



# 2025-2026 MEMBERSHIP GUIDE



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# YOUR INDUSTRY. YOUR VOICE. YOUR FUTURE.



The Home Care Association of Florida (HCAF) has been Florida's voice for the home care provider community since 1989. HCAF exists to provide representation, communication, and advocacy for home care providers, and to give them the education and resources they need to deliver high-quality, cost-effective services to patients/clients at home.

Our diverse membership includes both for-profit and not-for-profit agencies delivering Medicare- and Medicaid-funded services, as well as private pay providers. We're also supported by Associate members — organizations that offer critical products and services to the home care industry.

Each year, HCAF hosts more than 75 continuing education and professional development programs designed to keep providers informed, skilled, and prepared for changes in policy and practice. Our signature event, HomeCareCon, is Florida's premier annual conference and trade show for the home care community. We also offer targeted training opportunities, including the Home Care Warm Up for Medicare providers and the Private Care Symposium for private pay agencies.

HCAF's experienced public policy team works year-round — alongside our partners at Continental Strategy — to advocate on behalf of our members at both the state and federal levels. We maintain strong relationships with key regulatory agencies, including Florida's Agency for Health Care Administration (AHCA) and the federal Centers for Medicare & Medicaid Services (CMS). We also regularly work with the eight Statewide Medicaid Managed Care (SMMC) program health plans, as well as Palmetto GBA, the 16-state Medicare Administrative Contractor, on behalf of our members. In addition, we collaborate with national organizations such as the National Alliance for Care at Home and the Partnership for Medicaid Home-Based Care.

For more information, contact Jessica Devine, Director of Membership Growth & Retention, at (850) 222-8967 or [jdevine@homecarefla.org](mailto:jdevine@homecarefla.org).

**FLORIDA'S VOICE**  
*for* **HOME CARE**



# FROM THE DESK OF THE EXECUTIVE DIRECTOR

Dear Prospective Member,

Every moment with our members is an opportunity to showcase our commitment to exceptional care tailored to make them feel supported, understood and thoroughly cared for.

There is no greater privilege than being invited into one of our patients' homes during their time of need and assisting them in returning to their prior level of function. The most common request from patients is, "Help me stay at home." As individuals, the desire to live out our lives in our own homes is something we all cherish.

It is for this reason that HCAF partners with members to ease the challenges of day-to-day operations. All of us in the home care industry have similar goals: we operate within the rules and regulations, meet our financial responsibilities, hire and retain the best staff, and most importantly, provide care and compassion for our patients. Partnering with HCAF will help you meet those goals.

Our organization was founded in 1989 with the understanding that home care providers in the State of Florida needed a unified voice, as well as support and tools to succeed. HCAF leadership and staff are dedicated to providing top-notch resources, education, and advocacy so that you can not only overcome these challenging times but thrive, grow your business, and serve our aging population.

We sincerely hope to bring your organization into the fold by becoming a member. If I can ever be of service or answer your questions, you can call me directly anytime on my cell phone at (727) 735-3971 or email me at [dbellville@homecarefla.org](mailto:dbellville@homecarefla.org).

Best regards,



Denise Bellville, RN, BS



## VISION

To be the foremost resource and advocate for Florida's home care industry and the patients it serves.

## MISSION

As the voice for home care, our mission is to advance the interests and meet the needs of our members, enabling them to provide the highest quality and most cost-effective services through-out Florida.

## GUIDING PRINCIPLES

- Member-focused
- Excellence and best practices
- Integrity and ethics
- Unified industry



"NOBODY REALLY DOES ANYTHING ALONE...IT IS ONLY BY INDUCING OTHERS TO GO ALONG THAT CHANGES ARE ACCOMPLISHED, AND WORK IS DONE."

- ELEANOR ROOSEVELT

# MEET THE TEAM

Florida's home care providers are supported by a dedicated team of professionals working every day to advance HCAF's mission. Whether advocating at the Capitol in Tallahassee or Washington D.C., developing timely education and resources, or responding to member needs, the HCAF staff works tirelessly — both behind the scenes and on the front lines — to ensure providers' voices are heard and their priorities are met.

