

About HCAOA

The Home Care Association of America:
The Industry's Unified Voice in Washington, D.C.

SERVE NEARLY

400,000 

SENIORS AND INDIVIDUALS WITH DISABILITIES

EMPLOY MORE THAN

 **500,000**

CAREGIVERS

**HCAOA
MEMBERS**

PROVIDE NEARLY

1 Million 

HOURS OF CARE PER DAY

 **PAY MORE THAN**

\$4.8 Billion

IN PAYROLL TO EMPLOYEES

About HCAOA

- ▶ HCAOA was founded on the principle that quality private duty home care has one model of care.
- ▶ That model is to employ, train, monitor and supervise caregivers, create a plan of care for the client and work toward a safe and secure environment for the person at home.

Guiding Principles

HCAOA Guiding Principles

- ▶ We believe that people should be able to age safely in place at home and remain active in their community to the extent possible according to their desires
- ▶ We will champion advocacy measures at both the federal and state levels that promote home care quality and cost effective, affordable care.
- ▶ Appropriateness of care and client protection is best provided in an employee based model.

Home Care vs. Home Health

What Is Home Care?

Private-pay home care has emerged as an innovative solution to fill the gaps created by traditional care models, including hospitals, nursing homes, and social services like home health, which are spread too thin to meet the growing demand for quality care.

Home care helps seniors maintain healthy and active lifestyles for as long as possible in the comfort of their own homes. While caregivers are not typically medically certified, they receive professional training to enable them to assist in daily living activities such as bathing, dressing, meal preparation, eating, transportation, running errands, and light housework.

More importantly, caregivers provide companionship and mental stimulation by engaging their clients in conversation and other activities. Further, as an additional set of "eyes and ears" for families, home care professionals help to ensure seniors' safety by recognizing and alerting their family members to potential signs of declining health and dangerous falls.

THE DIFFERENCE BETWEEN HOME CARE AND HOME HEALTH



It is important not to confuse home care with home health. Home health is medically necessary and doctor-prescribed care that is performed by a combination of medical professionals, such as a physical therapist, occupational therapist, social worker, registered nurse, or home health aide. They provide health services such as administering medications, changing wound dressings or helping with prescribed exercises.¹⁶

HOME HEALTH: PRIMARILY GOVERNMENT-FUNDED CARE

\$44.3B 

Sources of financing for the two services also differ. The overwhelming majority of funding for the home health industry—73 percent or \$44.3 billion—comes from government programs, primarily Medicaid and Medicare.¹⁶

HOME CARE: PRIMARILY FAMILY-FUNDED CARE



The majority of home care services are privately paid for by the families or seniors benefiting from the care.



Caring for America's Seniors:

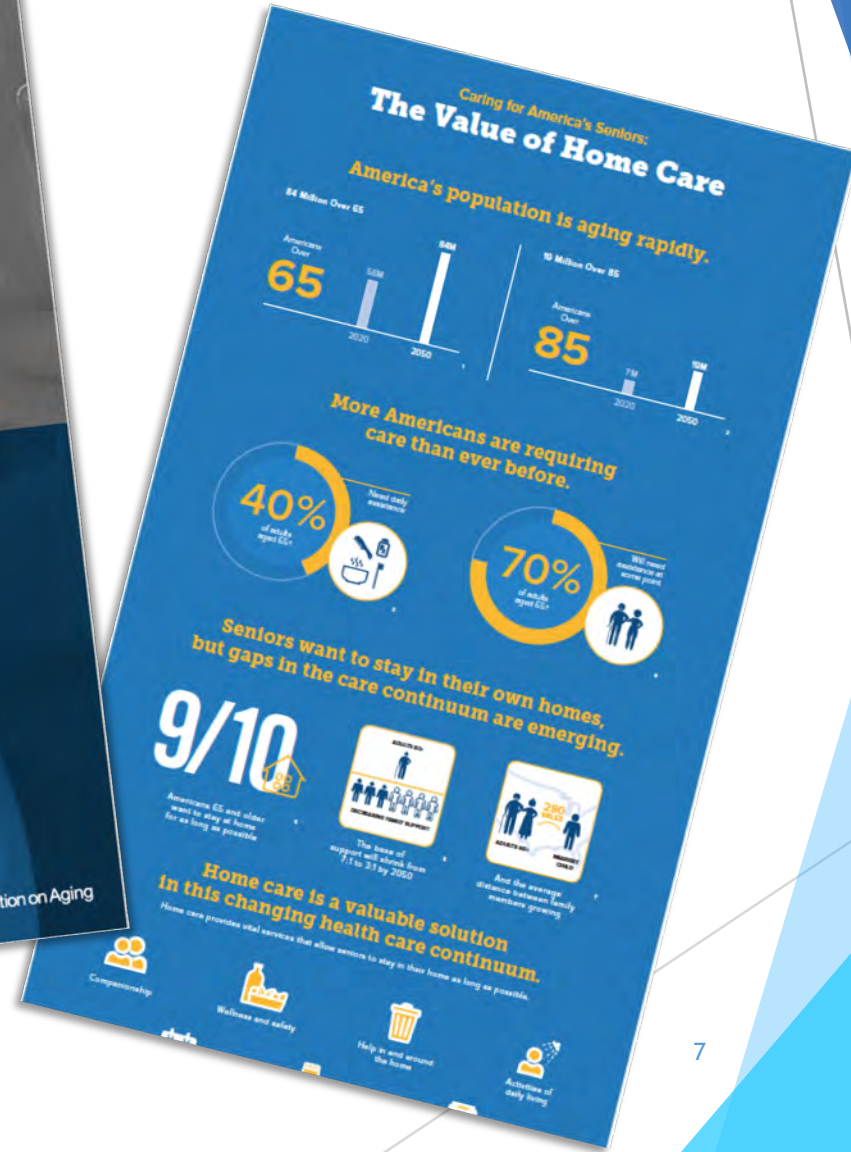
The Value of Home Care

About the Report

WHAT IT IS...

