

2024

MEMBER BENEFIT GUIDE



MEMBER BENEFITS CHECKLIST

1

ONBOARDING

Establish your account on thinkhomecare.org

Set up dues payment

Subscribe to member-only listservs

2

DIRECTORY PROFILE

Create or update your agency profile

Add towns served & services provided

Add yourself & staff to the agency's account using the Sub-Account Direct Link found on your profile page, including e-mail address & functional titles

3

ACCOUNT REVIEW/ BENEFITS CHECK-UP

Check & update your agency's profile at
thinkhomecare.org/providersearch

Review the online Benefits Guide to be sure you are accessing all of your member benefits. We add new ones year-round!

Member Benefits



2024/2025

The Home Care Alliance of Massachusetts, established in 1969, is a non-profit trade association dedicated to promoting home care & hospice as a vital component of the health care system. Our mission is to "unite people and organizations to advance community health through care and services in the home." Our organization thrives on the passion and involvement of individuals who share our commitment to improving the quality and accessibility of home care & hospice services.

About the Alliance



The Alliance has a robust network of over 170 Agency Members from across Massachusetts, along with eighty Allied and Individual Members. We deliver essential resources that empower our members to stay informed and thrive.

Our Mission

Connecting people and organizations to advance the health of communities through equitable access to quality care and services in the home.

Our Vision

To be the leading voice of the home care industry in Massachusetts and provide collectively to our members the programs and services which enhance their ability to effectively meet patient and client needs in the ever-changing, complex marketplace. Our capacity to achieve that vision requires a commitment to the pursuit of intentional strategies to welcome and encourage diversity within our membership and our leadership.

Our Core Values

These core operating values guide our actions, our staff, and our Board of Directors:

- **Responsiveness** – We will meet our members' needs with dynamic programs and services that are current and reflect member input;
- **Integrity** – We will act ethically and honestly with all of our partners and publics;
- **Passion** – We will express and communicate our strong belief in what we do and its value to individuals, families, and society;
- **Continuous Learning** – We commit to the power of shared learning and an approach to care that makes evident our professionalism;
- **Respect** – We welcome open and honest dialogue that respects concurring as well as dissenting viewpoints
- **Inclusivity** – We commit to aligning our culture and business practices to be a model of diversity, equity, inclusion, and belonging for all our members

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Home Care Alliance of Massachusetts Engagement



2024/2025

Communication



Information & Communication Services

Staying current with changes in the home care industry can be challenging. Alliance members receive policy and regulatory updates, advocacy alerts, educational newsletters, and more year round. Members can also stay informed by following us on social media.

The Alliance also publishes reference materials and surveys, including the Compensation & Benefits Surveys, which members can purchase at thinkhomecare.org/publications.

Weekly Update E-Newsletter

Our Weekly Members-Only Newsletter, Update, is designed specifically for Massachusetts home care providers. As a valued member, you'll stay informed on the latest state and federal policies and regulations, ensuring compliance and keeping you ahead of legislative changes. Our newsletter also offers industry-specific business insights, including expert analysis, strategies, and best practices tailored to the unique needs of home care providers in Massachusetts. You'll benefit from in-depth articles, case studies, and interviews with industry leaders, as well as information about upcoming events, webinars, and training sessions to enhance your skills and expand your professional network.

Networking Opportunities

The Alliance facilitates networking through its committees, interest groups, listservs, and board, helping shape the future of home care in Massachusetts. Our board of directors is elected by and from our members. We also sponsor special interest groups for key management team members to foster information sharing and collegial support. For information on in-person and online group meetings visit thinkhomecare.org/calendar, and for email collaborations, visit www.thinkhomecare.org/email.

Collaboration and Partnerships

The Alliance represents home care and hospice in the community too! Our members and staff facilitate collaboration and partnerships by serving on boards, commissions and task forces with other stakeholders in the healthcare industry, such as hospitals, nursing homes, and community organizations. These partnerships can lead to referrals, joint ventures, and coordinated care efforts.

Publications



The Alliance publishes annual print directories, which are distributed to 7,000 healthcare professionals and consumers across Massachusetts each year. These directories serve as a comprehensive resource, listing member agencies and allied business members, and providing valuable information about the services and products they offer. By being featured in our directories, members gain enhanced visibility and credibility within the healthcare community, facilitating connections and fostering growth opportunities.

