



Home Care Advocacy in 2026

What Leaders Need to Know to Grow and Succeed



ON-DEMAND WEBINAR



Before we get started

- This webinar is being recorded
- Questions can be submitted via email
- Stay till the end for key takeaways and resources

Agenda

What we're learning today



About Caresmartz



Introduction



Panelists



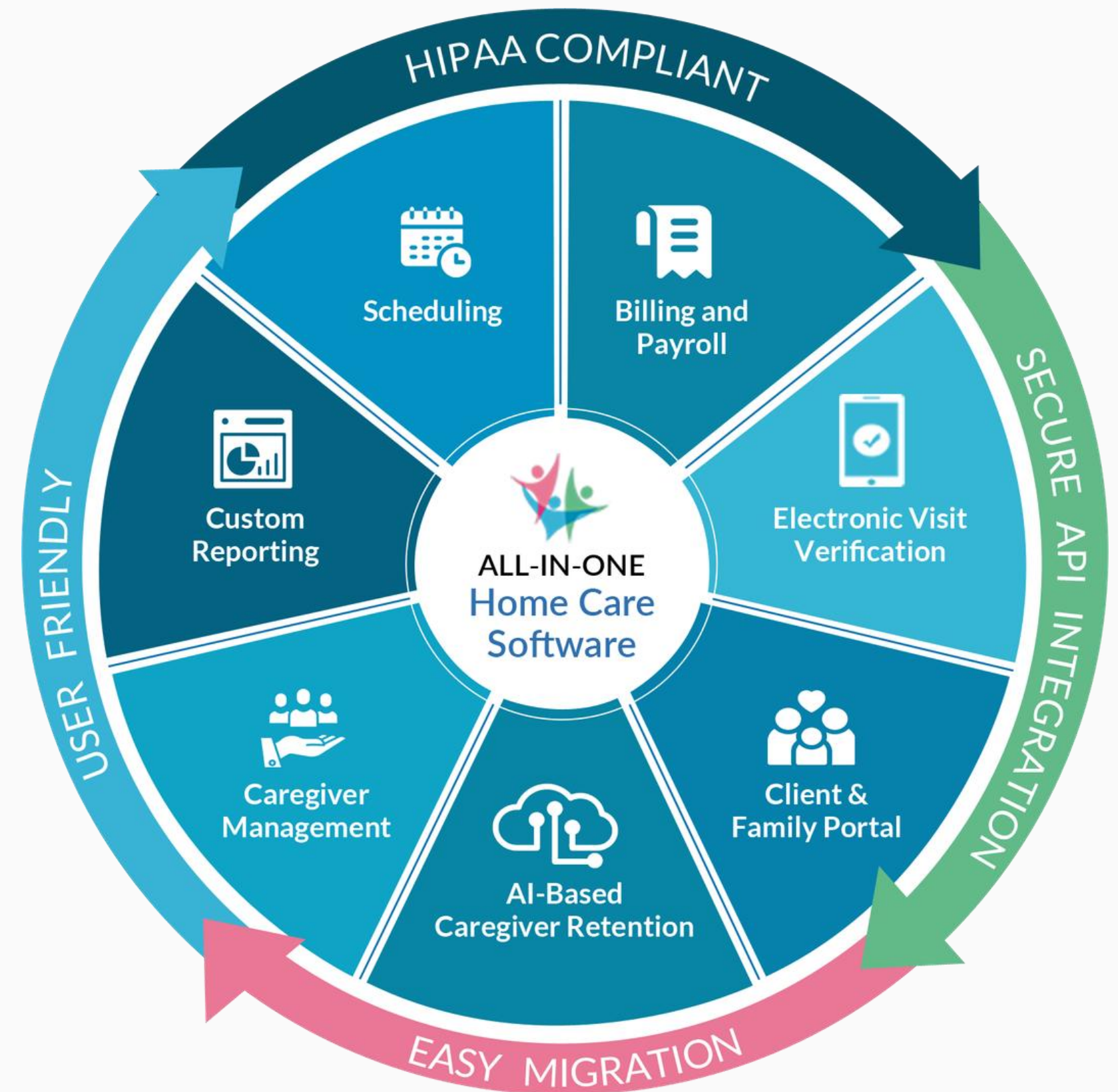
Panel Discussion



Resources

About CareSmartz360

Whether you are a home care franchisor or an independent agency, our HIPAA-compliant, AI-powered software is designed to make care easier for you through advanced features like scheduling to billing, client & family portals, and mobile apps.



Presented by



Moderator



Ruby Mehta

VP of Sales,
CareSmartz360

Guest Speaker



David Totaro

Principal,
Liberty Partners Group

The ROI of Home Care Advocacy



- Advocacy boosts revenue: influencing policy improves funding and reimbursement.
- Long-term impact: sustained advocacy opens markets and reduces barriers.
- Measurable gains: such agencies see better contracts, retention, and financial results.



Policy to Profit: Dollars & Margins

- Reimbursement rates raise revenue & margins.
- Medicaid structures shape cash flow stability.
- Regulatory shifts alter costs and growth potential.

In 2024, state Medicaid payment rates for home care showed wide variation: personal care agency rates ranged roughly \$14 – \$44/hr and home health agency rates ranged \$25 – \$159/hr, directly influencing revenue and margins for providers.

—[KFF](#)



Advocacy as Strategic Advantage

- Craft a clear, unified advocacy message
- Build influence with decision-makers
- Monitor and respond to policy shifts





Multi-Location Success Frameworks

- Monitor policy trends across states
- Standardize internal response systems
- Coordinate centralized strategy with local execution





Why Advocate?

- "Progress was never achieved in silence" – Dr. Martin Luther King, Jr.
- Data shows that advocacy – even in small doses – works.





Final Tips

- Keep the message simple
- Frame the message around the workforce and the patient
- Humanize your advocacy
- Stay engaged

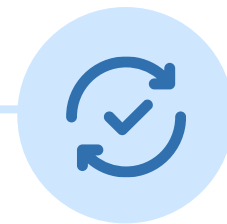




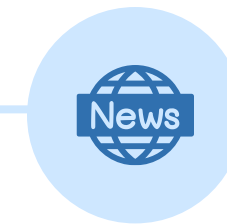
Resources & Industry Impact



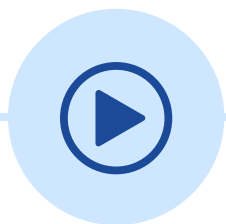
[Statewise
EVV](#)



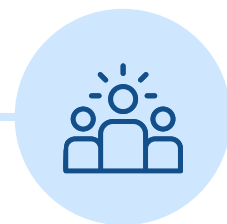
[Software
Updates](#)



[CareSmartz360
Bulletin](#)



[400+
FAQ Videos](#)



[150+ Home Care
Expert Insights](#)



[100+ Home Care
Podcasts](#)



[40+ Home Care
Success Stories](#)

Thank You for Watching!

- Access the webinar recording and slide deck
- Have questions? Contact our team
- Stay tuned for more sessions

 www.caresmartz360.com |  sales@caresmartz360.com |  844-588-2771

Follow us @CareSmartz360

