

GUIDE TO

Minnesota's HME Proclamation



MAMES

AAHOMECARE
American Association for Homecare

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STAFF COMMUNICATIONS - Template Letter

Share the news with your team, celebrating their contributions and encouraging their participation.

[COMPANY] Team,

This November, we're continuing the recognition of the important work of the HME community in making home-based care possible for Minnesotans! Last year, Governor Walz issued a proclamation naming the second week of November as "Home Medical Equipment & Services Appreciation Week".

At [COMPANY], we are proud to recognize the contributions of each of you making in carrying out our mission and serving our communities. On Monday, November 9th, we'll kick off the week by sharing a team photo on our social media channels. [Include instructions for taking the photo, ex how/where it will be taken, dress code, timing details.]

Every day, your work helps reduce hospitalizations, improve quality of life, maximize health outcomes, and support dignity for those managing their medical needs from the comfort of home. Because of your dedication, families can stay together, and individuals can remain active in their schools, workplaces, and neighborhoods.

Thank you for the passion and commitment you bring to this work – it truly makes a difference. Join us in celebrating HME & Services Appreciation Week by following along and sharing posts with #HMEWeek.

With Gratitude,

[NAME, ROLE]
[COMPANY]

SOCIAL MEDIA POSTS

Utilize turnkey social media posts across your social channels, and invite customers, referral sources, and Hill champions to join you.

HME Suppliers



Day 1 – Monday: Staff appreciation – post group photos

📸 We're kicking off HME & Services Appreciation week with a big THANK YOU to our incredible team! You fuel our mission in providing quality home-based care for our community. We are proud of our passionate professionals!

#HMEWeek #EmployeeAppreciation #BehindTheScenes #Teamwork #ThisIsMyMN



Day 2 – Tuesday: HME's role in home-based care

Home medical equipment & supplies empower Minnesotans of all ages to live safely at home, where they want to be. As we celebrate HME & Services Appreciation Week, we recognize the important role of home-based care in improving lives, supporting families, and advancing care across our state.

#HMEWeek #Homecare #HomeMedicalEquipment #ThisIsMyMN



Day 3 – Wednesday: HME suppliers' contributions

We're excited to be part of HME & Services Appreciation Week in Minnesota! As a company who provides home medical equipment, supplies, and services to our community since [YEAR], we love helping people manage their medical needs from the comfort of home and remain active in their schools, workplaces, and neighborhoods.

#HMEWeek #Homecare #HomeMedicalEquipment #ThisIsMyMN



Day 4 – Thursday: Manufacturers & distributors' contributions

As we celebrate HME & Services Appreciation Week, we want to highlight our manufacturer and vendor partners who are vital partners in care. Their innovation and support enable us to provide essential, quality products that our community needs.

#HMEWeek #HomeMedicalEquipment #MedicalSupplies #MedTech #HealthCareInnovation



Day 5 – Friday: Support Service Companies' contributions

Behind the scenes, our service partners help strengthen our ability to serve our community, from billing software & technology to accreditation and beyond. This HME & Services Appreciation Week, we thank the companies who help us provide home medical equipment and care to Minnesota families!

#HMEWeek #HomeMedicalEquipment #B2B

SOCIAL MEDIA POSTS

Utilize turnkey social media posts across your social channels, and invite customers, referral sources, and Hill champions to join you.

HME Manufacturers & Distributors



Day 1 – Monday: Staff appreciation – post group photos

📸 Today we kick off HME & Services Appreciation week in Minnesota with a big THANK YOU to our incredible team! You fuel our mission in helping make quality home-based care possible. We are proud of our passionate professionals who fuel innovation and supports HME suppliers!

#HMEWeek #EmployeeAppreciation #BehindTheScenes #Teamwork #ThisIsMyMN



Day 2 – Tuesday: HME's role in home-based care

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#HMEWeek #Homecare #HomeMedicalEquipment #ThisIsMyMN



Day 3 – Wednesday: HME suppliers' contributions

We're excited to recognize our HME supplier customers who provide home medical equipment, supplies, and services to their communities as part of HME & Services Appreciation Week in Minnesota. They help people manage their medical needs from the comfort of home and remain active in their schools, workplaces, and neighborhoods.

#HMEWeek #Homecare #HomeMedicalEquipment #ThisIsMyMN



Day 4 – Thursday: Manufacturers & distributors' contributions

We're honored to be part of HME & Services Appreciation Week in Minnesota! As a company who manufacturers [home medical equipment & supplies] since [YEAR], we are grateful for the opportunity to help people manage their medical needs from the comfort of home, enabling people remain active in their schools, workplaces, and neighborhoods.

#HMEWeek #Homecare #HomeMedicalEquipment #ThisIsMyMN



Day 5 – Friday: Support Service Companies' contributions

They say it takes a village, and it's true! As Minnesota celebrates HME & Services Appreciation Week, we recognize not only our valued supplier customers but also the service providers who support our supplier partners who help make home-based care possible. Together, we make a difference!