2024 MASSACHUSETTS HOME HEALTH RESOURCE DIRECTORY



Maria Pine, PTA, Community
Nurse Home Care



Susan Carrigan, RN,
VNA Care

 HOME CARE ALLIANCE
of MASSACHUSETTS

www.thinkhomecare.org

"INDISPENSABLE... IT'S THE BIBLE FOR HOME CARE IN MASSACHUSETTS"

Gina Martin, RN, CCM

Massachusetts Home Health Resource Directory: Trusted by medical and social service professionals, councils on aging, and state legislators. It features comprehensive profiles of Alliance members and an unmatched city-by-city cross-reference.

Guides to Private Home Care Services: Designed for patients and families seeking private pay home care services, published in three regional editions: Boston-North, South-of-Boston, and Central and Western Massachusetts. These guides include member profiles, essays on finding and paying for home care, and tips on evaluating agencies.

Additionally, the Home Care Alliance of MA offers an online directory at thinkhomecare.org/agencies, used by hundreds of people every month to find agencies based on geographic and service criteria.

2024 GUIDE TO Private Home Care Services Boston & Northeastern Massachusetts Edition

A Directory of Agencies Serving Essex,
Middlesex, & Suffolk Counties + Brookline



Jill Mighore of Guardian Angel Senior Services
Winner of the 2024 Aide of the Year Award

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2024 GUIDE TO Private Home Care Services Central & Western Massachusetts Edition

A Directory of Agencies Serving Berkshire, Franklin,
Hampden, Hampshire & Worcester Counties



Jacque Tarnowski, 2024 Manager of the Year

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2024 GUIDE TO Private Home Care Services South-of-Boston, Cape, & Islands Edition

A Directory of Agencies Serving Barnstable, Bristol,
Dukes, Nantucket, Norfolk, & Plymouth Counties



Michelle Aceto of Relief Home Health Services &
Community Care Home Care Champion of the Year 2024

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www.thinkhomecare.org



Search the member
database and order
directories at
thinkhomecare.org



INTEREST GROUP

MEETINGS FOR HOME CARE & HOSPICE

One of the major benefits of belonging to the Home Care Alliance of Massachusetts is the networking and sharing of best practices among our members. The Alliance hosts regular Membership Meetings, where members gather online with others in similar roles across the state for advocacy updates, conversations on current topics, briefings from guest speakers, and networking. *Join our member list serves* for meeting links and other helpful communication.

These small groups are essential for fostering specialized knowledge and collaborative support within the Home Care Alliance community.

Clinical Directors Group: Offers clinical directors a space to collaborate on clinical management issues, discuss patient care strategies, and share leadership experiences to enhance the quality of care provided.

Clinical Supervisors Group: Provides clinical supervisors with a platform to address supervisory challenges, share operational insights, and discuss ways to support their clinical teams effectively.

Educators Networking Group: Brings together those involved in training and educating home care professionals, facilitating the exchange of teaching methods, curriculum ideas, and continuing education opportunities.

Hospice Care Group: Focuses on issues specific to hospice care, providing a forum for members to discuss challenges, share best practices, and stay informed on regulatory updates and innovations in hospice care.

Human Resource Managers Networking Group:

Tailored for HR managers, this group covers recruitment, retention, employee relations, and HR best practices specific to the home care industry.

Palliative Care Listserv: Dedicated to addressing the needs of palliative care providers, this listserv fosters conversations on best practices, patient care strategies, interdisciplinary collaboration, and navigating regulatory challenges specific to palliative care services

Private Care Networking Group: Focuses on the unique needs of private care providers, facilitating discussions on business strategies, client management, and regulatory issues pertinent to private home care services.

Quality Improvement (QI) Directors Meeting:

Dedicated to QI directors, this group focuses on quality improvement initiatives, performance metrics, and strategies for enhancing care quality and compliance within home care organizations.

Rehab Directors Networking Group: Connects directors of rehabilitation services to discuss therapy programs, share innovations in rehabilitation care, and address administrative and clinical challenges specific to rehab services.



MEMBER FORUMS

LISTSERVES FOR HOME CARE & HOSPICE

For the most up-to-date information be sure your employees have signed up for the Alliance's email list serves. Send an email to info@thinkhomecare.org to be added to any of these groups.

