

Overview

Dear Stakeholder,

The [National Alliance for Care at Home](#) (the Alliance) acknowledged that the Centers for Medicare & Medicaid Services (CMS) made significant adjustments in the Home Health Perspective Payment System (HH PPS) Final Rule for CY 2026 in response to community concerns regarding patient access and data integrity.

However, we remain concerned that any cuts—even reduced ones—will harm the program and risk undermining access to care for the millions of beneficiaries who depend on it.

This Member Toolkit provides talking points, sample social media posts and graphics, holding statements, and advocacy materials that you can use to amplify our shared message.

Talking to Media

The following best practices and media talking points can help you communicate your response to this rule. We encourage you to engage with the media about the impacts this cut will have across the nation utilizing the messaging below. First, review the following best practices for pitching and engaging with the media.

- **Brevity and Clarity:** Keep your message concise and streamlined. Avoid jargon and industry-specific language when possible.
- **Real-world Impact:** When possible, try to contextualize issues and data points in ways that readers can easily understand. If you have a personal or patient example, we encourage you to include it.
- **Outlet:** When choosing an outlet to engage with, look for (1) major state outlets or (2) notable local outlets in either your agency's base of operations, or a market where your agency is heavily involved.

- **Submission:** Some outlets will allow submissions through an online form listed, while others will require an email submission. This information can typically be found on their website, where they outline submission guidelines for op-eds and LTEs.
- **Email Submission (Pitch):** Similar to the letters themselves, keep these pitches brief and to the point.
- **Follow-up:** If you have not heard back from a publication on your letter within 48 hours, sending a follow-up email is acceptable to check its status. If you haven't heard back within 48 hours, we recommend moving on to another publication.

Talking Points Opening Statement: We appreciate that CMS made significant adjustments in the Home Health Perspective Payment System (HH PPS) Final Rule for CY 2026 in response to community concerns regarding patient access and data integrity.

However, we remain concerned that any payment cut for home health providers will continue to compromise access for the millions of Medicare beneficiaries who rely on these services to age and recover from illness or injury safely at home.

Key Talking Points:

- **Progress, But Not Enough:** We thank CMS for working with the home health community to address concerns with its approach in calculating these Medicare payment adjustments. This is a significant shift compared to previous final rules and we commend CMS for revisiting aspects of its flawed payment approach. However, more action is needed to ensure the sustainability of the Medicare home health benefit, and any additional cuts will still exacerbate the closure and access crisis providers are already experiencing.
- **Cumulative Impact:** Medicare has made cuts to home health payments each year for the past three years, which have already reduced access to care at home, accelerated closures, and increased strain on hospitals and other care settings. While CMS has made a significant, permanent adjustment that will provide \$915 million in relief annually to home health agencies from 2026 through 2030, any additional cuts still compound years of damage and reduced access.

- **Patient Access at Risk:** Millions of older adults and individuals with disabilities rely on Medicare home health for skilled nursing and therapy care. Even a reduced cut remains a threat to this needed care.
- **Broad Coalition Support:** Patients, advocates, bipartisan lawmakers, and the healthcare community oppose these cuts and support legislative action to protect home health. Congressional champions are critical to protecting the future of care at home.
- **Smart Investment:** Home health keeps patients out of expensive hospital and nursing home care settings; saving money for Medicare, taxpayers, and families. Cutting it is fiscally irresponsible.
- **Public Support:** [According to recent polling](#), Americans across the political spectrum value home health and want it protected.

Sample Social Media Posts

The following posts can be utilized on social media platforms. Copy and paste the copy and then make the posts your own by adding your organization's name and/or any relevant details. Please keep the following in mind:

- **Share on social media.** Use the sample language below or customize the LinkedIn, Facebook, Instagram and/or X posts to your liking.
 - Photos and graphics help make social content more engaging. Please include one of the social graphics included below.
- **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 the Alliance in your content, and like and share our posts so we can maximize engagement together.
- **Personalize the content.** Please feel free to add any specific statistics, personal angles, or real-world impact pertinent to your organization that might resonate with your audience.

SOCIAL POST



Graphic: Millions of Americans rely on Medicare home health for skilled nursing and therapy care. Even a reduced cut remains a threat to these essential services.

[Graphic- Horizontal](#)
[Graphic- Vertical](#)

[LinkedIn/Facebook](#)

While we appreciate that CMS listened to the concerns of the home health community and made substantive changes to its flawed payment policy in the final rule, we remain concerned that any cuts—even reduced ones—will harm the program and risk undermining access to care for the millions of beneficiaries who depend on it.

We encourage further action to enact lasting reform and ensure the sustainability of the Medicare home health benefit.

[X/Twitter:](#)

While we appreciate that CMS listened to the concerns of the home health community and made substantive changes to its flawed payment policy in the final rule, we remain concerned that any cuts will harm the program and threaten access to care for millions.

[Instagram:](#)

While we appreciate that CMS listened to the concerns of the home health community and made substantive changes to its flawed payment policy in the final rule, we remain concerned that any cuts—even reduced ones—will harm the program and risk undermining access to care for the millions of beneficiaries who depend on it.

