

OHCA MEMBERSHIP RESOURCE PACKET



OHCA
OREGON HEALTH
CARE ASSOCIATION

Improving lives by
advancing quality care in Oregon
since 1950

Welcome to OHCA

Over 75 years of service

Founded in 1950, the Oregon Health Care Association (OHCA) improves the lives of seniors and people with disabilities by promoting quality long term care in Oregon, including in-home care and home health agencies. A statewide, nonprofit trade association, OHCA is the largest long term care trade association in Oregon, representing more than 1,000 organizations and 90 percent of long term care providers in the state.

The Oregon Health Care Association has worked to improve quality care in Oregon for more than 65 years by providing advocacy and education for and on behalf of its members. OHCA works with local, state, and federal policymakers, government officials, advocates, and coalitions to promote policies that ensure the independence, choice, and dignity of those living in long term care settings and being served by in-home care and home health agencies.

OHCA offers a variety of unique, high-quality educational opportunities every year, featuring live webinars, nationally recognized experts, and conferences that bring together thousands of dedicated long term care providers and caregivers.

Members of the Oregon Health Care Association include assisted living and residential care communities, multi-facility operators, post-acute care settings, senior housing, licensed in-home care agencies, and business partners who provide goods and services to long term care communities.

The Oregon Health Care Association is a member of the American Health Care Association (AHCA), National Center for Assisted Living (NCAL), and Argentum.

You, our valued members, are the core component of the Oregon Health Care Association.



Membership Options and Benefits for In-Home Care

Membership Options	Annual Dues
In-Home Care Basic Membership	\$1,000
In-Home Care Premier Membership	\$2,500

In-Home Care Basic Membership Included Benefits

Advocacy by Full-Time Lobbyists on In-Home Care Issues, OHCA members are represented by three full time lobbyists and additional government relations team members on staff in the political process and during the legislative session. In the 2023 session, OHCA's lobbyists succeeded in:

- Making the 5% COVID Add-On and the 10% Wage Add-on permanent, integrating them into the in-home care Medicaid base rate effective July 1, 2023.
- Securing an additional 5% Medicate rate Cost-of-Living-Adjustment effective July 1, 2024.
- Introducing legislation to ensure that in-home care agencies can more easily and cost-effectively conduct required training for staff under the new training rules that went into effect in 2022. The Oregon Health Authority recently finalized administrative rule changes supported by OHCA.
- Fixing a longstanding issue for in-home care agencies that prohibited registered nurses from executing out-of-state physicians' orders for clients.

Opportunity to Attend In-Home Care Council Meetings, The In-Home Care Council meetings are held virtually three times per year. The meetings feature updates from OHCA's team members and state regulators on the most important and timely information for in-home care operators including regulatory updates and changes, survey trends, and more.

Professional Development and Education

Opportunities, OHCA hosts a variety of webinars, conferences, and one-day sessions to help educate agency staff on a variety of topics, including our annual In-Home Care Conference each July. Members are able to attend these events at discounted member rates.

Access to the OHCA Group Purchasing Program, OHCA's long term care purchasing group program is a tremendous members-only benefit offering savings on a wide variety of non-food items and professional services. Vendors for in-home care agencies include Staples (office supplies and printing) and more.

Communication and Updates on Important Information, Keep current on industry updates through our many publications, including the weekly News Bulletin e-newsletter, the Oregon Caregiver magazine, the Long Term Care State Report, the Legislative Report, and the CareNotes blog. You can view these publications online at www.ohca.com/news.

Inclusion in Online Member Referral Directory, OHCA's online referral directory is visited by over 20,000 unique visitors per year and is a tremendous referral source for member providers only. Consumers can view all OHCA provider members online at any time.

Inclusion in Printed Member Referral Directory, OHCA mails a printed membership directory to all provider members each January. Only in-home care agency members are included in this publication, and it is a great tool for providers who are looking to refer an agency.



In-Home Care Premier Membership Included Benefits

This level of membership includes all of the benefits of the basic membership in addition to the following:

Technical Assistance, OHCA staff are available by phone, email, or in-person to answer questions about regulatory issues, operations, staffing, training, and much more. Eugenia Liu, OHCA's in-home care expert, has particular expertise with in-home care regulatory and operations issues.

Regulatory and State Liaison Assistance, OHCA staff can act as member liaisons to assist in-home care members at this level in navigating specific issues they may be having with the state and regulators related to billing, survey assistance, and more.

Education Passes to Key In-Home Care Events, Member organizations at this level receive 2 complimentary passes to the OHCA In-Home Conference in July and free access to OHCA's new in-home care webinar series that will focus on the most important issues facing in-home care providers.