Administrative/Other Groups

- Educators
- Emergency Preparation
- Human Resource Managers
- Information Systems Managers
- Legislative Advocacy
- Public Relations/Public Affairs
- Private Care Group
- Social Work Managers

Clinical Groups

- Clinical Directors
- Clinical Supervisors
- Home Care Aide Managers
- Hospice Directors
- Palliative Care
- QI/QA Managers
- Rehab Managers
- Infection Control

Executive Groups

- Chief Executive Officers (restricted; must be a CEO, president, or equivalent)
- Private Care Leaders
- Chief Financial Officers
- Chief Operations Officers
- Chief Compliance Officers
- Executives of Color

Recruitment



Staff & Professional Search

Agencies seeking top talent rely on the Alliance's New England Home Care Career Center, the region's leading home care job site. Member agencies enjoy a 20% discount on all job postings, with opportunities for additional savings. Be sure you are taking full advantage of your membership with our reduced price for job postings on the Home Care Alliance's website. Members save! Use coupon code: ALLMA20 to save 20% and reach the exact candidate you are looking for!

Post Your Open Positions:

1. Visit the New England Home Care Career Center.
2. Navigate to the "Employers" section. Sign in as a member to access your free listings!
3. Log into your account and select Employers > My Account > Post a Job.
4. Follow the user-friendly instructions to submit your job openings. Tips and guidelines for each section are provided for your convenience.
5. Once completed, submit your listing.

Member Discount

Alliance members enjoy a 20% discount when posting to our jobs board! Simply visit hcare.ma.associationcareernetwork.com, and use code: ALLMA20 at check out.

Need Help?

For assistance or inquiries, please contact:
Jillian Allen, Sales Development Representative
Email: Jillian.Allen@communitybrands.com
Phone: 860-650-1870

Home Care Alliance of Massachusetts

Policy & Compliance

2024/2025

Advocacy



The Home Care Alliance of Massachusetts advocates for the interests of all home care agencies at the national and state levels. Our professional advocates represent members' concerns to policymakers, regulatory bodies, and legislators, helping shape regulations and legislation that affect the industry.

Stay informed and engaged by subscribing to our monthly *Advocacy Update*, aptly named 'Did You See That?' Join us for Advocacy Day on Beacon Hill, where members unite to voice concerns and promote positive change. Additionally, members have the unique opportunity to testify, lending their voices directly to the issues that matter most.

For a firsthand understanding, consider inviting a legislator on a home care visit, providing them with an immersive experience into the daily dedication and invaluable contributions of our caregivers.

Membership makes you a home care insider at state and federal levels, helping you plan for the future, adapt to changes, and learn about grants and projects to keep your agency at the forefront of care services. We also offer free conference calls and webinars on new regulations and funding opportunities.

Get involved!

Contact us for details; info@thinkhomecare.org.

Regulatory Assistance



The Alliance stays on top of the ever-changing regulatory landscape for home care & hospice providers in Massachusetts. Login to your member account to find answers to regulatory, clinical, billing questions as well as Medicare & Medicaid assistance, employment law, education requirements, and more.

Members have access to resources such as industry research, regulatory updates, and educational materials. This helps agencies stay informed about changes in the field and adapt their practices accordingly.

Contact us at info@thinkhomecare.org to find out more.

Home Care Alliance of Massachusetts Advancement



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Education



The Alliance, through its education affiliate, the Foundation for Home Health, offers a variety of educational programs for roles including CEOs, financial managers, clinicians, and private care managers. Alliance members benefit from reduced prices, with education dollars supporting other activities. For upcoming events, visit thinkhomecare.org/calendar. Stay up to date by subscribing to our education newsletter!

On-Demand Webinars

Pre-recorded webinars about clinical and business topics, including EVV, staff retention & burnout, sales and marketing tips, compliance, Value-Based Purchasing, and more are available for viewing on your own time, either in the office or at home.

Live & Recorded Webinars

Alliance's online educational webinars serve up everything from coding to compliance. If you're a member, make sure to sign-in the website to receive your member discount. Recent topics have included EVV, PEPPER Reports, QAPI and Value Based Purchasing, Restrictive Covenants and Increasing Profits for Home Care Owners. See the full calendar at: www.thinkhomecare.org/events.

Monthly Caregiver Newsletters

A monthly newsletter for in-home aides, complete with post-test, answer key and certificate. Use as part of your complete year-round training for all direct care staff.

