most pressing needs for education at all levels in the industry.

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