Become a Member Today

Join us in our mission to align, unify and strengthen the home-based health care industry.
Dear Agency Leader,

We invite you to join ElevatingHOME as we enter a critical era for the home-based care industry.

ElevatingHOME supports, promotes, and advocates for the critical role home-based care providers play as a central setting for health and wellness. We support our members through an array of services and benefits designed to help you run the most efficient and effective home-based care agency possible. Through advocacy, education, valuable cost savings, and collaborative networking opportunities, we provide essential services and support to accomplish your goals and solve your biggest challenges.

We invite you to explore the benefits of membership outlined in this brochure and encourage you to visit our website or give us a call to learn more about the value of membership with ElevatingHOME and VNAA. We're excited for you to join us!

Joseph Scopelliti, Jr., MBA
Chair, ElevatingHOME Board of Directors
President and CEO, VNA Health System

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Dear Nonprofit Agency Leader,

As a subsidiary of ElevatingHOME, the Visiting Nurse Associations of America (VNAA) supports, promotes, and advocates for the more than 2,000 nonprofit home-based care providers nationwide. VNAA has led excellence in practice for 35 years through award-winning projects, including the Blueprint for Excellence and the Clinical Procedure Manual, now in its 20th edition.

VNAA provides a unique opportunity for nonprofit providers to discuss best practices and challenges with their peers through a variety of collaborative opportunities, including volunteer workgroups, online communities, and the upcoming Leadership Academy. The Leadership Academy is devoted to developing leaders through key learning opportunities in finance, leadership, mentorship, and board management.

As a nonprofit provider, all members of VNAA are automatically members of ElevatingHOME and entitled to full member benefits of both associations for one annual rate. Please join us and take advantage of the vast array of opportunities available through membership in ElevatingHOME and VNAA.

Norene Mostkoff, MBA
Chair, VNAA Board of Directors
President and CEO, Visiting Nurse Health System

June 2018
Advocacy & Engagement

Let us be your voice in Washington.

ElevatingHOME and VNAA advocate for regulations and legislation to support the unique interests of home-based care providers with a clear focus on the future. As a member, you are represented by a national organization with a long-standing and trusted relationship with Congress, the Centers for Medicare and Medicaid Services (CMS), the Medicare Payment Advisory Commission (MedPAC), the Office of the Inspector General (OIG), and other key federal agencies. We offer guidance and resources on emerging policy initiatives to help you prepare and respond appropriately and guide new program development. We also provide support, education, and clarification on Federal regulatory issues.

ElevatingHOME and VNAA Public Policy Priorities

We advocate on behalf of home health and hospice providers that offer comprehensive health care to Medicare, Medicaid, uninsured and under-insured patients as well as an array of community benefits. While the policy agenda is distinctive in terms of the mission and values of its nonprofit, safety net members, it addresses issues that impact all home health and hospice providers. Our advocacy efforts center on two key areas:

• **Core Support**
  • Secure and sustainable provider payment and patient access.
  • The ability to work to full scope and training for licensed professionals.

• **Forward Focus**
  • Flexibility and expansion from traditional fee-for-service models.
  • Alignment of high-quality and outcomes driving home-based care’s value.
  • Focus on palliative and advanced illness options.

We frequently collaborate on top advocacy issues with industry leading organizations, state associations, committees, and coalitions to advance these public policy priorities and strengthen our unified voice.

We offer our members critical resources on current legislative issues, including:

• Home Health Payment Reform
• Home Health Groupings Model (HHGM)
• Face to Face Medicare Documentation
• Access to Rural Providers
• Hospice Payment Reform
• Home Health Care Planning and Improvement Act
• Value Based Purchasing and Bundles
• ACO Flexibility

Ready to engage?

Please contact Heather Corbin, Director, Member Relations at hcorbin@elevatinghome.org or 571-527-1534 to become a member or to learn more.

Apply online at elevatinghome.org
In collaboration with expert faculty and top professionals in the home-based care industry, ElevatingHOME and VNAA provide an extensive array of educational programming and resources to support our members. We understand clinical staff must stay current on new treatments, technology, and procedures to deliver quality care. Likewise, agency leaders face changes in business practices, regulations, and reporting requirements. As a member, you receive access to timely webinars, roundtables, calls, and conferences, specifically designed to address your entire agency’s operational needs. Members receive access to innovative learning management platforms in addition to teleconferences and in-person meetings, often with CEUs available, and a subscription to Home Healthcare Now—a bimonthly journal for nurses.

Exclusive educational member benefits include:

- **Education On-Demand.** Our popular educational programs, including webinars and presentations, are available to members on-demand through the ElevatingHOME website. Members can access a library of past webinars and conference presentations to download and view at any time. New content is added to the library regularly.

- **Blueprint for Excellence.** A comprehensive, web-based quality improvement and workforce training resource for the home-based care industry designed to provide information, tools, and training for care providers, policymakers, researchers, and others with a stake in ensuring high-quality care is delivered across the continuum.

- **ElevatingHOME Academy.** We provide two methods of engagement with Relias, a leader in clinical education. Members can select from over 260 accredited online courses on an as-needed basis or opt to implement an organizational Learning Management System to streamline your education program agency-wide. Members receive a 20% discount on all course content.

