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DEAR FRIENDS & COLLEAGUES

It is increasingly clear that the United States has a critical challenge to effectively address the future needs of the growing number of older Americans and those with disabilities. To better understand and plan for home health care's role in meeting these needs, the Alliance launched the Future of Home Health Project.

Intended to frame the conversation around the current use of home health care and how it should be used in the future, the Project is intended to shed light on what is needed to support optimal and appropriate home health care use in the future, including what may be needed in terms of new models of care and new approaches to payment, technology, patient and caregiver involvement, workforce, and more.

Launched in May 2014 with a white paper on the Project and corresponding Capitol Hill Briefing, the Project continued with an Institute of Medicine and National Research Council Workshop in the fall, and will roll into 2015 with additional events and a research-based strategic framework aimed at guiding the future of home health care in the U.S.

The work the Alliance accomplished in 2014 would not have been possible without the tremendous support of our members, project sponsors, partners, and other members of the community. Our diverse membership includes not-for-profit and proprietary home health providers, technology companies, accrediting bodies, the three major home health care trade associations, and more. The contributions of our dedicated membership and work group members allow the Alliance to move forward in its mission to lead and support research and education on the value of home health care. The activities of 2014 included the aforementioned Future of Home Health Project, development of educational materials and content (including webinars), profiles on innovations in home health and home-based care, briefings, and the Home Health Chartbook, which is a data resource to better understand home health's role in the health care system.

Included within the 2014 Annual Report is information about the Alliance's leadership, member organizations, financial performance, accomplishments, and goals for 2015. Along with the Future of Home Health Project and the Chartbook, which included new state-level data, the Alliance worked to tell the stories of individual patients who have been touched by home health care through the Faces of Home Health Series. Monthly Twitter chats allowed the Alliance to connect to both new and familiar stakeholders through social media, while Learning Collaborative webinars in 2014 covered federal challenges and opportunities, home health care after hip and knee replacement, legal and regulatory developments, best practices, and more.

Thank you all for your support of the Alliance and our mission, especially as we look to continue driving conversation on the future of home health care in the U.S. and ways to improve the quality and efficiency of care delivered to patients in the home.

Steve Landers, M.D., M.P.H.
CHAIRMAN

Teresa Lee, J.D., M.P.H.
EXECUTIVE DIRECTOR

AHHQI ANNUAL REPORT 2014
MISSION

To lead and support research and education on the value home health care can offer to patients and the evolving U.S. health care system. Working with researchers, key experts, thought leaders, and providers across the spectrum of care, we strive to foster solutions that will improve health care at home through quality and innovation.
VISION

Promoting healthy patients and communities through home health care research, education, quality and innovation.
BEGINNING IN THE SPRING OF 2014, THE ALLIANCE EMBARKED ON THE FUTURE OF HOME HEALTH (FOHH) PROJECT, A RESEARCH-BASED STRATEGIC PLANNING PROJECT AIMED AT IMPROVING THE UNDERSTANDING OF HOW HOME HEALTH CARE IS CURRENTLY USED, AND HOW IT WILL BE USED IN THE FUTURE FOR THE CARE OF OLDER AMERICANS PERSONS WITH DISABILITIES. THE FOUR-PHASE PROJECT INCLUDES A WHITE PAPER AND CAPITOL HILL BRIEFING, AN INSTITUTE OF MEDICINE AND NATIONAL RESEARCH COUNCIL WORKSHOP, A SYMPOSIUM, AND A RESEARCH-BASED STRATEGIC FRAMEWORK FOR THE FUTURE OF HOME HEALTH CARE.

WHITE PAPER AND BRIEFING
AS AN INTRODUCTION TO THE PROJECT, THE ALLIANCE RELEASED A WHITE PAPER AT A CORRESPONDING CAPITOL HILL BRIEFING ON THE CURRENT STATE OF HOME HEALTH CARE IN AMERICA AND ITS ROLE IN THE FUTURE AS A MEANS OF BACKGROUND.

IOM/NRC WORKSHOP
IN THE FALL, THE ALLIANCE CO-SPONSORED THE IOM/NRC’S ‘THE FUTURE OF HOME HEALTH CARE: A WORKSHOP.’ KEY THEMES DISCUSSED AT THE WORKSHOP INCLUDED:

- A SHIFT TOWARD COMMUNITY-BASED CARE
- NEW MODELS OF ACHIEVING THE TRIPLE AIM
- POLICY AND PAYMENT REFORMS ARE NEEDED TO PROPEL EFFECTIVE MODELS
- THE HOME HEALTH WORKFORCE
- THE ROLE OF TECHNOLOGY AS A CRITICAL ENABLER IN HOME HEALTH
- QUALITY AND OUTCOMES MEASUREMENT

LOOKING AHEAD TO 2015
THE FOHH KICKED OFF 2015 WITH THE ‘FUTURE OF HOME HEALTH SYMPOSIUM: TACKLING CRITICAL ISSUES FOR THE FUTURE OF HOME AND COMMUNITY BASED CARE,’ A DAY-LONG EVENT BUILDING UPON THE THEMES DISCUSSED AT THE IOM/NRC WORKSHOP. RESEARCH FOR THE STRATEGIC FRAMEWORK WILL ALSO COMMENCE.
**FACES OF HOME HEALTH**

In order to help showcase the diversity in home health patients and care, the Alliance created the “Faces of Home Heath” to educate policymakers, healthcare stakeholders, and patients on the value home health provides to a number of unique communities.

