# GOAL: Be the influential voice for home care

**Strategies:**

1. **Increase (Grassroots/legislative) Advocacy**

* HHS committee members understand key concepts
* Client/stakeholders relate to sen/reps
* Create stronger relationships with legislators through stronger grassroots
* In home legislative visits
* Create leg tracking system
* Grassroots videos
* Legislative update separate from Informer
* Legislative updates on team meeting agenda – review priorities at min.
* Grassroots mentors
* Grassroots spotlight in Informer
* Grassroots calling tree
* Issues communicated timely with key points
* Website robust for all interests
* Collaborate with PCA org on advocacy issues
* Advocacy app
* Take action alerts – who represents me
* Increase awareness of why advocacy important to providers
* Clear connection with NAHC and awareness of members of that connection
* Need a special MDH liaison (similar to Kevin with DHS)
* Expand member awareness of leg team agenda
* Redesign the teams (esp leg team)
* Invite non-team members to attend and offer suggestions
* Legislative updates on Region agendas
* Louder voice with and assisting increase payment
* Increase amount/access for members to info from CMS/MDH/DHS

**Issue Focus: Workforce/pay**

* Work collaboratively on workforce solutions
* Unified state workforce initiatives
* Immigration reform to combat staff shortages
* HC professional pay increase
* Align reimbursement rates with min wage increases

1. **Increase visibility / awareness (outward facing)**

* Redefine membership criteria to reflect industry changes
* Become most influential state association at federal level
* Help homecare gain recognition as low cost option
* MHCA viewed as expert advisor for MDH and DHS
* Form alliances to increase impact of advocacy at state level
* Positive:
  + Stronger voice
  + Increased agility
  + Increase member value