



## ELEVATING HOME: RAISING THE BAR FOR AFFECTING CHANGE IN THE HOME-BASED CARE

TUESDAY, MAY 16, 2017

Tripp Matthews

“The overwhelming trend in Healthcare is for patients to receive more of their care in their homes, yet the majority of legislation, regulatory reform and reimbursement models do not support this change.”

This quote is the essence of [Elevating Home](#) – the new National advocacy organization for the Home & Community Based Services industry. Publicly launched on April 19<sup>th</sup> of this year, Elevating Home

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was formed from the Visiting Nurses Association of America (VNAA) as a 501c6 organization whose mission is bringing together stakeholders to advocate for high-quality, affordable home-based care as the foundation of a patient-centered health care system.

This organization is led by Tracey Moorhead, President and CEO of Elevating Home, and intends to be different from other National advocacy groups in the Homecare space. I had the good fortune to speak with Tracey recently, and the remainder of this article is comprised of excerpts from that conversation. You can listen to the full conversation on Curaport’s podcast: [So What, Who Cares?](#)

Before I share me and Tracey’s Q & A, I will add that I personally believe this group is desperately needed. The National Association for Homecare &

Hospice (NAHC) has been the premier national organization for over 20 years, and has done an admirable job of working on behalf of the industry. Yet Home Health/Hospice/Homecare has been in a reactive state for far too long, and a new way of affecting change is needed to enable the Home & Community Based Services providers to deliver the increasing care demands for their patients. I believe that Elevating Home’s leadership, board, and mission will indeed make a significant impact in how care is delivered to patients in their homes in the years to come.

### Q&A with Tracey Moorhead

Tripp Matthews: Why is should the healthcare space care about Elevating Home?

Tracey Moorhead: Because we are taking a new approach to impacting the lives of patients and the care they want to deliver at home. We are being forward thinking and innovative and taking a value based approach to Home Care.



Tripp: How is that different than other National advocacy groups?

Tracey: We are not reactive and hyper-focused on short term and urgent issues. We are not diminishing those issues, and Elevating Home will certainly be a resource when it comes to fighting the



## Placing home at the center of health care delivery

daily fires of the Home & Community Based Services world. But we believe that most of the nationals, VNAA included, have not talked about the value of what they do, nor effectively advocated about what they do. Elevating Home is truly going to be member-driven and led by our Board.

Tripp: Is your intent to replace NAHC as leading voice in Homecare?

Tracey: Not necessarily. Elevating Home aims to bring **ALL** of the fragmented associations and business lines together in a unified and strong voice. Agencies and industry leaders have demonstrated, for many years, their dissatisfaction with all national advocacy organizations (including VNAA). None doing what they should have been doing, at least not well enough. The value proposition of care delivery in the home is not appreciated on the Hill.

TM: To quote from one of my favorite movies, Braveheart, it sounds like you want to 'Unite the Clans.'

Tracey: Yes, that is certainly a good way to put it. We are going to bring a concerted voice to bring together all silos. Unite the clans. I like it.

Tripp: What are those clans, to extend the metaphor?

Tracey: There are more than most folks would think. You have Medicaid heavy businesses, the largest payer for healthcare services in country, by the way, and that group is grossly under-represented. You have your traditional Medicare Certified Home Health whose regulatory issues have driven much of any legislation in mainly responsive ways. This country needs to redesign the Medicare benefit – the one now is very antiquated – and not simply squabble over the scraps from CMS's and the Hill's table.

TM: Switching gears somewhat, but if the goal of Elevating Home is to truly recalibrate what it means to have a Patient-Centered Health Care System, what about physicians, health systems, and Long Term Care? What are your plans to those groups in the include in redesign of care in the home?

Tracey: First, we must unify the "Homecare" industry. We need to get our own house in order before we can get too involved with those groups. However, once we do that, we will go into the prevention and wellness aspect of patient care. I am part of the Long-Term Quality Alliance, so we are sticking our head into these areas somewhat, because we do know that physicians are critical to this mission.

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Tripp: Elevating Home is going to need to grow its members significantly, in my opinion, to achieve your ambitious goals. What are your plans to grow your choir?

Tracey: I agree with you, with exceptions. We made the conscious decision NOT to develop our strategic plan before launch. This sounds counter-intuitive, but we believe it is critical to have engagement from



all sectors, factions, and states. Now, we are engaging this industry by having a strategic action event to come together and share in a strategic planning process for Elevating Home. These events are soon to be underway, and we are working with each state to ensure involvement across the entire country. We truly want people to feel heard. And to have their concerns discussed and mediated.

Tripp: You said you agreed with me with exceptions before when I mentioned that I believe you all need a very large choir to achieve your goals. What was that exception?

Tracey: Yes, we certainly want and need to have a significant amount of members. But we are just as concerned with having the RIGHT members. We want interested and engaged organizations and leaders. Our affiliation with the [Council of State Home Care Associations](#) is a really big deal, and we are glad that Tim Rogers, the president of the Council, will be on our board. Very soon we will

have our membership requirements released. They are unique: Service, Integrity, Quality, Community.

Tripp: One thing that Bob Fazzi said during his speech during your launch was that the amount of published, or reviewed, research is embarrassingly low for the Home & Community Based Service industry. Have you all yet commissioned any research? Have you targeted any universities to go after for this?

Tracey: Bob is right, and that is a HUGE initiative that is already underway. This effort is spearheaded by Danielle Pierotti, Elevating Home's Vice President of Quality and Performance Improvement. Not ready to disclose too much more than that just yet, but suffice to say we recognize that without empirical, peer-reviewed research, our mission to transform patient-centered care will be much more difficult.