Each team member brings unique skills, experience, and perspective to help empower providers and promote high-quality, accessible care across Florida.

Meet the people working on your behalf. If you have questions, need support, or want to get involved, we're just a call or email away. Your success is our mission — and we're here for you.



**Denise Bellville**  
Executive Director



**Jennifer Campbell**  
Member & Program  
Associate



**Jessica Devine**  
Director of Membership  
Growth & Retention



**Patti Heid**  
Senior Director of Best  
Practices & Compliance



**Kyle Simon**  
Senior Director of Policy,  
Advocacy & Communications



**Adara Sloane**  
Associate Director of  
Events & Operations



**Monica Smith**  
Deputy Director



**Julia Thompson**  
Director of  
Membership Services



EVERY MAN OWES A PART OF HIS TIME AND MONEY TO THE BUSINESS OR INDUSTRY IN WHICH HE IS ENGAGED. NO MAN HAS A MORAL RIGHT TO WITHHOLD HIS SUPPORT FROM AN ORGANIZATION THAT IS STRIVING TO IMPROVE CONDITIONS WITHIN HIS SPHERE

— PRESIDENT TEDDY ROOSEVELT

# MEMBERSHIP TYPES



## 1. CERTIFIED PROVIDER

Open to licensed home health agencies that are Medicare- and/or Medicaid-certified providers who provide the full complement of skilled services, including nursing and therapies. This category also may include those home health agencies that are pending licensure and/or related certification.

- **First-year dues:** \$1,320 per license (just \$3.62 per day!)
- **Annual renewal dues:** Based on gross annual revenue (AGR) per license, calculated as:  $AGR \times 0.0018$ 
  - **Minimum:** \$1,320 if  $AGR \leq \$734,000$
  - **Maximum:** \$5,400 if  $AGR \geq \$3,000,000$
  - Dues for amounts in between are calculated accordingly.
- Corporate discounts are available for providers with 10 or more licenses.



## 2. PRIVATE CARE PROVIDER

Open to licensed-only home health agencies that do not accept government-funded programs as payment for their services, other than from the Department of Veterans Affairs (VA); or home health agencies that are pending licensure and do not plan to accept payments from government-funded programs.

- **First-year dues:** \$720 per license (just \$1.97 per day!)
- **Annual renewal dues:** Based on gross annual revenue (AGR) per license, calculated as:  $AGR \times 0.00099$ 
  - **Minimum:** \$720 if  $AGR \leq \$728,000$
  - **Maximum:** \$2,970 if  $AGR \geq \$3,000,000$
  - Dues for amounts in between are calculated accordingly.
- Corporate discounts are available for providers with 10 or more licenses.



## 3. MEDICAID SPECIALTY PROVIDER

Open to licensed-only home health agencies that provide personal care or assistive care services to Medicaid recipients through contracts with government-funded managed care organizations. It is also available to agencies participating in the Florida Medicaid Private Duty Nursing (PDN) program that exclusively offer skilled nursing and family home health aide services.

- **First-year dues:** \$720 per license (just \$1.97 per day!)
- **Annual renewal dues:** Based on gross annual revenue (AGR) per license, calculated as:  $AGR \times 0.00099$ 
  - **Minimum:** \$720 if  $AGR \leq \$728,000$
  - **Maximum:** \$2,970 if  $AGR \geq \$3,000,000$
  - Dues for amounts in between are calculated accordingly.
- Corporate discounts are available for providers with 10 or more licenses.



#### 4. AFFILIATE PROVIDER

Open to organizations that directly provide specialized home health care services but do not fall within the other provider categories above. This includes homemaker and companion services, home infusion therapy providers, licensed nurse registries, health care service pools, hospices, and other direct care organizations delivering specialized services to patients or clients in the home.

- **Annual dues:** \$1,159 per year (just \$3.18 per day!)



#### 5. ASSOCIATE

Open to businesses or individuals that are not licensed home health providers, as defined above. This category includes durable medical equipment suppliers, home health agency management companies, and other vendors that offer products or services to provider members.

- **Annual dues:** \$1,159 per year (just \$3.18 per day!)

