



## ***A Message from the President***

Dear Prospective Members,

Happy Holidays! The year has flown by and we are once again poised for a strong membership drive. It seems as though home care continues to fight to promote its positive effects on the health care tsunami that continues to change how home care is delivered. 2011 was another banner year for changes in Home Care and a test of wills for many, as we catapulted into new Medicare Face-to-Face regulations, and fought hard against Congressional regulatory proposals for a co-pay for home health. We are coming into 2012 with more actualized cuts in reimbursement, and yet all the while we continue to weather severe economic challenges. 2012 looks to be another busy year with the continued challenges in fighting copays, face-to-face physician encounters for Home Health and Hospice, new quality reporting measures for Hospices impacting payments in 2013, changes to therapy case mix weights, and the potential for the US Department of Labor in overturning the companionship services exemption, just to mention a few.

In my second year representing you as President I am proud to report that through the dedicated work of the Board of Directors, Council Chairs and Council members, as well as our Executive Staff, HCAC remains a thriving organization focused on support of our member agencies. In 2011, the association realized a number of accomplishments in advocacy, communications with members, enhancing community impact, professional development, and membership retention and growth. ***As you consider joining HCAC in 2012, I encourage you to peruse the 2011 Major Accomplishments document included with this letter. Membership affords each agency a wealth of benefits – Join Today!***

Becoming a member in 2012 will ensure that your agency is positioned to have access to advocacy on key issues affecting the home care industry on the national and state level, as well as providing you the opportunity to participate in educational offerings that will allow you to better serve your patients and add to your agency's profitability.

Joining the Home Care Association of Colorado is easy. Our online application and instructions will assist you in completing the necessary demographics and dues with just a few easy steps. The membership data and information about all the critical issues HCAC is working on are just a few clicks away. ***Join Today!*** [www.hcaonline.org/aboutus/membershipkit.htm](http://www.hcaonline.org/aboutus/membershipkit.htm)

I look forward to continuing to serve as your President and will work on your behalf to ensure that HCAC remains focused on its mission to provide leadership and information to the home care industry in Colorado and to aid you our members in addressing the changing home care environment.

I wish you all a prosperous new year.

Sincerely,

***Diana Day-Prime, RN***

HCAC President, 2010-2012

Primary Home Health Care, Inc.