

HCR Home Care Establishes Care Management Subsidiary

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HCR Care Management LLC formed to support new care models

ROCHESTER, N.Y., April 6, 2016 — HCR Home Care announced today that it has established a wholly owned subsidiary to provide care management services.

HCR Care Management LLC enables the company to expand existing services to support new initiatives that align with Medicaid reform and transformation in the health care delivery system. HCR Home Care has traditionally provided nursing and other therapeutic services as a licensed and certified Home Health Care Agency.

"As the health care system moves toward a focus on population health and prevention, HCR Care Management enables us to provide the necessary services to link at-risk individuals with all the social, medical and specialty services that will afford them the support they need to stay well," said Elizabeth Zicari, president of HCR Home Care. "Our subsidiary will house HCR's new Health Home Care Management line of business as well as other downstream opportunities in new models of care. We will build on our expertise and existing networks on the clinical side and extend those relationships to the social side of health care."

The subsidiary is a contracted provider to four Health Homes across New York state: Health Home of Upstate New York, serving residents in 22 counties in the Finger Lakes, and Greater Rochester Health Home Network (Erie, Genesee, Livingston, Monroe, Niagara, Ontario, Orleans, Steuben, Wayne and Wyoming counties); AHI Health Home in the Adirondacks; and Central New York Health Home Network in Jefferson, Lewis and St. Lawrence counties.

Care Managers will support Medicaid-eligible patients to help them overcome the barriers keeping them from receiving health care and to connect them to the services they need to manage their overall health and wellness.

"About one million out of five million Medicaid-eligible patients in New York state are the highest users of hospital emergency rooms, generating the highest health care costs to the state," said Kim Joy, HCR Care Management LLC's general manager and HCR Home Care's senior vice president. "Through our HCR Care Management subsidiary, we will help these individuals, many of whom are homeless or lack food or transportation, to navigate the health care and social services system to make sure they get the support they need, while reducing unnecessary utilization of the ED."

Kim Joy added that subsidiary staff will meet individuals where they are –whether at home or in homeless shelters, correctional facilities, and elsewhere – to provide guidance and support and to educate them about the health care system. "Our subsidiary staff meet the special needs of our underserved community members, providing a pathway to health, strength and hope," she said.

Through the subsidiary, HCR also is creating new jobs. HCR Care Management LLC has 33 employees, including care managers and outreach and office staff. The subsidiary is based in Rochester, N.Y.

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