## FREQUENTLY ASKED QUESTIONS

### **I'm waiting on licensure from the Agency for Health Care Administration (AHCA). Can I still join HCAF?**

Yes! If your licensure is pending, you are eligible to join under your organization's prospective licensure type. Simply note "License Pending" on your membership application.

### **Does one HCAF membership cover all of my agency's locations?**

Not always. If your locations operate under separate AHCA licenses, each must have its own HCAF membership.

- *Example:* If XYZ Home Care Agency in Fort Lauderdale (Region 10) joins, the XYZ Home Care Agency location in West Palm Beach (Region 9) must join separately if it holds a different AHCA license.
- However, satellite or drop-off sites within the same county and under the same license are covered by the agency's membership.

### **Can a management company join HCAF?**

Absolutely! Management companies are eligible for Associate membership. However, Associate members should not share HCAF information with non-member agencies they manage. We encourage management companies to enroll the agencies they oversee before joining themselves.

### **Can non-members attend HCAF events?**

Yes, but non-members pay double the member rate. If a non-member registers at the member rate, HCAF will invoice the difference.

### **Still have questions?**

Please contact Jessica Devine, Director of Membership Growth & Retention, at (850) 222-8967 or email [jdevine@homecarefla.org](mailto:jdevine@homecarefla.org).

# MEMBERSHIP PERKS



HCAF membership opens the door to a wide range of benefits designed to support, connect, and advance Florida's home care providers. From exclusive advocacy, expert guidance, and real-time industry updates to member directories, discounted event registrations, and access to essential tools, resources, and continuing education — membership keeps you informed, connected, and prepared.

Members also enjoy benefits tailored to their business model, such as complimentary monthly webinars specific to their service lines, along with exclusive savings through our Affinity Program — including discounts on insurance, legal services, online training, accreditation, and more.

With new benefits added regularly, there's never been a better time to join. Explore highlights of membership for all provider types below and visit our website for the full list — and see how HCAF can help your business grow.



## POLICY EXPERTISE

Access expert guidance and insights on home care policy and practice matters.



## ADVOCACY SUPPORT

Benefit from year-round advocacy from a dedicated policy team focused on your agency's interests.



## EVENT DISCOUNTS

Save on continuing education and professional development webinars, workshops, and our signature events, including the HomeCareCon Annual Conference & Trade Show.



## REFERRAL SOURCE EXPOSURE

Boost visibility with referral sources through our online and print directories, distributed annually to Florida hospital discharge planners.



## TIMELY NEWS & ANALYSIS

Stay informed with industry news and compliance updates via real-time email alerts and website posts.



## NETWORKING OPPORTUNITIES

Exclusive opportunities to connect, collaborate, and grow with home care professionals.



## INFORMATION EXCHANGE

Join our email-based LISTSERV for sharing information, best practices, and solutions with fellow home care professionals.



## COMPLIMENTARY ONLINE TRAINING

Enjoy 5 free professional development courses of your choice on HomeCareLearn.com.



## RESOURCE LIBRARY

Access valuable tools and resources, including model forms, policies, procedures, and essential documents.



## EXCLUSIVE PUBLICATIONS

Get exclusive publications, including the Hot Sheet newsletter and *Florida at Home* magazine.



## MONTHLY TOWN HALL ACCESS

Join exclusive monthly Thrive Thursday Town Halls to connect, collaborate, and engage in advocacy with fellow members.



## JOB POSTING DISCOUNTS

Save on job postings with discounted rates through our online Career Center.



## AUTHENTICITY

Display the HCAF member seal on your website and email signature to highlight your commitment to Florida's home care industry.

# OUR VOICE IN ACTION

Influencing policy decisions that impact Florida's home care industry requires more than good intentions — it takes year-round advocacy, trusted relationships, and strategic financial investment. At the core of this effort is HCAF, whose policy team works throughout the year to shape legislation and regulatory policy. This includes our retained lobbying firm, Continental Strategy, a powerhouse presence in Tallahassee that is funded entirely through HCAF membership dues. Their role is critical: opening doors, rattling cages when needed, and ensuring that the voice of home care is heard by state agencies, legislative leaders, and key lawmakers.