**ALLIANCE LEARNING COLLABORATIVE SERIES**

Five new Learning Collaborative webinars were held in 2014, ranging in topic from legal and regulatory developments to clinical decision-making and more.

**Changing Environment**

- Integrating providers and systems
  - Incentivizing the Continuum of Care
  - ACOs, Bundling and Post-Acute Reform
  - Data sets & shifting from volume to outcomes
  - Preventable readmissions
  - Medical review and audits
  - Person-centered care
  - Patient Experience

**Education Audience**

- Providers
- Patients
- EHR/PM users
- Administrators
- Medical Directors
- Operations leaders
- Finance leaders
- Marketing leaders
- Contract managers
- Government leaders
- Medical/specialty groups

**Care Transitions Learning Modules**

- Reengagement in Recovery
- Readmission Prevention
- Discharge Planning
- Post-Acute Care Coordination
- Communication & Coordination

**Understanding Home Health Agencies:**

A Web-Based Training Program for Medical Directors & Other Physician Leaders

Facility Disclosure

Course Director, Dr. Edward Epstein, has served as a Medical Director of home health agencies in previous years, but is not currently working as the Medical Director for any hospital-based or facility-based home health agency. He lists Allscripts as a Medically-Certified home health agency and as owner of the Tennessee Administration and the University of Tennessee, the latter of which he is not involved. He has no financial relationships with the American Academy of Home Care Medicine.

Legal Disclaimer

Although this training program addresses a number of regulatory and compliance topics, it does not provide legal advice or guidance. Providers should consult their legal counsel and any applicable health care laws and regulations to ensure compliance with all legal requirements.
The Alliance released the Bundling and Coordinating Post-Acute Care (BACPAC) toolkit in January of 2014. The toolkit, compiled by Dobson | DaVanzo & Associates, examines preliminary modeling of different approaches to the development of Medicare post-acute care payment bundles. The analysis found that larger, regionally-focused convener catchment areas are likely to produce more financially stable bundles, mitigate provider risk, and provide for broader patient choice than smaller, hospital-discharge level catchment areas.

**CHARTBOOK UPDATE**

In addition to updating the Home Health Chartbook for 2014, the Alliance worked with Avalere Health to create three additional supplements on: Prevalence of Chronic Conditions Among Home Health Users by State; Top MS-DRG and ICD-9 Codes for Home Health Episodes, By State; and Annual Living Expenses, By State.
A HOME HEALTH MODEL FOR CARE TRANSITIONS

In January of 2014, the Alliance released the Home Health Model for Care Transitions, a free, publically available resource which outlines models and tools for effective care transitions from hospital to home health, in an attempt to reduce the risk of rehospitalization.

COMMUNICATIONS NUMBERS

In 2014, the Alliance continued to significantly increase its online engagement and digital presence through strategic collaborations, events, and programming—helping to establish valuable relationships across the health care community.

THE YEAR IN TWEETS

VNA Health Group @VNAHealthGroup Nov 24
We appreciate the mention of @SteveLandersMD by John Olajide of @Axxess in @DHealthDaily http://ow.ly/ECutU on the #FutureofHH. https://twitter.com/VNAHealthGroup/status/536846769968398336

Olga Jarrin @OJ_RN Oct 30
Hot off the digital press! homehealthchat recap #FutureofHH: http://ow.ly/DAiRZ via @AHHQI cc:@PennNursing @Penn_CHOPR @LindaAiken_Penn https://twitter.com/OJ_RN/status/527903767181568

VNA @VNAA Oct 2
New post by CEO @TraceyMoorhead on the VNAA blog: "Trending Now: #FutureofHH": http://bit.ly/1sOLfRG #healthIT @theIOM @NASciences https://twitter.com/VNAA/status/517656470562025473

NAC @NA4Caregiving Oct 1

John A. Hartford Fnd @JHARTFOUND Sept 30
Per Henry Claypool healthcare workforce isn’t skilled v unskilled. It’s clinical v functional @DianeEMeier @PHInational @theIOM #FutureofHH https://twitter.com/JHARTFOUND/status/517018842019942401

Kimberly Leonard @leonardkl Sept 30

CHAP @CHAP_Inc Sept 30
Barbara McCann CIO of @InterimHealth & @CHAP_Inc Brd mbr “Most ppl don’t even know home care exists until the moment of crisis” #FutureofHH https://twitter.com/CHAP_Inc/status/51696212779212800

