“I have dedicated my career to helping people receive compassionate care in the comfort and safety of their own homes. It is through our involvement in organizations like the Alliance that we are able to share ideas and best practices with other leaders in the home health community, driving a long-term vision for the future, so that we can best deliver home health care with the compassion, excellence, and reliability we strive to achieve.”

Mark Baiada, Founder & President, Bayada Home Health Care
The Alliance has a mission to lead and support research and education on the value home health care can offer to patients and the U.S. health care system. Working with researchers, key experts and thought leaders, and providers across the spectrum of care, we strive to foster solutions that will improve health care in America through quality and innovation.

Our vision is to define the future of health care at home through research, education, quality and innovation that supports healthy patients and communities.
Dear Friends & Colleagues,

This past year has been transformational for our nation's healthcare delivery system. New models of care delivery that are intended to improve quality and efficiency offer a great opportunity to patients and the home health care community for our ability to improve patient outcomes while helping reduce costs to our nation's health care system.

In 2013, the Alliance made a number of exciting changes to advance our mission of leading and supporting research and education on the value home health care can offer to patients and the U.S. health care system.

This year, operating as a 501(c)(3) non-profit research and education organization, the Alliance brought together not-for-profit, proprietary, regional, and national home health care providers, as well as the three major home health care trade associations. In its newly aligned structure, the Alliance unites the home health community under a common goal of determining how home health care can be best utilized to provide patients with the highest quality care in the setting patients prefer, their homes.

Support from the Alliance's diverse membership enables research, educational programs and quality initiatives that foster innovation in care delivery, inform the development of policy solutions, and add to the public dialogue on how to improve health care in America. It is our hope that Alliance-supported

“The Alliance unites the home health community under a common goal of determining how home health care can be best utilized to provide patients with the highest quality care in the setting patients prefer, their homes.”
education and research will serve as a resource for healthcare stakeholders, policymakers, and other thought leaders as they aim to strengthen healthcare delivery for all patients.

The 2013 Annual Report includes a detailed overview of our organization’s research agenda, leadership, financial performance, and our priorities for the future. This year’s initiatives included releases of the updated Home Health Chartbook, and the Cleveland Clinic Journal of Medicine supplement on “Optimizing Home Health Care: Enhanced Value, Improved Outcomes.” Additionally, the Alliance executed a number of communications strategies aimed at engaging key stakeholders from across the health care spectrum, which include two Capitol Hill briefings, profiles and webinars as part of the Innovation Perspectives series, and a new monthly Twitter chat.

Thank you all for your support of the Alliance and our mission of leading and supporting research and education efforts on the value of home health. We look forward to the year ahead and the promise it holds for improving the quality and efficiency of care for patients and the delivery of home health in our health care system.

Sincerely,

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

Teresa Lee, J.D., M.P.H.
EXECUTIVE DIRECTOR
One of the Alliance’s greatest contributions is its ability to connect home health care providers that share the common goal of delivering the best care to their patients. The efforts of the Alliance have encouraged providers to learn about best practices, important research and new innovations in care delivery. By serving in this facilitator role, the Alliance helps to improve the quality of care delivered by its members and also benefits other home health care providers.

ROBERT J. ROSATI, PHD
CENTERLIGHT HEALTHCARE
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Guiding Principles for Alliance-Sponsored Research

The Alliance for Home Health Quality and Innovation is a non-profit, 501(c)(3) foundation dedicated to leading and supporting research and education on the value home health care can offer to patients and the U.S. health care system, consistent with the Alliance’s mission statement and purpose. The Alliance considers sponsoring a wide range of studies, including those that inform clinical and policy areas. The Alliance supports qualitative, quantitative, clinical trials, observational studies, prospective, and retrospective studies that achieve the primary aims of the organization.

The Alliance Board of Directors sets “priority areas” for research and the overall funding amounts for research activities. Based on the priority areas set by the Board, the Alliance Research Work Group determines specific projects for funding. As part of this process, the Research Work Group crafts solicitations for proposals that address the priority areas for the organization and also reviews unsolicited research proposals.

The Alliance believes in adherence to core values in the pursuit of research initiatives. These values are scientific rigor, integrity, transparency, innovation, peer review, academic freedom, and protection of the safety and confidentiality of research participants. The Alliance will select projects with a high likelihood of publication and dissemination in peer-reviewed venues including studies with neutral or negative findings regarding aspects of home health.
Integrity

• Annual financial audits and implementation of non-profit best practices
• Development of Research Guiding Principles and Process

Innovation

• Cross-setting identification of best practices
• Fostering learning and discussion about new models of care delivery that leverage home health care through webinars and briefings

Transparency

• Publication of IRS 990s

Respect

• Expansion of the Alliance’s Board of Directors and membership to reflect diversity in home health care, including non-profit providers, academics and thought leaders
• “Neutral ground” to discuss innovations that are best for patients
Year in Review 2013