Complementing this work is the Home Care Political Action Committee (PAC) — a voluntary, non-profit, and non-partisan entity regulated by the Florida Division of Elections. While HCAF focuses on direct policy advocacy and regulatory engagement, the PAC raises and deploys funds to support candidates who are aligned with the interests of Florida's home care community. Importantly, PAC contributions are separate from HCAF membership dues, providing an essential political tool to help elect — and re-elect — champions for home care in the Florida Legislature.

Together, HCAF's policy expertise and the PAC's targeted political investments have led to significant legislative victories: securing Medicaid reimbursement rate increases, expanding access to home- and community-based services (HCBS), defeating harmful proposals, and advancing regulatory reforms that promote operational flexibility for providers. From fighting to reduce waiting lists to eliminating barriers to caregiver employment, HCAF and the PAC work in tandem to advocate for policies that strengthen care delivery for both patients and providers.

The timeline below highlights key advocacy and policy achievements by year, demonstrating the lasting impact of HCAF's efforts and the essential role of member and PAC support in shaping Florida's home care future.



## 2013

- Secured a 10% Medicaid reimbursement rate increase for home health and private duty nursing (PDN) services (\$9.3 million).
- Passed SB 1094 to reduce mandatory fines for home health agencies failing to file quarterly reports with the Agency for Health Care Administration (AHCA), cutting penalties from \$5,000 to \$200 per day and exempting non-Medicare/Medicaid providers.



## 2014

- Secured a 5% Medicaid reimbursement rate increase for PDN services (\$5.5 million).
- Secured a \$12.6 million appropriation to reduce the long-term care waiver waiting list, expanding access to HCBS for 823 individuals.
- Passed HB 1179, exempting non-skilled, non-Medicare/Medicaid-participating agencies from accreditation requirements.



## 2015

- Passed HB 441, eliminating mandatory quarterly reporting requirements for home health agencies, saving providers millions in administrative costs.
- Passed SB 904, allowing home health agencies to operate related offices within a geographic service area without additional licenses.



## 2016

- Secured a 5% Medicaid reimbursement rate increase for PDN services (\$7.7 million).
- Secured a \$7.2 million appropriation to reduce the long-term care waiver waiting list by approximately 570 individuals.



## 2017

- Unanimously passed HB 6021, repealing the restriction on home health agencies with shared controlling interests operating within 10 miles of each other, expanding service flexibility.

## 2018

- Defeated SB 1362/HB 835, which sought to expand the Palm Beach County Caregiver ID Badge ordinance statewide. The proposal would have created new barriers to caregiver employment with duplicative, privacy-invasive requirements.



## 2019

- Passed HB 23, establishing Florida's first comprehensive telehealth statute and setting the stage for expanded remote care delivery amid the coming pandemic.

## 2020

- Passed HB 607, a landmark workforce reform that expanded the scope of practice for direct care workers by authorizing registered nurses (RNs) to delegate specific tasks to home health aides and certified nursing assistants (CNAs). This policy shift was driven by the urgent need to address Florida's growing home care workforce crisis by maximizing the skills of every available clinician and caregiver. The timing was historic: HB 607 passed on March 11, 2020 — the same day the World Health Organization declared COVID-19 a global pandemic. As the world braced for unprecedented health system strain, Florida acted decisively to empower more hands on the frontlines. The law has since proven essential in expanding care access, reducing unnecessary hospitalizations, and improving patient outcomes across home-based settings.
- Secured a \$30.2 million appropriation to reduce the iBudget waiver waiting list.



## 2021

- Defeated SB 634/HB 309, which proposed expanded Alzheimer's disease and related disorders (ADRD) training mandates for long-term care providers. The bill would have required three hours of initial training and four hours annually for direct care workers, plus additional training for all staff.



## 2022

- Secured more than \$600 million in Medicaid funding through a collaborative advocacy effort alongside other health care provider associations for reimbursement increases and the establishment of a \$15 per hour minimum wage for direct care workers.
- Passed HB 469, expanding the scope of practice for direct care workers by allowing RNs to delegate additional tasks, helping address workforce shortages and improve care delivery in home and community settings.
- Passed SB 7014, extending COVID-19 liability protections for health care providers and offering continued legal safeguards during ongoing public health challenges.
- Defeated SB 1572/HB 1507, which once again sought to impose expanded ADRD training requirements on long-term care providers.