Onsite Trainings & Certification

Elevate your expertise in home care and hospice through immersive workshops and seminars. Delve into vital topics like OASIS, EVV, and emergency preparedness. Onsite education promotes sharing and networking while sharing best practices with peers and experts. The Alliance has also hosted annual trainings and certifications. **Annual programing subject to interest and availability.**

- OASIS & COS-Certification
- Skin & Wound Care Certification (WCC)
- Clinical Care Specialist- Home Health Certification (CCS-HH)
- ACE Advanced Coding Education
- Hospice & Palliative Nurse Certification
- Ostomy Management Specialist Certification
- Certified Home Health Case Management (CHHCM)
- Certified Hospice Case Management

Professional Development



Training programs, seminars, and certification courses designed to enhance the skills and knowledge of home care professionals are at the heart of what the Alliance offers members year-round. Targeted, industry-specific, professional development can improve the quality of care provided by member agencies and contribute to professional growth.

Annual Conferences

Human Resource Conference: Virtual conference for industry leaders and HR professionals. This event features insightful keynotes, interactive workshops, and networking opportunities designed to address current HR challenges and trends.

Financial Managers Conference: Onsite fall event with in-depth keynotes, interactive workshops, and valuable networking opportunities designed specifically for financial professionals. Topics include strategic financial planning, risk management, regulatory compliance, and the latest financial technologies.

New England Home Care and Hospice Conference & Trade Show: Annual spring conference with all six New England home care associations, featuring dozens of speakers, over 20 workshops by national experts, and more than 70 exhibitors showcasing industry innovations.

Northeast Home Health Leadership Summit: This multi-day, mid January conference in Boston is aimed at executives and emerging leaders who are focused on future trends in health care and management. This event brings together thought leaders from the business and policy sectors. Enhance your expertise, gain actionable insights and connect with peers to drive

Private Care Conference: full-day multi-state conference on best practices for business practices, patient care, regulatory updates, innovative care technologies, and strategies for business growth.

Alliance Accreditation



Agency Accreditation Program

Massachusetts does not specifically license private pay home care agencies. To address this, the Alliance launched the Home Care Agency Accreditation Program in 2010, setting operational and quality standards equivalent to licensure. Application is free for members, while non-members pay a fee.

The program includes 15 standards covering client rights and privacy, abuse protections, fair employment practices, caregiver background

screening, competency, training and supervision, insurance coverage, and compliance with federal, state, and local laws. Alliance staff thoroughly review applications and award accreditation only to agencies meeting all 15 standards. Accredited agencies are highlighted in our online and print directories. More information and applications are available at thinkhomecare.org/accreditation.

Home Care Alliance of Massachusetts Group Purchasing



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Joining the Alliance provides access to group discounts on essential goods and services from thoroughly vetted companies. As a group we are able to negotiate on members' behalf for discounts on products and services commonly used by home care agencies, such as software systems, insurance, and medical supplies. This can help get the best service on vetted products and save money and improve the bottom line.

Auto Leasing

Enterprise Fleet Management offers members cost control and improved recruitment and retention, whether leasing a few cars or a fleet of 100. Contact John Coombs at john.n.coombs@efleets.com.

Accreditation

The Alliance has partnered with two nationally recognized accreditation agencies:

Accreditation Commission for Health Care (ACHC):

The ACHC education-based approach fosters improvements that enhance quality of care and optimize operations. Reduce costs and simplify your compliance efforts. Use the discount code: HCA317. Contact Alisha Morrison at AMorrison@ACHC.org.

Community Health Accreditation Program (CHAP):

CHAP, a nationally approved accrediting organization with "deeming" authority from CMS, offers Alliance members a 50% waiver on the Accreditation Deposit fee for initial accreditation or renewal. Contact Jason Vanhooose, RN, BSN at jason.vanhooose@chapinc.org.

Background Checks

Global HR Research offers a comprehensive range of applicable background screening services, including nationwide CORI reports. Contact Jeremy Pollard at (800) 790-1205 x21122 or jpollard@ghrr.com.

Benchmarking & Data

Home Care Pulse is the industry leader in quality assurance, benchmarking, and caregiver training. Contact Wendy St. Hilaire at 877-307-8573 or wendy.sthilaire@homecarepulse.com or more information.

Clinical Support & Supplies

Byram Healthcare provides patient direct supplies with cost containment, clinical support, and seamless transitions for patients. Contact Stacie Craig at (978) 828-1593 or scraig@byramhealthcare.com.

Educational Services

The **Accreditation Commission for Health Care (ACHC)** offers educational programs at a discount to Alliance members, contact Alisha Morrison at AMorrison@ACHC.org or (919) 234-6399, extension 219.

Corridor: Alliance member agencies receive maximum discounted rates on Corridor Campus, an on-demand e-Learning service. Contact Jonathan Woodham at jwoodham@corridorgroup.com. Visit their website for a complete course list: www.corridorgroup.com.