Educational Opportunities

OHCA is widely recognized as the leading provider of long term care education in the state. Our instructors are recognized as some of the best and most respected long term care experts in the nation. We are dedicated to your professional development.

CNA Online Program

OHCA has partnered with Cinematic Health Education and their ReadyCNA online certified nursing assistant (CNA) training program (didactic portion only). ReadyCNA is currently the only online CNA program approved by OSBN. The program is intended to be utilized in conjunction with providers' own clinical portion of their CNA training program. ReadyCNA is a comprehensive online didactic training program to prepare individuals for careers as CNAs.

OHCA members may receive a 25% discount on the program. Please contact Rosie Ward, rward@ohca.com, for more information about the program or to set up a demo.

In-Person and Online Special Events

OHCA provides monthly special events which are designed for specific long term care audiences. These events provide topic intensive content, networking, and marketplace opportunities:

- Annual Convention
- Spring Expo
- Nurse Leadership Conference
- In-Home Care Conference
- Quality Summit
- Elder Abuse Awareness & Prevention Summit

Live Educational Seminars & Workshops

OHCA provides numerous in-person seminars throughout the state of Oregon on a wide range of topics including quality improvement, human resources, leadership, rules, and regulations.

In-Home Care and Employer-Specific Webinars

This convenient format allows us the opportunity to provide education to our members from the comfort of their offices. Webinars focus on a wide variety of topics including employment law and regulatory guidance. OHCA has also launched a new in-home care webinar series just for our in-home care members to address the most pressing challenges members are facing.

Customized Education Packages Available

OHCA is happy to offer our members customized training upon request. Please contact Melodie King, OHCA's Director of Education, at mking@ohca.com.

Share Your Expertise

OHCA offers energetic and well-balanced educational programs that appeal to diverse audiences at all our educational events. If you are interested in being considered for a speaking engagement with OHCA please visit the "Call for Presentations" page under the Events section of our website and follow the submission guidelines.

If you have questions about professional development and educational opportunities, please contact Melodie King, OHCA's Director of Education, at mking@ohca.com.

OHCA Board of Directors

The OHCA Board consists of 16 members whose commitment and service help the association improve lives by advancing quality long term care in Oregon. All board members serve on a voluntary basis and attend OHCA functions at their own expense.

Members of the board represent all types of OHCA members, including assisted living facilities, residential care facilities, in-home care, multi-facility, independent nursing facilities, and business partners. We applaud their service to OHCA and to the future of long term care in Oregon.

Current Board Members

Chair, Mark Remley, Aidan Health Services, Inc.

Immediate Past Chair, Steve Fogg, Marquis Companies, Inc.

Vice-Chair, Andy Becker, Sapphire Health Services

Treasurer, Brenda Connelly, The Springs Living

Multi-Facility Representative, Zach Fogg, Marquis Companies, Inc.

Multi-Facility Representative, Mary Kofstad, Avamere Health Services

ALF/RCF Representative, Matt Dunham, Mosaic Management

ALF/RCF Representative, Matt Hilty, Ohana Ventures

Non-Proprietary Representative, Bethany Ghassemi, HumanGood

Non-Proprietary Representative, Mauro Hernandez, Hearth & Truss

ALF Representative, Kathy Levee, Generations, LLC

RCF Representative, Mark Kinkade, Gateway/McKenzie Living

In-Home/Senior Housing Representative, Jonathan Mack, Home Instead Senior Care of Central Oregon

Business Partner Member Representative, Marcy Boyd, Baker Tilly US LLP

Business Partner Member Representative, Gabriela Sanchez, Ballard Spahr Lane Powell

New/Future Leader Representative, Hunter McLane, PACS Group, Inc.

OHCA Staff



Philip Bentley, J.D.
OHCA President and CEO



Libby Batlan
Senior VP of Government Relations



Meredith Coba
Dir. of Legislative & Political Affairs



Mary Dakin
Workforce Development Manager



Cheryl Durant
CRM Admin./Accountant



Amy Ferguson
Executive Administrative Assistant



Melodie King
Director of Education



Eugenia Liu, J.D.
Senior VP & General Counsel



Brenda Michael
Assistant Controller



Lori Mueller
CFO



Nicolette Reilly
Senior VP of Quality Services



Maggie Walter
Communications Specialist



Rosie Ward
Senior VP of Strategy

OHCA

OREGON HEALTH
CARE ASSOCIATION

www.ohca.com



ARGENTUM
EXPANDING SENIOR LIVING