

Value of Homecare

HME TOOLKIT



AAHOMECARE
American Association for Homecare



Overview

AAHomecare launched a powerful new video campaign that highlights the critical role of home medical equipment (HME) in improving lives. The mini-documentary tells the story of Brandon, a quadriplegic who uses a variety of HME/supplies and how access to HME enables him to have a higher quality of life, improves health outcomes, and reduces overall healthcare costs.

Help spread the word, and use this video to advocate for stronger HME access!

03 VIDEO

Two powerful videos showcasing the value of home-based care and HME

04 E-MAIL TEMPLATES

Ready-to-use messages for Congress/payers, customers, and your staff

05 SOCIAL MEDIA TEMPLATES

Pre-crafted posts to highlight your company's role & commitment to HME access

07 VALUE OF HME TALKING POINTS

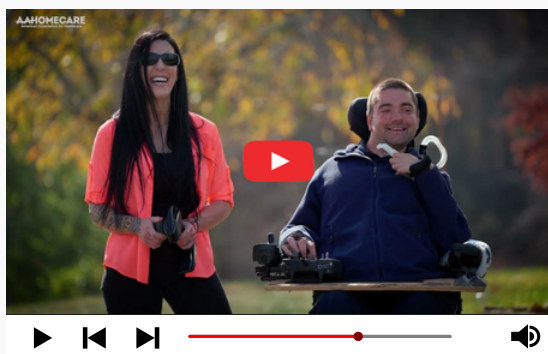
Key messages and data insights to support advocacy and outreach efforts

Video Resources

Mini-Documentary Video (4.5 minutes)

Best for: Public Awareness & Education

Share with the general public and customers, increasing awareness of home-based care and HME.



How to Use the Video:

HME Stakeholders: Share the video with your customers on social, your website, and e-mail campaigns to highlight your company's value and raise public awareness. Invite them to repost, raising the public's awareness of the value of home-based care. They can also share their own story about the value of homecare and access to their home medical equipment by submitting their story [here](#).

Allied Organizations/Associations: Feature the video in newsletters, on websites, and on social media, empowering your staff and members/customers to showcase the value of home-based care.

Video:

youtube.com/watch?v=JRuSIWZgevQ

Public-facing landing page:

aahomecare.org/value-of-hme

Short, Advocacy Video (2.5 minutes)

Best for: Legislative & Payer Advocacy

Use in grassroots meetings with policymakers and payers demonstrating, asking for their support in protecting patient access to care.



How to Use the Video:

HME Stakeholders: Share this video in meetings with legislators and payers to showcase the essential role of HME and home-based care in improving lives. You can also send it via email to reinforce discussions with existing contacts and advocate for policies that protect patient access to care.

Allied Organizations/Associations: Distribute this video to your members/staff, encouraging them to use it in advocacy meetings. Consider incorporating it into your advocacy toolkits and training.

(Note: This video is designed for targeted advocacy, not public distribution.)

Video:

youtu.be/m3fsKjK-CA

E-Mail Templates

Use these templates as a jumping off point in crafting your message to the target audiences below to share the video:

For Legislators & Payers

E-Mail Language: Access [here](#)

Purpose:

- Share video to educate policymakers and payers on the real-world impact of DME access.
- Advocate for sustainable reimbursement and coverage policies.
- Emphasize HME trifecta - cost effective, end user preferred, maximizes health outcomes.

CTA:

- Watch video, meet to discuss how they can support and protect HME access.

For Customers (End Users & Family Caregivers)

E-Mail Language: Access [here](#)

Purpose:

- Engage HME end users and caregivers by sharing a relatable, human-centered story.
- Encourage social sharing to raise awareness about the importance of home-based care.
- Invite users to share their own experiences, strengthening advocacy efforts.
- Provide educational resources to learn more about HME & homecare.

CTA:

- Watch video, visit website to learn more or share their story.

