

# Protecting Home Health Care Social Toolkit

## OVERVIEW

The Centers for Medicare & Medicaid Services' (CMS) proposed 2026 Medicare home health rule would cut payment rates by 9% and reduce funding to home health agencies by over \$1 billion. As an advocate for [the National Alliance for Care at Home](#) (the Alliance), you can play a vital role in protecting home health care funding and lifesaving care for millions of Americans.

**With your help, we can educate Congress on the critical importance of preserving home health funding and ensure this message reaches policymakers as well as everyday Americans.**

This Social Toolkit provides suggested talking points for engaging with your elected officials in Congress, sample social media posts, graphics you can use to tell your story, and ways you can help spread the word.

## HOW-TO GUIDE

- **Share on social media.** Use the sample language below or customize the LinkedIn, Facebook and/or X posts to your liking. Share your personal insights and experiences to help tell the story.

***To tailor your social posts using data specific to your state and district, [use these one-pager fact sheets](#) (you must be logged into your Alliance account to access).***

- **Photos:** Photos and graphics help make social content more engaging. Please add a photo of yourself with a member of Congress or share one of the social graphics included below.
- **Use the hashtags [#ProtectHomeHealthCare](#) and [#OneVoiceforCareatHome](#).** We encourage you to use these hashtags to connect your story to a wider audience, increase conversation among your colleagues and allies, and help categorize content for easy discovery.
- **Engage with the Alliance and fellow members.** We encourage you to amplify content where you can. Your collective efforts will help make our message more powerful. Tag [@TheAllianceHome](#) in your content, as well as like and share our posts throughout the week so we can maximize engagement together.

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## TALKING POINTS

- Home health is a lifeline, especially in rural and underserved communities, and helps patients recover where they're safest – at home.
- CMS is proposing to slash over \$1 billion in funding from home health agencies, taking away critical nurses, visits, and care options.
- These cuts would severely impact access to lifesaving care and further burden a system already under strain. Since 2019, more than 1,000 home health agencies have shut down and over half of U.S. counties have lost at least one provider. Many now have none.
- Over the next 10 years, funding is projected to be reduced by an additional \$25 billion.
- Agencies are already battling rising costs and severe staffing shortages. Providers are struggling to hire, train, and retain quality staff.
- Already, many patients aren't getting the care that they're prescribed. In 2024, over one-third of Medicare patients referred to home health after hospitalization never received it—leading to worse outcomes, readmissions, and higher spending.
- Rural and underserved communities will be hit the hardest. These regions already face long wait times and provider shortages. Cutting home health will deepen care deserts and leave patients with nowhere to turn.
- Further reductions will force additional closures and leave more patients without care.
- When patients can't get care at home, they end up in hospitals, ERs, and nursing homes. These settings are more expensive, put additional pressure on overburdened healthcare resources, and drive-up costs for taxpayers.
- CMS is proposing these cuts based on outdated and flawed methods. CMS failed to uphold Congress's instruction that overall payment to home health services not increase or decrease due to the new payment system implemented in 2020.
- In fact, Medicare's home health spending has actually gone down since 2020. Slashing home health today will inevitably spike costs tomorrow.
- **I join millions of providers and patients across the country in calling on Congress to act now and preserve critical access for the patients and families that need it. We must protect what's working and invest in care that meets patients where they are.**

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## SAMPLE SOCIAL MEDIA POSTS

*Cuts Lead to Higher Costs, Worse Outcomes*

### LinkedIn/Facebook:

- As a home health provider in [insert community, state], I am deeply concerned about **@CMSGov**'s proposed reductions in home health funding. Agencies are already being stretched thin, and more reductions will force closures, leaving patients without the care they need. In 2024, over one-third of Medicare patients referred to home health after hospitalization never received that care. That leads to readmissions, ER visits, and worse health outcomes.

Home care is the most cost-effective option. When patients can't access it, they end up in more expensive settings like hospitals and nursing homes, driving up costs for taxpayers and straining an already overburdened system.

It's time we **#ProtectHomeHealthCare**, not cut it. Read more about how providers are protecting life-saving care:

<https://allianceforcareathome.org/advocacy/legislation-action-center/>

### Twitter/X:

- Cutting home health doesn't save money. It drives up costs & worsens outcomes. Patients end up in ERs + hospitals instead of recovering at home.  
**#ProtectHomeHealthCare #OneVoiceforCareatHome**
- Cutting home care costs more in every way. More ER visits, worse patient outcomes, higher costs. Join me and thousands of other providers across the country in calling on **@CMSGov** to **#ProtectHomeHealthCare**.

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## *Empowering Patients through Home Care*

### **LinkedIn/Facebook:**

- Patients want more home-based care, not less. Home health helps people recover where they're safest – at home – while delivering better outcomes at a lower cost.

It's simple: care patients trust should be expanded, not cut back. Older adults and people with disabilities deserve options to heal at home with dignity, safety and the support they need. It's time to **#ProtectHomeHealthCare** and empower patients with care they trust.

### **Twitter/X:**

- Patients want care at home. Home health = better outcomes + lower costs. Cuts take away the care people trust the most. **#ProtectHomeHealthCare**  
**#OneVoiceforCareatHome**

## *Lifeline in Rural Communities*

### **LinkedIn/Facebook:**

- In rural and underserved communities, home health isn't just another care option – it's often the only one. Yet Medicare home health cuts are forcing agencies to close, causing care deserts where patients have nowhere to turn. Already, rural areas of the country face long wait times and provider shortages. Over 700 rural hospitals are at risk of closing in the near future.

Instead of cutting, we should be protecting the home health care lifeline and ensuring every rural community has access to safe, affordable home care.

### **Twitter/X:**

- In rural communities, home health isn't just one option—it's often the only option. But proposed Medicare cuts will create more care deserts in rural America. We must **#ProtectHomeHealthCare**. **#OneVoiceforCareatHome**

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## Calling on Congress to Act

### LinkedIn/Facebook:

- Medicare's proposed 2026 home health rule would force agencies to close and leave patients without care. We need **[@insert member of Congress]** to oppose these cuts and strengthen—not weaken—home-based care.

CMS is proposing these devastating cuts based on flawed and outdated methodology. These reductions punish legitimate providers while failing to address real fraud, and they go against Congress's intent to maintain funding for home health. Instead, Congress must act and stand up to

**#ProtectHomeHealthCare.**

### Twitter/X:

- Medicare's 2026 home health rule would force agencies to close and leave patients without care. We need **[@MemberOfCongress]** to oppose these cuts and stand up to **#ProtectHomeHealthCare** —not weaken it.

## GRAPHICS

**Link to download full resolution:** <https://f.io/AuAsILO5>

