

# National Alliance for Care at Home | **Strategic Plan (2026 – 2029)**



## **Mission:**

The leading authority in advancing care in the home



## **Vision:**

We envision an America where everyone has access to the highest quality, person-centered healthcare wherever they call home



## **Purpose:**

To advocate, educate, convene, and connect providers and stakeholders to strengthen care delivery across the home-based care continuum

## **ADVOCATE**

- **Protect:** Secure healthcare at home as essential and indispensable services.
- **Image:** Eliminate fraud, waste, and abuse.
- **Reimbursement:** Ensure reimbursement exceeds operating costs.
- **Regulation:** Enhance delivery of care through rules and regulations.
- **Partners:** Clarify roles and responsibilities at the state and federal levels.
- **Engagement:** Build and develop relationships with key consultants and decisionmakers.

## **CONNECT**

- **Expertise:** Create and scale innovative ways to share expertise through a deliberate build, buy, or partner approach that anticipates and responds to the changing needs of our membership.
- **Member Engagement:** Refine how members engage by enhancing and leveraging councils, peer-to-peer learning, dynamic forums, and mentorship to amplify collective experience and shared growth.
- **National Reach:** Intentionally strengthen interconnectivity with state associations through partnership, creating shared value by aligning priorities, and expanding collective impact.

## **STRENGTHEN**

- **Workforce & Consumers:** Strengthen workforce and consumer engagement.
- **Partners:** Strengthen strategic partner ecosystem.
- **Technology:** Strengthen technology and data innovation with tools and resources accessible to members and promote increased utilization of technology.
- **Research:** Demonstrate and enhance the value proposition that home care has to offer patient and the entire U.S. healthcare system.

## **GROW**

- **Grow:** Establish an Alliance business model that sustains the growth of the organization.
- **Finances:** Diversify financial structure beyond membership and conference revenues.
- **Membership Growth:** Strategically define membership opportunities, identifying and promoting the value proposition and dues structure.



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for Care at Home**

[allianceforcareathome.org](https://allianceforcareathome.org)