## 2023

- Passed SB 2510, reforming Medicaid provider enrollment requirements to eliminate unnecessary red tape for certain providers, thereby reducing administrative costs and streamlining access to care.
- Successfully negotiated and passed HB 299, establishing balanced, no-cost online ADRD training requirements for long-term care providers — an advocacy win that replaced earlier, overly burdensome proposals.
- Passed HB 391, creating the Home Health Aide for Medically Fragile Children Program to bridge workforce gaps and provide specialized training pathways for family caregivers and direct care workers.
- Secured a \$79.6 million appropriation to reduce the iBudget waiver waiting list.
- Secured a \$5 million appropriation to expand Community Care for the Elderly and Home Care for the Elderly programs.



**2024**

- Unanimously passed HB 935, expanding Medicaid coverage to allow advanced practice registered nurses (APRNs) and physician assistants (PAs) to prescribe home health services. This legislation brings Florida into alignment with the federal CARES Act, providing permanent authorization for non-physician practitioners to certify Medicare and Medicaid home health care services.
- Championed provisions of SB 7016 (Live Healthy), including Florida's participation in the speech-language pathology and audiology, and physical therapy licensure compacts. The legislation also allocated \$19 million to the Linking Industry to Nursing Education (LINE) program, with an additional \$5 million to expand access to private nursing schools — funding aimed at increasing the supply of licensed practical nurses (LPNs) and CNAs through targeted education grants.
- Secured a \$29 million Medicaid reimbursement rate increase for PDN services to support recruitment and retention of skilled clinicians for medically complex patients.
- Obtained a \$195.8 million appropriation to implement a uniform rate increase for all iBudget waiver providers, strengthening services for individuals with developmental disabilities.

**2025**

- Passed HB 1353, a major regulatory modernization allowing one administrator to oversee up to five commonly owned home health agencies, regardless of geographic service area — removing the outdated, arbitrary contiguous-county restriction. The bill also eliminates the requirement that admission, evaluation, and discharge visits be performed only by direct employees, enabling providers to use qualified contracted professionals to improve flexibility and access. It further revamps the Excellence in Home Health Program by requiring AHCA to distinguish award criteria between "skilled" and "non-skilled" agencies, streamline the application process, and ensure the designation is accessible and achievable — addressing why no provider has earned the award since its 2023 implementation.
- Passed SB 1156, strengthening the Home Health Aide for Medically Fragile Children Program by enhancing training standards, expanding provider eligibility, and exempting caregiver wages from Medicaid eligibility calculations.
- Passed SB 1490, directing AHCA to develop a comprehensive redesign plan for the Medicaid Model Waiver for children receiving PDN, with tiered service options and required input from families, providers, and Medicaid plans.

# VOICES OF HOME CARE

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HCAF is my lifeline. I can't thank you enough for everything. Your direction makes me a better leader."

– AMY C.



Big or small, size does not matter. HCAF is always there to help with a 'what-can-I-do-for-you' attitude and the cost to become a member is minimal compared to what you get in return for the support and advocacy locally, statewide, and the national level."

– ANTHONY C



You need an organization that you can depend on for the most current news and resources. The monetary investment is small - the return on the investment...enormous!"

– KATHLEEN C.



The guidance from HCAF has been of such great value and so needed in this very changing environment of home health. I look forward to my continued membership and guidance from HCAF!"

– THERESA R.



Thank you so much for your help and for taking the time to assist so quickly. I don't ask for help from the association often, but I am pleased to find out that I can get such a prompt answer when I do.

This is a good reason to be a member of HCAF. Thanks again!"

– MINERVA V.



As a national home care and hospice consultant, I have worked with numerous state associations across the country. HCAF is second to none in all aspects, but most importantly in the care that they show and the advocacy that they act out on behalf of their membership. There has never been a moment in the life of my company (20+ years) that I ever second guessed or hesitated to act on anything that came from HCAF. The HCAF leadership is always first in line to fight for the rights of its members and will not back down from the national decision-makers being told the concerns that are the real world. HCAF is a very strong association and cares about the survival of agencies."

– MELINDA G.