We encourage further action to enact lasting reform and ensure the sustainability of the Medicare home health benefit.

Holding Statements

The following holding statement is a prepared, provisional response that organizations can use to address the new rule while full analysis is still in development. This will allow you to acknowledge the issue, show awareness, and communicate alignment with our position.

Message Copy

The home health community acknowledges that the Centers for Medicare & Medicaid Services (CMS) listened to some of our concerns and adopted some methodological changes in the final rule. These changes represent an important step toward restoring stability in the Medicare home health program, but they do not go far enough.

We remain deeply concerned that any cuts—even reduced ones—will harm the program and risk undermining access to care for the millions of beneficiaries who depend on it. Home health agencies continue to operate under significant financial and workforce constraints. Congress has an essential role to play in ensuring long-term stability and preserving access to high-quality care in the home. We encourage further, long-term action to support and strengthen home-based care.

Alliance Press Release

As a frame of reference, please take a moment to read the [full Alliance press release](#) published in response to the HH PPS Final Rule for CY 2026 on Friday, November 28, 2025.

Advocacy in Action

While we acknowledged that CMS made significant adjustments in the final rule for CY 2026, we remain concerned that any payment cut for home health providers will continue to compromise access for the millions of Medicare beneficiaries who rely on these services.

Since 2019, Medicare home health providers have experienced severe cuts that have already led to a cascade of home health agency closures and reduced patient access to care, especially in rural and underserved



communities. The cuts finalized by CMS—1.023% permanent and 3% temporary—will likely continue to exacerbate these trends.

It is imperative that the care at home community encourage Congress to remain engaged on longer-term actions to protect patient access to care at home and ensure the sustainability of the Medicare home health benefit.

Use this template for emails, intranet posts, or staff updates to:

- Communicate the outcome clearly and accurately.
- Reinforce that home health remains at risk despite incremental improvements.
- Encourage staff to take action through the Alliance's Advocacy Action Center and share why protecting care at home matters.

Before sending, insert your organization's name and advocacy link, and adjust tone or details to reflect your community's perspective.

Message Copy:

Subject line: CMS Makes Progress, But Seniors Still at Risk

Dear Team,

CMS has released its final rule for home health payment rates in 2026, finalizing modest cuts due to some positive methodological reforms. While this shows progress and reflects the growing recognition of home health's importance, even small cuts threaten access to care for the seniors and families who rely on us most. This is especially true for rural and underserved communities.

Home health has already endured years of payment reductions that have forced agencies to close, limited services, and strained our ability to meet patient needs. Any further cut—no matter how reduced—risks reversing gains in quality, innovation, and workforce stability.

Our organization stands with the National Alliance for Care at Home in encouraging Congress to remain engaged on longer-term actions to protect patient access to care at home, ensuring the sustainability of the Medicare home health benefit.



Here's how you can help:

- Get involved: Visit the Alliance's [Legislative Action Center](#) and discover how you can take action to protect access to care at home. Connect with your lawmakers and offer site visits in district so they can see the work you're doing for your community firsthand.
- Stay informed: We'll continue sharing updates as new details emerge, you can stay up-to-date by visiting the [Alliance advocacy web page](#), subscribing to Alliance newsletters, or following the Alliance on social media.
- Share the message: Encourage friends, family, and colleagues to speak up for home health. Every voice strengthens the call to protect care at home.

Thank you for your continued dedication to our patients and families. Your compassion and professionalism make a difference every single day.

With appreciation,

[Your Organization Name]

Proud member of the National Alliance for Care at Home

Share Your Story

Additional cuts will continue to exacerbate agency closures and threats to patient access to care at home, especially in rural and underserved communities. If these cuts have an impact on you, your organization, or your community, we want to hear from you. Real-world stories are a powerful way to influence lawmakers, and your voice is important in amplifying our shared message.

Using the link below, please submit a short video of yourself describing the impact these cuts will have on you. As you prepare to record, keep these best practices in mind:

Video Prep

- Choose a quiet space (avoid echoes, background conversations, HVAC noise).
- Avoid distracting backgrounds; a simple wall or tidy room works well.
- Record indoors if possible, to control light and sound.

- Face a natural light source (like a window); don't put the light behind you.
 - Avoid harsh overhead lighting or bright backlighting.
 - Check for shadows on your face and adjust your position if needed.

During Filming

- Place the phone at eye level, not looking up your nose or down on you.
- Speak clearly at a comfortable volume.
 - Stay close to the phone (2–3 feet).
 - Disable noisy notifications (turn on Do Not Disturb).
- Position yourself centered, with a little space above your head.
- Film from the chest up (“medium close-up”).
- Keep your message short (30–60 seconds).
- Stick to one or two key points, plus a short personal story.
- Look into the camera lens, not at the screen.
- Smile, stay calm, and pause a second before and after speaking.
- Maintain a conversational tone; imagine you're talking to one person.

[Share your story here.](#)