- ▶ Based on research and meta-analysis of existing data and anecdotes about the home care industry
- ▶ Clearly defines the home care industry, standardizes our language and proves the benefits of home care

Collateral



Home Care Has Far-reaching Benefits



Seniors



Families



America's
Health Care
System

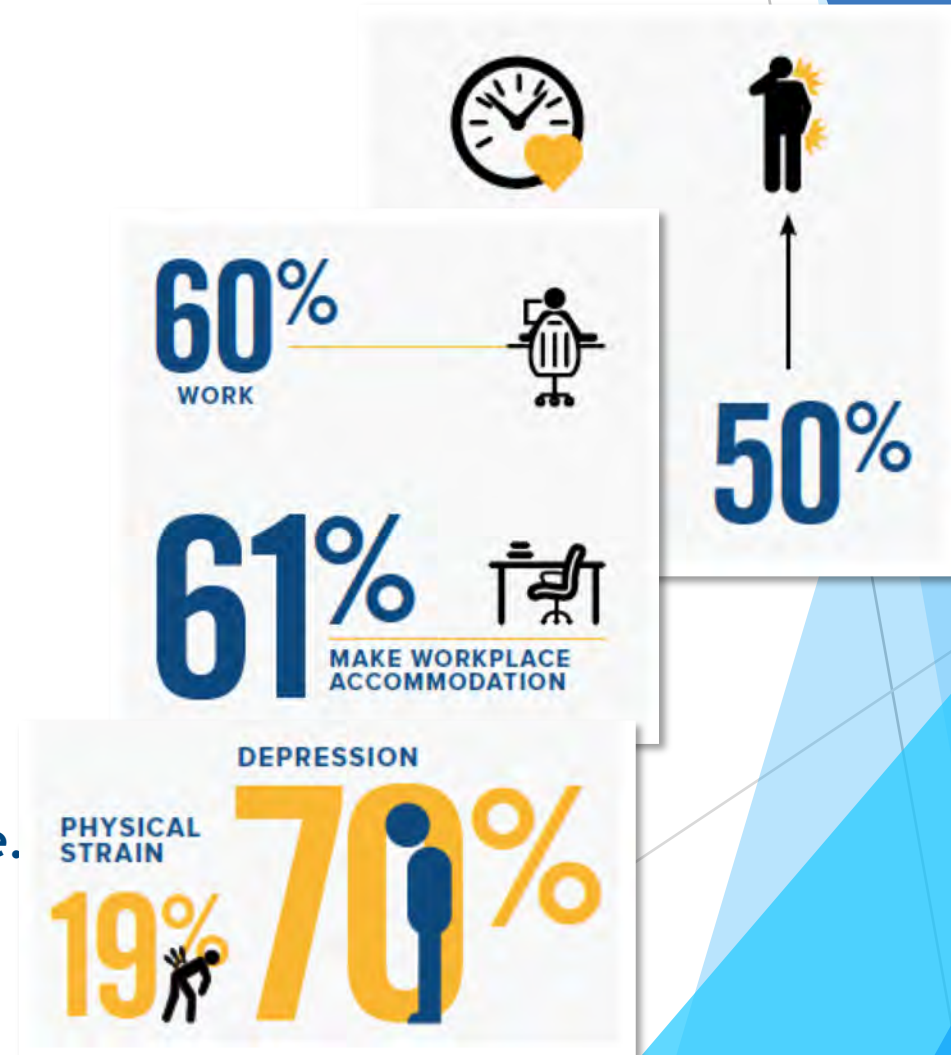
Benefits to Seniors

- ▶ Can prevent falls and other injuries
- ▶ Keeps seniors healthy
- ▶ Provides companionship and personalized care
- ▶ Helps seniors remain engaged and connected
- ▶ Provides seniors with the choice to age in place and active in their community



Benefits to Families

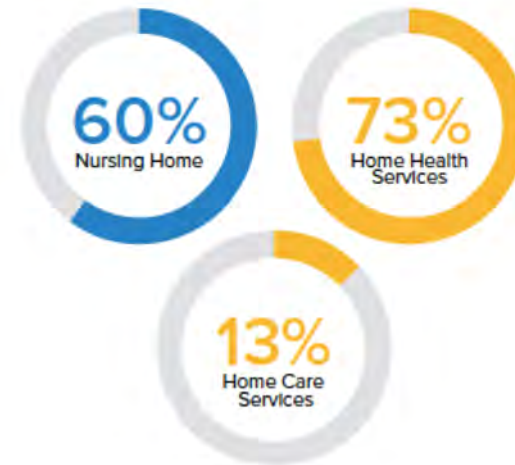
- ▶ More than 34.2 million Americans serve as family caregivers for someone age 50 and over.
 - ▶ Family caregivers often report symptoms of depression, have greater health problems and experience physical strain.
 - ▶ Family caregivers using home care **report better overall health, better ability to hold jobs, and fewer lost wages than those without home care.**



Benefits to the Health Care System

- ▶ Lowers health care system costs
 - ▶ **\$25 billion in hospital costs savings** in 2008 due to the growth of home care services over the previous decade
- ▶ Reduces strain on government health programs
 - If even a fraction of nursing home care could be redirected to home care, it could lead to **billions in savings** to the U.S. health care system.

Percentage of Care Financed by Government Funding



Doctor Visits



FAMILIES CARING FOR AN AGING AMERICA





SAFE HOME CARE