



HME Community,

Thanks for your interest in inviting your customers and community to share their stories about the importance of homecare and HME!

Our Industry has an incredible story to tell as we touch millions of lives each year, helping folks manage their medical needs from the comfort of home. Our #WhyHomecareMatters campaign speaks to the heart of what we do to care for our communities, helping people remain in their homes, with loved ones, and engaged in the community.

By encouraging your customers and their families to share their personal experiences, you help us amplify our advocacy efforts. These real-world stories are powerful tools when engaging with payers, legislators, and government agencies on issues that impact access to care.

Below, you'll find a sample message to invite your customers to participate in our campaign. Feel free to use or modify it as needed. Thanks for your support!

In Solidarity,

Ashley Plauché, Sr Director Brand Marketing
American Association for Homecare

SAMPLE MESSAGE

Dear **[CUSTOMER NAME]**,

We are honored to be a part of your care team helping manage your medical needs at home.

We invite you to be a part of the #WhyHomecareMatters campaign which is dedicated to showcasing the positive impact that homecare has on lives just like yours. By sharing your story, you can help us advocate for better access to care and support for everyone who relies on home medical equipment, supplies and services.

Please join us in this important effort by sharing how homecare has made a difference in your life. You can visit aahomecare.org/WhyHomecareMatters to share your story either via video or written. These stories will be used to educate the general public, insurance companies, and politicians on the importance of preserving access to home-based care. The Website has helpful tips for how you can tell your story and additional information about the campaign.

Together, we can make a powerful statement about the importance of homecare in our community. Thanks for your consideration and support!

[COMPANY]