For HME Industry (Co. Staff & Association Members)

E-Mail Language: Access [here](#)

Purpose:

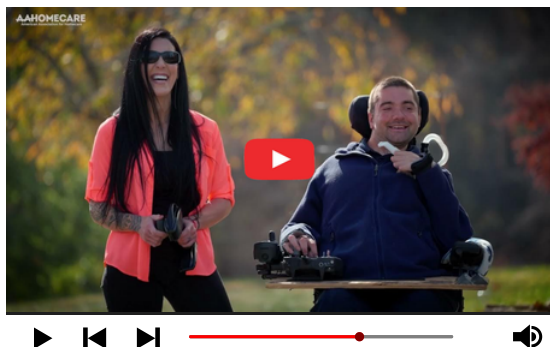
- Share video reinforce industry pride and the meaningful impact of HME.
- Provide staff and industry professionals with a tangible example of why their work matters.
- Encourage them to advocate for home-based care by sharing the video and engaging with policymakers.

CTA:

- Watch/share video, join grassroots efforts to engage Congress on HME priorities.

Social Media Templates

In addition to reposting AAHomecare's social posts on the video, you are welcome to use the following posts and draft content on your own social channels, using the hashtag **#WhyHomecareMatters** and tagging AAHomecare.



Theme: Sharing Brandon's Story (Video)

Post Image: Link to [Mini-Documentary Video](#)

Post Content:

Meet Brandon – a young professional, a quadriplegic, and a powerful example of why home-based care matters. His ability to live life on his own terms is made possible by access to home medical equipment (HME).

Watch his inspiring journey and see firsthand how HME empowers independence, health, and quality of life.

 [\[YouTube Link\]](#)



Theme: Sharing Brandon's Story (Static)

Post Image: Access the Design [Here](#)

Post Content:

For millions of people like Brandon, home medical equipment means the ability to live, work, and thrive at home. He's proof that with the right support, people can live full, meaningful lives at home.

Watch his story & learn how home-based care can help you or a loved one!

 aahomecare.org/value-of-hme

Social Media Templates



Theme: Sharing Brandon's Story (Static)

Post Image: Access the Design [Here](#)

Post Content:

A motocross accident changed Brandon's life forever – but his story didn't end there. With his medical equipment and a strong support system, Brandon transformed his challenges into opportunities, living a life filled with purpose, innovation, and impact as an engineer designing wheelchairs for future generations.

Watch his story & learn how home-based care can help you or a loved one!

 aahomecare.org/value-of-hme



Theme: Raising Awareness on Value of HME

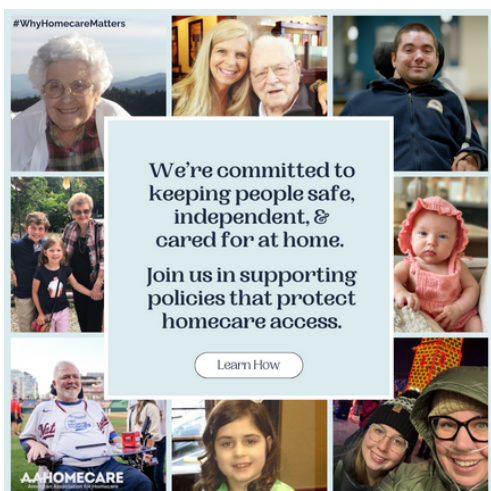
Post Image: Access the Design [Here](#)

Post Content:

Home-based care allows millions of people to manage their health where they prefer – at home. From oxygen therapy to mobility aids, home medical equipment (HME) helps millions live independently every day.

Want to learn more about how HME supports end users and families? Click for a helpful educational resource page.

 aahomecare.org/value-of-hme



Theme: Inspired Advocacy & Protecting HME Access

Post Image: Access the Design [Here](#)

Post Content:

At [Company Name], we are proud to help people manage their health at home.

Every day, we provide the home medical equipment and support that allows individuals to live independently, safely, and comfortably. Policy changes could make it harder for people across the country to receive the care they need at home.

Join us in supporting policies that ensure people get the products and services they need.

★ Learn more here: aahomecare.org/value-of-hme

Value of HME Talking Points

Homecare and HME have a great story to tell! Access our talking points with market data that you can use in crafting your messages and conveying the value to your target audiences.

Value of Homecare & HME

Home-based care helps people – including seniors and those with disabilities or health conditions – get the medical equipment and support they need to live safely and comfortably at home while managing their medical needs. Current reimbursement and policy pressures create barriers that jeopardize end user access to care.

