



Below are HCAOA's six priority areas as found in our [Industry at a Crossroads](#) report:

**Establishing national standards of care (bringing licensure to all 50 states)**

An industry-coordinated set of standards, established at the federal and state level, can assist families seeking home care services in understanding the quality of care they can expect to receive. That's why HCAOA continues to promote state licensure and looks for ways to establish clearer standards at the federal level, including home care for veterans. Without standards on caregiver training, inconsistencies in types, levels, and quality of service may hamper the ability of the industry to define itself as a trusted and sought-after service provider. This has implications for the safety of home care clients as well.

**Collecting and using data to highlight the importance of home care**

Only a few hours of personal care delivered in people's homes can result in huge health care savings by reducing hospitalizations. And yet, sparse research on the economic impact of home care has hindered the advancement of home care in securing a place in this country's health care system. Real data – rigorously collected and analyzed – that demonstrates cost savings will be essential if policy change is to take place. Therefore, investments must be made toward collecting, analyzing and utilizing data through large-scale studies.

**Making home care a part of the healthcare ecosystem**

Americans need choice in how, where and what type of care services they receive. By making home care available under Medicare and Medicaid, the federal government will give care recipients the options they want and deserve. Home Care must be part of the policy dialogue as health systems adapt to a more value-based approach to healthcare delivery.

**Supporting caregivers**

To ensure there are enough caregivers for the rising tide of aging Americans, recruitment and retention practices need to be improved – particularly given high turnover rates and the projected shortage of needed caregivers. Building a robust caregiving workforce for the future is crucial to our industry and can be accomplished through achieving four goals: (1) changing the perception of the caregiving profession so it is appreciated for its societal value; (2) bolstering training and education standards to ensure quality and accountability; (3) rewarding caregivers commensurate with the demands of the job and the value they provide; and (4) fully integrating the home care workforce into our modern healthcare ecosystem.

**Financing home care in an era of rising longevity**

Planning and saving for future long-term care needs will require multiple options, based on one's ability to save and projected care needs. Saving for care in old age should be as top-of-mind as saving for education when a child is born. Government and private-sector stakeholders must make financing for care a priority and develop a suite of options to fit the diverse financial and care needs of older Americans.

**Addressing immigration to ensure we have the caregivers we need**

A stable, predictable, bipartisan immigration policy that recognizes the value of home care professionals is critical to supporting America's current immigrant caregivers and ensuring the availability of future immigrant workers who can address the growing shortfall of the caregiving workforce while building futures for their families.