- **Clinical Procedure Manual (CPM).** VNAA’s award-winning publication and a staple of home-based care agencies committed to ensuring high quality care for each patient at each visit. VNAA’s 20th Edition of the CPM contains more than 300 clinical procedures, fully reviewed by specialists to eliminate any need for your agency to produce a clinical procedure manual of its own. The expansion of the 20th edition to a fully searchable web-based platform ensures access to standards of care anywhere a patient receives care. Members are eligible for substantial discounts on hard copies and digital access.

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Collaborative Networking

Join us in shaping the future of home-based care.

ElevatingHOME and VNAA provide excellent networking opportunities, both virtual and in-person. As a member, you have ample opportunity to make meaningful connections with executive-level providers, state associations, innovators, advocates, and industry partners. Allow us to facilitate your collaborative relationships across the industry, as we work together to shape the future of home-based health care.

Collaborative networking opportunities for members include:

- **ElevatingHOME & VNAA Member Community.** An interactive online space for members to network, share ideas, discuss key developments across the home-based care industry, and collaborate on real-world solutions to shared challenges. This dynamic online community is exclusively for members.

- **National Leadership & Public Policy Leadership Conferences.** Our annual national conferences convene home-based care’s top thought leaders, industry experts, and legislators from across the country for several days of networking, forums, and best-in-class education. Members receive significant discounts on registration to both events.

- **Roundtables & Interest Groups.** A dynamic collection of administrators and staff who meet regularly via teleconference for productive discussion on key industry issues and developments. Focusing on relevant topical issues, members share in-depth information and fresh insights from across the industry. Groups are organized based on member interests and requests.

- **Allied Member Network.** Our Allied Member Network consists of a rapidly growing assembly of state associations that serve home-based care providers nationwide. Allied members play a key role in the collaboration between our provider members and industry stakeholders by providing critical data on federal legislation and regulations impacting individual state health care programs.

- **Corporate Advisory Forums.** A biannual gathering of corporate partner executives and the ElevatingHOME and VNAA Boards of Directors to discuss collaboration and transformation within the industry. These forums provide the opportunity for members to network with senior executives from both health care agencies and corporate organizations serving the home-based care industry.

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Thought Leadership

The insights you need to advance home-based care.

ElevatingHOME and VNAA members have a distinct advantage when it comes to deep industry knowledge. Through our unique and action-oriented thought leadership initiatives, members have access to innovative content and resources developed to advance agency success and spark innovation across the industry. As a member, we share with you our strategic vision for the future of home-based care, as well as continual analysis of industry developments and emerging challenges. Members are encouraged to participate in research projects and dynamic collaborations with partner organizations to improve the quality of care delivery. In conjunction with member agencies, aligned associations, corporate partners, and academic researchers, our current research projects cover clinical care, economic impact, care structures, and patient experience.

Exclusive content and resources available to members includes:

- Policy Toolkits and Tactical Resources
- Weekly Member Update Newsletter
- Home Health and Hospice Productivity Calculator
- White Papers in Collaboration with Strategic Partners
- Education On-Demand
- ElevatingHOME Research Model
- Industry-Focused Case Studies
- VNAA’s Blueprint for Excellence

Current industry collaborators and thought leadership initiatives

ElevatingHOME and VNAA staff serve actively as thought leaders across numerous committees, partnerships, and foundations to help set standards for critical industry issues, including:

- National Quality Forum Measure Application Partnership. Post-Acute/Long Term Care Workgroup
- The National Consensus Project. Clinical Practice Guidelines for Quality Palliative Care, 4th Edition
- The National Committee for Quality Assurance. Serious Illness Care Measures Project
- National Quality Partnership. Opioid Stewardship Playbook
- Institute for Healthcare Improvement. Medication Optimization in Primary Care Expert Meeting
- Home Health Quality Improvement Campaign.

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Cost Savings
Benefits that improve your bottom line.

ElevatingHOME and VNAA offer members significant savings on a wide range of products and services essential to home-based care agencies through our exclusive Member Discount Program, as well as substantial discounts on educational products, webinars, and conference registration fees.

Exclusive cost saving benefits for members include:

• **Member Discount Program.** We form affinity partnerships with a variety of vendors to offer members exclusive pricing and benefits on a wide range of essential products and services. Our affinity partners are industry leaders who offer the very best services, technology, and products to help your organization deliver the highest quality care for patients.

• **Corporate Partners.** In addition to our affinity partners, we highly recommend the products and services offered by our corporate partners in following areas:
  - Home Accounting
  - Accreditation
  - Auditing
  - Benchmarking
  - Care Management
  - Clinical Management
  - Coding
  - Compliance
  - Consulting
  - Data Analysis
  - Educational Resources
  - Health Care Technology
  - Medical Products & Supplies
  - Mergers & Acquisitions
  - Mobile Solutions
  - Outsourcing
  - Publishing
  - Revenue Cycle Management
  - Retirement Planning
  - Software Solutions
  - Wealth Management
  - Workforce Solutions

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A Word From Our Leadership

On behalf of our entire team, we are thrilled to share with you the work we do to support our valued members and to promote the advancement of the home-based care industry. From policy analysis and advocacy, to clinical expertise, collaborative networking, cost savings, and thought leadership initiatives, I am confident you will find great value in the many benefits membership in ElevatingHOME and VNAA provides. If you have any questions or would like to explore the value of membership with our organization further, please let us know. Thank you for your interest in ElevatingHOME and VNAA. I look forward to hearing your voice within our membership soon!

Danielle Pierotti, RN, PhD, CENP
Acting President and CEO
ElevatingHOME and VNAA