



community health care services foundation, inc.
*the premier educational resource
for home care and hospice*

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CHC marks fifteenth year of educational excellence

In the late 1980s, the landscape of home care in New York had changed dramatically. A bill promoted by the New York State Association of Health Care Providers, Inc. (HCP) was passed by the New York State Legislature creating the Licensed Home Care Services Agency (LHCSA). As a result of licensure, the home care industry in New York obtained legal standing, a basis for the further reform necessary to ensure the availability and quality of home care services.

HCP found itself searching for the best way to support home care providers in this new environment. Working collaboratively, Karen Murphy (an HCP Board Member at the time) and HCP President Phyllis Wang (only a few years into her position) created and implemented the Association's first educational program, titled "Home Care Management Institute." This program, still being offered by CHC at least once a year, addresses the need for educating or re-educating home care agency staff on compliance in managing an agency in New York's highly-regulated environment. While HCP had previously offered educational programming, the

Management Institute became the first formalized program within a newly-affiliated organization, Community Health Care Services Foundation, Inc. (CHC). CHC went "live" in 1990 as a not-for-profit 501(c)(3) education and research foundation dedicated solely to serving home care organizations and professionals. As it marks its 15th anniversary, CHC's methods have changed in response to changing needs but its overall mission has remained intact.

Early on, home care administrators and clinicians were searching for the education they needed. Whether the topic was finance or marketing, case assessment or wound care, educational programs specifically tailored to home care were few and far between. CHC filled that need by conducting onsite programs across New York State (and in some cases, even nationally).

In the second half of the 1990s the decision was made to wind down national programming in order to better concentrate on serving CHC's base constituency, New York providers. Over the past ten years, reductions in State and Federal reimbursement have necessitated

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Leverage the benefits of home and community-based grants

By Charissa Ashman

Demand for home and community-based care is growing by leaps and bounds in New York and will continue to do so.

The population aged 65 years and over (now 13% of the State's total) will grow to more than 20% by 2015 while the population aged 85 years and up will grow even faster.

Meanwhile, home and community-based care providers continue to grapple with a long history of Medicare and Medicaid reimbursement cuts, unfunded mandates and a severe workforce shortage. A reliance on other funding sources, particularly grant funding, has become necessary to support initiatives that improve service delivery.

Good news: A variety of health-related grants are available from government agencies, private foundations, community foundations, and corporations. Funding organizations are interested in innovative projects that make a difference in the lives of people, communities and the long-term care system. However, many providers are unaware of the benefits that result from grant funding.

This article addresses several benefits of grant funding and will assist you with getting the grant process started in your organization.

Charissa Ashman is Administrator of Grants & Demonstrations for CHC.



any organizations think of grant funding as a means to obtain financial assistance for a project. While this may be the primary benefit, it is not the only one. Here are some others:

Recognition for your organization and for home care

Congratulations! Your grant just got funded. What do you do first? Tell everyone. This fortuitous public relations opportunity allows you to showcase your project, your organization and the funding source (it is important to highlight the funding organization and describe how it has supported you). This is an especially important marketing opportunity for organizations that are not well known or “branded” in their communities. A press release is your vehicle for local radio, newspaper, and television media coverage. In addition to the media in your market, don't forget to send the release to weekly publications, associations you belong to—such as the New York State Association of Health Care Providers—and anyone else you think might be interested. Run a story in your own “media,” that is, your website and newsletter.

Findings that come from workforce, cost-effectiveness and technology (telehealth) studies, to name a few, will support future initiatives and change. Outcomes that result from grant projects, whether research or others, should be disseminated to consumers, business leaders, decision makers, payers and government officials. Disseminating outcomes in journals, white papers and news articles will help the home care industry gain the recognition it deserves.

Collaborations and partnerships

Funding organizations stress the importance of having collaborations and partnerships when implementing a project. More organizations are taking active roles in the communities in which they operate, forming collaborations and partnerships in order to address a wide variety of health-related issues. By working together and leveraging resources, more can be accomplished, better results can be realized and new opportunities created. For example, CHC is actively collaborating with various universities to work on future research projects.

Likelihood of future funding

Most, if not all, funding organizations want to see that you can sustain what you set out to accomplish. The ability to showcase the successes of a former grant project will prove invaluable when requesting future funding. Organizations that have administered a grant project successfully are more likely to obtain funding for other projects.

Organizational improvements in efficiency and teamwork

Writing a grant requires time management skills, teamwork, organizational commitment and excellent writing skills. Organizations that have written grants gain a great deal of experience along the way, even if projects are not immediately funded. The more you write grants, the more successful you will be. Once projects are funded, even more valuable experience is gained by administering a grant.