Cinematic Health Education ReadyHHA: Experience the transformative power of online didactic education tailored for home health aides. The curriculum harnesses the effectiveness of story-based learning, with pre-configured materials and emphasizes the mastery of essential soft skills vital for caregiver excellence. Contact Melissa at melissa@cinematichealtheducation.com or 570-710-0297.

CareAcademy offers a portable, online educational platform for certifying, onboarding, and in-servicing caregivers. With video-based micro-learning, caregivers can access training conveniently on smartphones, tablets, or computers. For more information, visit www.careacademy.com or contact sales@careacademy.com or (866) 227-3895 x3.

Employee Benefits

The CIP Group provides a comprehensive range of employee benefits, including medical, dental, life, disability, accident, and voluntary insurance programs. Their services also encompass online benefits enrollment and communication platforms, as well as benefit administration for COBRA, FSA, and HRA. Additionally, they offer HR tools such as compliance resources, handbooks, payroll, policies, and procedures. For inquiries, contact Robert McGowan at insurance@askcip.com or (617) 354-0866.

Human Resource Management

Activated Insights leads in quality assurance, benchmarking, and caregiver training. Contact Wendy St. Hilaire at 877-307-8573 for more information.

Interpreter Services

AMN Healthcare is a trusted force in healthcare, striving for quality patient care and human-focused healthcare solutions. Language Services | AMN Healthcare (amnhealthcare.com) Contact them at 727.451.9766.

Insurance

Fred C Church Insurance: Fred C. Church Insurance offers competitive workers compensation, corporate property & casualty insurance products. Contact Jim Maher at (978) 322-7283 or jmaher@fredcchurch.com.

The Unemployment Services Corporation: The Unemployment Services Corporation provides expert consulting and claims management to minimize losses for members. Access expert consulting & claims management to minimize losses. Contact Michael Flanagan at mflanagan@uscorp.com.

Medical Supplies

Byram Healthcare is a leading provider of patient direct supplies, offering proactive cost containment, clinical support, comprehensive reporting, and seamless transition services for patients in need of supplies upon discharge. Reach out to Stacie Craig at (978) 828-1593 or scraig@byramhealthcare.com for further information.

PPE Supplies by bbtn: bbtn offers an e-commerce solution with savings of 20-40% per purchase and faster shipping times. Use coupon code "HCA savings1" for a 10% discount on your next order. Contact Daniel P. Black at daniel.black@bttnusa.com or 206-944-1108.

Operational Services

Littler Home Care Toolkit: Provides materials for the entire employment lifecycle, from onboarding to end of employment. Contact Roberta Limongi Ruiz at 214-880-8169 or [rruiz@littler.com](mailto:r Ruiz@littler.com).

Payroll Services

MP (formerly MassPay) offers comprehensive HR and payroll solutions, including applicant tracking, benefits administration, time & attendance, and compliance support. Members benefit from discounted services and a complimentary detailed HR audit. With advanced technology and dedicated support teams, MP aims to enhance the employee experience. Contact Lauren Thompson at (508) 335-0921 or lauren.thompson@mp-hr.com.

Palliative Care Education & Resources

As a proud member of the Center to Advance Palliative Care (CAPC), the Home Care Alliance of Massachusetts facilitates a 15% discounted membership rate for Alliance members. Additionally, members can avail themselves of discounted rates for CAPC's National Seminar and pre-conference sessions. For inquiries, contact membership@capc.org.

Retirement Plans

Mutual of America specializes in institutional retirement benefit plans, offering tailored solutions for member agencies. From establishing new retirement programs to enhancing existing ones, MoA provides cost-effective and IRS-compliant solutions to help employees save for retirement. Contact Joe Gerardi at (401) 470-7095 or joseph.gerardi@mutualofamerica.com.

Expand Our Group Purchasing Program

The Alliance is always looking to expand the group purchasing program to offer even more valuable discounts on essential goods and services to our members. Please share recommendations for companies that could provide beneficial products or services to members, with our membership team at info@thinkhomecare.org. Together we can negotiate better deals and improve the collective bottom line.

YOUR TEAM at the Alliance



Jake Krilovich
Executive Director



Tim Burgers
Assistant Director



Harrison Collins
Director of Legislative &
Public Affairs



Janetsy Diaz
Admin & Member
Services Assistant



Phillip Dunn
Accountant



Leslie Hammond
Director of Membership
& Marketing



Cynthia Holloway
Director of Meetings &
Education



Colleen Pierro
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