Quality & Innovation

• Development of Home Health Model of Care Transitions
• The Clinically Appropriate and Cost-Effective Placement ("CACEP") Project Analysis
• Cleveland Clinic Journal of Medicine Supplement on Optimizing Home Health Care
• Data Analysis on 30-Day Hospital Readmissions from Home Health Care
• Sponsorship of Bundling and Post-Acute Care ("BACPAC") Analysis
• Home Health Chartbook
• Prevalence of Chronic Conditions Among Home Health Users by State
• Home and Community-Based Services Waiver Expansion and Medicaid Nursing Home Spending: Implications

Education

• American Academy of Home Care Physicians Medical Director Training Program (CME)
• Cleveland Clinic Journal of Medicine Supplement, "Optimizing Home Health Care" (CME)
• What is Home Health? Fact Sheets
• State-by-State Home Health Data
• Clinical Innovator Profiles
• Innovation Perspectives Webinar and Briefing Series
• Innovations@Home Profile Series on Reducing Unnecessary Hospital Readmissions
• Formal Alliance Comments and Letters in response to regulatory and congressional proposals

Communications

• Monthly #HomeHealthChat on Twitter
• LinkedIn Discussions & Group
• Guest Blogs
• Monthly E-Newsletters
Making Connections

The Alliance significantly increased its online engagement and digital presence in 2013. Through a strategic digital program, the Alliance has expanded its online community and established valuable relationships with thought leaders and health care stakeholders.

Online Connections

- **39,479** Online views of AHHQI content
- **1,215** Online interactions with AHHQI
- **929** Online community members. Up 344 since January 2013.

Connecting via Social Media

The Alliance greatly expanded its Twitter followers in 2013, growing its following by nearly 170 percent.

In July of 2013, the Alliance initiated a Twitter chat series using the hashtag #HomeHealthChat. Due in large part to the Twitter chat, the Alliance’s network grew significantly and community members helped to share positive messages about the benefits of home healthcare. Many followers have responded in a positive nature to the new #HomeHealthChat series and shared their own messages to promote the chat.

- December #HomeHealthChat: Health Information Technology Adoption with co-host the National Partnership for Women and Families’ Consumer Partnership for eHealth
- November #HomeHealthChat: Coordinating Care from the Emergency Department to the Home with co-host Urgent Matters
- October #HomeHealthChat: Mobile Health & In-Home Technologies with co-host Billian’s HealthDATA
- September #HomeHealthChat: Falls Prevention with co-host Visiting Nurse Service of New York
- August #HomeHealthChat: Patient Safety & Engagement with co-host Visiting Nurse Association Health Group
- July #HomeHealthChat: Cost-Effective Care with co-host the Partnership for Quality Home Healthcare

Connect to ahhqi.org

Analytics show that the website attracted more than 3,000 new visitors in 2013, demonstrating a significant growth in audience. Nearly 50 percent of individuals visiting ahhqi.org were new to the site.

Website Visits in 2013

<table>
<thead>
<tr>
<th>Month</th>
<th>Website Pageviews</th>
<th>Website Visits</th>
<th>Unique Visitors</th>
<th>Percentage of New Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>38,664</td>
<td>12,733</td>
<td>6,393</td>
<td>48.8%</td>
</tr>
</tbody>
</table>

VISITOR BEHAVIORS IN 2013
The Year in Tweets

**Avalere Health** @avalerehealth 26 Nov
Join Avalere and @AHHQI for a webinar @ 2 pm Dec. 11: Updated Date & Trends for Home Health Care in the US ow.ly/r66ji

**Billian’s HealthDATA** @billians 22 Oct
@AHHQI Thanks for the opportunity to co-host! Already looking forward to next month! #homehealthchat

**Cody R. Barnett** @codyrbarnett 26 Nov
Thanks to @AHHQI & @Urgent_Matters for hosting #homehealthchat! Check out forces4quality.org for info on #AF4Q. (via @AligningForces)

**PCPCC** @PCPCC 25 Feb
Our Friends @AHHQI are hosting a Hill Briefing TOM 10AM about #homehealth ow.ly/i21NR #carecoordination #primarycare #pcmh

**Stratis** @stratisinc 28 Mar
Value of home health for patients & health care delivery system. Topics central to future of #homecare ow.ly/jnZ16. Thx @AHHQI

**Symplur Hashtags** @healthhashtags 16 Aug
New Health Hashtag: #homehealthchat bit.ly/19nGn9c Thank you @AHHQI #hcs

**VNA Health Group** @VNAHealthGroup 19 Sep
Our President & CEO, @SteveLandersVNA, is now speaking at @AHHQI’s Hill Briefing! Follow #InnovationPerspectives
Alliance Membership & Supporters 2012-2013