#HMEWeek #HomeMedicalEquipment #Homecare

SOCIAL MEDIA POSTS

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HME Support Service Companies



Day 1 – Monday: Staff appreciation – post group photos

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#HMEWeek #Homecare #HomeMedicalEquipment #ThisIsMyMN



Day 4 – Thursday: Manufacturers & distributors' contributions

They say it takes a village, and it's true! As Minnesota celebrates HME & Services Appreciation Week, we recognize not only our valued supplier customers but also the manufacturers whose products help make home-based care possible. Together, we make a difference!

#HMEWeek #HomeMedicalEquipment #Homecare



Day 5 – Friday: Support Service Companies' contributions

We're excited to be part of HME & Services Appreciation Week in Minnesota. As a company who supports the home medical equipment industry since [YEAR], we are grateful to support the HME suppliers with [SERVICE] so they can deliver the care people rely on at home. Together, we enable people to remain active in their schools, workplaces, and neighborhoods.

#HMEWeek #Homecare #HomeMedicalEquipment #ThisIsMyMN

MEDIA PRESS RELEASE

Alert your local media outlets about Minnesota issuing a proclamation celebrating the role of HME & services.



PRESS RELEASE [DATE]

Contact: Ashley Plauché
American Association for Homecare
ashleyp@aahomecare.org

The People Behind Care at Home: Recognizing “Home Medical Equipment & Services Appreciation” in Minnesota

Celebrating the Professionals who Make Home-Based Care Possible

[Minneapolis, MN] – Behind every person receiving care at home is a network of professionals helping make that possible. From managing respiratory conditions and diabetes to supporting mobility needs, chronic illness, and injuries, home medical equipment (HME) is essential to helping people manage their health and live safely from the comfort of home.

Following last year’s gubernatorial proclamation recognizing the second week of November as Home Medical Equipment & Services Appreciation Week in Minnesota, HME professionals across the state are observing this on November 9-13, 2026.

November is also Homecare Month and National Family Caregivers Month, providing an opportunity to highlight the important role that HME plays in the health care continuum.

“With more than 160 accredited HME supplier locations serving Minnesotans, our Industry is a lifeline for people of all ages and medical conditions,” explains Rose Schafhauser, Executive Director of the Midwest Association for Medical Equipment Services & Supplies (MAMES). “We are proud to see the state of Minnesota lead the way in recognizing the value of HME professionals and the care they deliver every day.”

HME includes products such as oxygen and respiratory equipment, wheelchairs, hospital beds, incontinence products, and other products prescribed by health care providers. HME professionals do more than deliver these products. They provide end users, families, and caregivers the tools, education, and support they need to thrive. Their work helps:

- Reduce hospitalizations and health care costs
- Support families and caregivers
- Empower individuals with complex medical needs to live at home
- Strengthen communities by keeping loved ones together

Home Medical Equipment & Services Appreciation Week honors the accredited suppliers, manufacturers, distributors, and service providers who work tirelessly to support those recovering from illness and injury as well as those living with disabilities and complex medical needs.

“We often think about health care in terms of doctors, nurses, and hospitals, but there’s an entire network of professionals working behind the scenes to make home-based care possible,” explains Ashley Plauché of the American Association for Homecare. “Together, we empower millions of Americans to have greater independence and the ability to receive care where they prefer, providing a cost-effective alternative to more intensive settings when appropriate.”

Minnesota was the first state in the nation to highlight the role of HME through a proclamation, celebrating the people and services that make home-based care possible every day.



ADVOCACY RESOURCE

Reinforce the value of HME and home-based care for Minnesotans when meeting with legislators, government agencies, and payers.

The Value of HME & Services

MN

Home Medical Equipment (HME) & Services Appreciation Week honors the accredited companies & dedicated professionals across Minnesota who provide not just essential medical equipment, but also the services, education, & compassionate support that empower individuals to manage complex & chronic health conditions at home.



Enabling Medical Care at Home

Home Medical Equipment (HME) is essential to enabling residents of Minnesota to receive medical care and support in their homes, preserving dignity, independence, and a higher quality of life.



Serves People of All Ages & Health Conditions

HME is a lifeline not only for those recovering from illness or injury, but also for individuals living with disabilities and children with complex medical needs who rely on medical technology and supplies to manage chronic conditions and fully participate in their families and communities.



Prevents Hospitalizations, Maximizes Outcomes

HME empowers people to safely remain in their homes and communities—where they want to be—by preventing avoidable hospitalizations, reducing complications, and maximizing health outcomes across all ages and abilities



Cost-Effective Care that Helps People Thrive

Home-based care, supported by HME, benefits our entire state: it is cost-effective for payers, taxpayers, and people who use HME; eases the burden on hospitals and long-term care facilities; strengthens families by keeping loved ones together; and helps individuals remain active in their schools, workplaces, and neighborhoods