LeadingAge @LeadingAge Sept 30
Don’t forget to follow #FutureofHH to keep up to date about @theIOM Home Health Workshop. @DrRobynStone speaks at 1 p.m. ET https://twitter.com/LeadingAge/status/516966104632410112

The Alliance continued its #HomeHealthChat on Twitter, partnering with a variety of organizations to bring the discussion of the positive impact of home health to a new and wider audience. Co-hosts included: the National Alliance for Caregiving, AARP Home & Family, Honeywell HomMed, Long-Term Living Magazine, the Post Acute Care Center for Research, and more.

ONLINE INTERACTIONS

4,414

ONLINE VIEWS

60,983

COMMUNITY MEMBERS

5,489 (UP 4,560)

WEBSITE PAGE VIEWS

42,345

VISITS

14,146

UNIQUE VISITS

8,837

% NEW VISITORS

61.1%
2014 ALLIANCE MEMBERS

SPONSORING MEMBERS

ALMOSTfamily
Excellence Through Senior Advocacy

Amedisys
Home Health Care

BAYADA®
Home Health Care

GENTIVA

GENERAL MEMBERS

AXXESS

CARDIOCOM®
EXPERTS IN TELEHEALTH™

NATIONAL TRADE ASSOCIATIONS

HOMECARE & HOSPICE
National Association for Home Care & Hospice

VNAA
VISITING NURSE ASSOCIATIONS OF AMERICA

Partnership for Quality Home Healthcare
THERE’S NO PLACE LIKE HOME
PROVIDER MEMBERS

Interim HealthCare
Addus HealthCare
Caresouth
VNA Health Group
Penn Medicine
VNSNY Visiting Nurse Service of New York
Sutter Health
Cleveland Clinic

AFFILIATE MEMBERS

The Corridor Group, Inc.
CHP
UnityPoint at Home
### STATEMENT OF FINANCIAL POSITION
AUDITED 2014

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<td>Other Assets</td>
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<td>Liabilities</td>
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<td>Net Assets</td>
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### STATEMENT OF ACTIVITIES
AUDITED 2014

#### REVENUE

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<td>Sponsorship Revenue</td>
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#### EXPENSES

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### EXPENSES BY TYPE

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<tr>
<td>Membership Dues</td>
<td>$11,026.00</td>
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<td>Program Events &amp; Conferences/Meeting</td>
<td>$190,708.00</td>
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<td>All Other</td>
<td>$6,917.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$918,895.00</strong></td>
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</table>

- Research + Development: $277,308.00
- Communications & Education: $386,353.00
- Quality & Innovation: $98,106.00
- Administration: $157,128.00
ALLIANCE BOARD OF DIRECTORS

Dr. Steven Landers CHAIRMAN
President & Chief Executive Officer • VNA Health Group

William F. Borne* VICE-CHAIRMAN
Founder, Chief Executive Officer • Amedisys

J. Mark Baiada TREASURER
Founder & President • BAYADA Home Health Care

Marcia Reissig SECRETARY
Chief Executive Officer • Sutter Care at Home

William Yarmuth
Chief Executive Officer • Almost Family

Tony Strange*
Chief Executive Officer & President • Gentiva Health Services

Kathleen Gilmartin
President & Chief Executive Officer • Interim HealthCare

Eric Berger
Chief Executive Officer • Partnership for Quality Home Healthcare

Joan M. Doyle
Executive Director • Penn Home Care and Hospice Services

Tracey Moorhead
Chief Executive Officer & President • Visiting Nurse Associations of America

Mary Ann Christopher*
President & Chief Executive Officer • Visiting Nurse Service of New York

Dr. Peter Boling
Professor of Medicine • Virginia Commonwealth University

Dr. Bruce Leff
Professor of Medicine • Johns Hopkins School of Medicine

*SERVED PARTIAL BOARD TERM IN 2014
INTERESTED IN BECOMING A MEMBER OR CONTRIBUTOR?

BENEFITS OF MEMBERSHIP

• Advance and Support Research and Innovation in Home Health Care
• Join Quality Initiatives and Drive Improved Outcomes, Lower Costs
• Build Partnerships
• Educate Patients and the U.S. Healthcare System on the Value of Home Health Care

To join contact info@ahhqi.org for more details.

CONNECT WITH US ONLINE

TWITTER
• Follow us @AHHQI on Twitter
• Join our Monthly #HomeHealthChat, the fourth Tuesday of every month at 2 pm ET

PINTEREST
• Follow us at www.pinterest.com/ahhqi

LINKEDIN
• Follow us at linkd.in/16UCTXN

AHHQI BLOG
• Listen in at ahhqi.org/blog
• To contribute a guest post, contact info@ahhqi.org.