- Sponsoring Members
  - ALMOSTfamily
  - Amedisys
  - BAYADA
  - GENTIVA

- General Members
  - Axxess
  - Cardiocom
  - Simione
  - RemainHome Solutions

- National Trade Associations
  - Homecare-Hospice
  - VNAA
  - Partnership for Quality Home Healthcare
Provider Members

- Interim HealthCare
- Addus HealthCare
- CARESouth Homecare Professionals
- VNA Health Group
- Penn Medicine
- Visiting Nurse Service of New York
- Sutter Health Sutter Care at Home
- LHC Group
- Harden Healthcare
- Senior Home Care
- MJHS
- CenterLight Healthcare

Affiliates

*Partial Year Membership
Financials THROUGH DECEMBER 31, 2013

2013 Expenses by Type

- **Salary & Benefits**: 47%
- **Education/Communications**: 25%
- **Research & Data Development**: 11%
- **Rent & Utilities**: 3%
- **Quality/Innovation**: 3%
- **Professional Services**: 9%
- **All Other**: 2%

Breakdown: Education + Program Expenses

- **Communications**: 59%
- **AACP Medical Director Training**: 11%
- **Cleveland Clinic Journal Supplement**: 23%
- **Conferences & Meetings**: 7%

Breakdown: Research + Data Development Expenses

- **Conferences & Meetings**: 2%
- **Chartbook**: 27%
- **Lit Review**: 10%
- **BACPAC Analysis**: 61%
## Statement of Financial Position

### 2013 Audited

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Cash</td>
<td>355,519.00</td>
</tr>
<tr>
<td>Other Assets</td>
<td>37,809.00</td>
</tr>
<tr>
<td>Liabilities</td>
<td>(62,648.00)</td>
</tr>
<tr>
<td>Net Assets</td>
<td>(330,680.00)</td>
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</table>

## Statement of Activities

### 2013 Audited

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
</tr>
<tr>
<td>Membership Dues</td>
<td>1,077,072.00</td>
</tr>
<tr>
<td>Contributions</td>
<td>100,918.00</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Personnel</td>
<td>(443,210.00)</td>
</tr>
<tr>
<td>Costs</td>
<td>(511,458.00)</td>
</tr>
<tr>
<td>Net Income</td>
<td>223,322.00</td>
</tr>
</tbody>
</table>
“The Alliance has proven time and again to bring together thought leaders in the home health community to identify and advance best practices. The quality of the research and educational platforms they have sponsored are invaluable resources to everyone in the healthcare field.”

B A R B A R A M C C A N N
I N T E R I M H E A L T H C A R E
Alliance Board of Directors 2013

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 B. Yarmuth
chief executive officer
Almost Family

Tony Strange
chief executive officer & president
Gentiva Health Services

Lew Little, Jr.†
chief executive officer
Harden Healthcare

Kathleen Gilmartin
president & chief executive officer
Interim HealthCare

Keith G. Myers†
chairman, chief executive officer,
& co-founder
LHC Group

Val Halamandaris
president
National Association for Home Care & Hospice (NAHC)

Eric Berger
chief executive officer
Partnership for Quality
Home Healthcare (PQHH)

Tracey Moorhead†
chief executive officer, president
Visiting Nurse Associations of America (VNAA)

Lynn Jones†
president
Christiana Care Home Health
& Community Services

Mary Ann Christopher
president & chief executive officer
Visiting Nurse Service of New York (VNSNY)

Dr. Peter Boling
professor of medicine
Virginia Commonwealth University

Dr. Bruce Leff
professor of medicine
Johns Hopkins School of Medicine

†served partial term in 2013
Strategic Goals for 2014–2018

○ Advance understanding of home health
  • Define home health’s role in the health care system now and in the future
  • Study new and emerging models of care that use home health to quantify impact
  • Educate key audiences on home health’s role and impact

○ Enable home health to meet future needs
  • Identify key best practices for home health to meet the healthcare system’s future needs
  • Disseminate those practices

○ Grow a high performance organization to enable the achievement of strategic goals
  • Diversify and increase revenue sources to strengthen pursuit of the Alliance’s mission
  • Continue implementation of governance best practices

“The Alliance is setting the tone for the increased role home health will play in our nation’s health care system as the Medicare population grows and more Americans seek to age in place. The research and quality programs the Alliance leads and supports are not only helping to improve patient care, they are informing the development of health care delivery models that will help ensure we are able to provide the quality care our patients deserve.”

TONY STRANGE, CEO, PRESIDENT & DIRECTOR, GENTIVA
Interested in becoming an Alliance 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!

Linkedin
- Follow us at linkd.in/16UCTXN

Pinterest
- Follow us at www.pinterest.com/ahhqi

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