- **HME companies provide a vital safety net for communities.** HME companies provide the essential equipment and services that enable millions to manage medical conditions at home.
- **Home-based care enables people to live at home where they prefer.** Most people want to receive care at home rather than in a hospital or facility whenever possible. HME makes that a reality.
- **Home-based care maximizes health outcomes.** By keeping individuals in their familiar, supportive environments and reducing the potential for facility-associated complications, home-based care helps prevent hospital readmissions, reduces infections, and improves overall health outcomes.
- **Home-based care and HME are a cost-effective solution for payers, patients, and taxpayers.** Managing one's health conditions from home and utilizing the appropriate HME reduces healthcare spending by preventing costly ED visits, hospitalizations, and facility admissions.
- **The future of healthcare is at home.** As the population ages and demand for care grows, expanding access to HME will be essential in meeting healthcare needs efficiently and compassionately.
- **A strong workforce depends on HME access.** Many family caregivers and people using HME are active in their communities and workplaces. Ensuring access allows them to contribute to society and maintain independence.

Access to HME is at risk. Since 2013, 42% of HME companies have closed due to cost pressures, leading to supply shortages, service disruptions, and healthcare deserts in many communities. In July 2024, 65% of companies surveyed reported reducing the types and amounts of products they offer due to reimbursement pressures, leaving fewer choices for end users.

Value of HME Talking Points

Data Insights: HME & Homecare

- **Homecare Preference.** 77% of adults 50+ want to remain in their homes as they age.¹ People with disabilities prefer to live in their communities, not institutions.²
- **Cost Effective Home-Based Care.** For most, homecare provides a cost-effective alternative to skilled care.^{3,4} A private nursing home room costs \$116,800/year while homecare costs significantly less at \$75,504.⁵
- **Benefits of PAP Therapy to Treat Sleep Apnea.** Only 6% of the 30 million people with sleep apnea have been diagnosed.⁶ Untreated, this condition costs \$149.6 billion annually in the United States.⁷ Positive Airway Pressure (PAP) therapy such as CPAP and BiPAP costs just a fraction of that and prevents expensive medical interventions and complications, providing a 67% cost savings over those who go untreated.⁸
- **Benefits of CGM for Managing Diabetes.** Continuous Glucose Monitors (CGMs) reduce hypoglycemia-related Emergency Department visits and hospitalizations, making them a cost-effective investment in preventive care.^{9,10}
- **Home Oxygen Therapy and/or Ventilators to Manage COPD.** Chronic Obstructive Pulmonary Disease (COPD) is the 6th leading cause of death in the United States.¹¹ Hospitalizations due to COPD exacerbations cost over \$19,000 on average,¹² while home oxygen therapy and/or home mechanical ventilation help manage the condition affordably and effectively at home.
- **Incontinence Management Prevents Adverse Complications.** Urinary incontinence (UI) costs over \$20 billion/year¹³ and is a leading cause of nursing home admissions.^{14,15} Common complications include skin irritation, serious wounds, and falls. Quality absorptive products help one manage UI at home, providing a cost savings over facility admissions while minimizing adverse medical and psychological effects.¹⁴
- **Mobility Devices Increase Independence, Improve Outcomes.** Access to appropriate devices help reduce pressure sores and progression of deformities, improve respiration,¹⁶ decrease the risk of falls,¹⁷ reduce strain on caregivers, and improve independence and quality of life.^{17,18}
- **Intermittent Catheters Minimize Infection Risk.** Intermittent catheters (IC) help safely empty the bladder while reducing Catheter-Associated UTI (CAUTI) risk, a common issue with long-term indwelling catheter use.^{19,20,21,22,23} By preventing infections that cost \$1,000+ to treat,²² IC improves end user safety and outcomes.^{21,22}
- **Benefits of Breast Pumps.** Breastfeeding delivers powerful health benefits for both babies and mothers, reducing infants' risk of illness and lowering mothers' chances of breast and ovarian cancer.^{24,25} For the nearly 60% of moms returning to work within nine months,²⁶ breast pumps help sustain these health benefits by enabling continued access to breast milk.
- **Inexpensive Bath Safety Helps Prevent Falls.** 1 in 4 older adults fall annually; this is the leading cause of injury²⁷ and costs \$50 billion/year.²⁸ Falls are preventable, and home modification solutions like grab bars and shower seats help people live at home longer by up to 5-10 years.²⁹