Develop a grant writing process in your organization

The process for obtaining a grant is highly competitive. It is crucial not to

overlook anything in the proposal. Writing a grant becomes less onerous when an effective process is in place. Here are some strategies to getting started with grants:

Build your grants team

Writing a grant takes time and is a technical, organized and detailed process. The importance of having a well-thought-out "grants process" in place within an organization and understanding the idea that "it takes a village to write a grant" is stressed over and over again in the industry.

A grants process involves developing and utilizing a set of clear, written policies and procedures supported by Boards and other decision makers. Team participation and administrative support is crucial.

Generate ideas

Once your team is established, work within your organization and the larger community to identify grant ideas. This may involve meetings or informal conversations. Identify problems that you can approach as a "team."

Identify funding sources

Identifying funding sources can be an extremely time-consuming process. Fortunately, there are search engines and resources on the

Internet for finding grant sources. Visit <http://grants.gov> to access all federal grant postings. State grant announcements are located on most state agency websites.

Assigning tasks and deadlines

Once you identify a potential funder, facilitate dialogue with the grants team about tasks and due dates. Good communication and well-defined roles will ensure that the writing process goes smoothly.

Your association at work

Another excellent resource for starting your grant efforts is the New York State Association of Health Care Providers (HCP) website.

HCP, an affiliate of CHC, is a not-for profit, statewide trade association that represents all types of home care and community-based providers. HCP members can access the HCP Grant Center at www.nyshcp.org/members/grants.shtml. Members have access to links to grant writing resources, recent grant announcements and assistance and guidance for grant projects.

If you are not an HCP member, you can obtain membership information at www.nyshcp.org/join.shtml or by calling 518/463-1118, ext. 817.

Christine Powers joins CHC staff

Christine Powers has joined CHC as Director of Development & Education. She was most recently Marketing Manager for SEFCU, an Albany-based credit union. Earlier, she was a Principal in Benigraphic Publications of Albany, publications editor for Medical Inter-Insurance Exchange, Lawrenceville, NJ and an editorial assistant for the Princeton University Press. She is a graduate of the University of Notre Dame.

Christine replaces Ellen Dollard who is now enjoying her retirement after many years of service to CHC and its customers.

Upcoming educational events

To register for any event, visit www.chcforum.org or call 518/463-1167, ext. 817.

Forum #20: Documentation: Better Business, Better Outcomes

September 15, 2005
Audio conference, 3 - 4:00 pm EST
Presenter: Michelle Dubner, Global Healthcare Concepts
Free for all registered Forum participants

Forum #21: The Influence of Family and Friends on Your Clients

October 27, 2005
Audio conference, 3 - 4:00 pm EST
Presenter: Suzanne Rosenberg, MSW, Connecticut VNA
Free for all registered Forum participants

Home Care:
Imagine
The Possibilities

HCP's Annual Management Conference and Exhibition
September 28-30, 2005
Holiday Inn
Saratoga Springs, New York
Featured Presenters: John Mahaffie, leading futurist; Jay Gallagher, political news reporter; Louis Feuer, industry customer service and marketing guru; Lawrence Force, gerontologist
\$395 HCP Members (until 8/26/05)
\$495 HCP Non-members (until 8/26/05)
\$450 HCP Members (after 8/26/05)
\$550 HCP Non-members (after 8/26/05)

To register, visit www.nyshcp.org/expo or call 518/463-1118, ext. 809.

CHC serves the home care industry

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that providers operate in the most cost-efficient manner possible. In response, CHC sought to keep its prices affordable and, as the 21st century began, expanded into new methods of doing so—technology and grants.

CHC today

CHC began to augment its onsite programs with audio conferences allowing an agency to avoid travel time and expense and to have as many people as it wants take part for one low site fee. As the technology has evolved, so has CHC—it is now offering full-fledged (and very economical) web conferences and continues to seek out other new technologies.

For the past several years, CHC has also placed increased attention and resources into the world of grants to deliver expanded educational opportunities. In 2002, the New York State Department of Labor (DOL) awarded CHC a grant that started the Home Care Community Forum. Originally targeted at home care paraprofessionals, the Forum expanded its focus in 2005 to include administrators and clinicians. Now underwritten by sponsors, the Forum offers critical training at no cost to participants.

CHC was awarded a TANF Healthcare Worker Training Initiative grant in 2003 and received an initial allotment of Federal funding in 2004 to support a telemedicine demonstration project. In 2005, CHC's grant efforts are continuing at an even greater pace with several applications pending.

As the challenging landscape of home care continues to change at a rapid pace, CHC adapts and responds to the needs of the audience we serve—the home care providers all across New York State.



Ellenjayne MacPherson (left) and Jim Monahan (right) from the United States Department of Labor presented at CHC's Legal Employment Issues Seminar held in Long Island on June 29. In the center is participant Mary Ann Owen from Virginia. Attorneys Paul Seigel and Craig Roberts from Jackson Lewis, LLC, and Robert Ambaras from the New York State Department of Labor also presented at the seminar.



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