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FOR IMMEDIATE RELEASE  
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## **PRIVATE PAY CONFERENCE WILL HELP HOME CARE PROVIDERS EXPLORE NEW OPPORTUNITIES**

ALBANY, NY--A two-day conference, "Exploring Private Pay Opportunities," June 6 and 7 will help New York home care providers adapt to a new business environment for long-term care.

The conference, sponsored by Community Health Care Services Foundation (CHC), an affiliate of the New York State Association of Health Care Providers, Inc. (HCP), will run from noon to 5 pm on Tuesday, June 6 (plus a networking dinner) and from 8:30 am to 4 pm on Wednesday, June 7 at The State Room in downtown Albany.

Payment from private sources—whether out-of-pocket or through living trusts, estate management, reverse mortgages or long-term care insurance—is becoming increasingly common in home care. Providers need new information and new strategies in order to survive and thrive in this environment.

A wide ranging group of faculty will be on hand for the conference including representatives from the National Private Duty Association and the Private Care Association; legal, accounting and long-term care insurance experts; and a national consultant in private pay health care services. Also speaking at the conference will be a representative of the New York State Department of Health who will discuss applicable State regulations.

Interest in the conference has been very strong; in fact, the location was moved to The State Room to accommodate a larger than expected crowd. Registration (and further information) is still available at the CHC website ([www.chcforum.org/seminars](http://www.chcforum.org/seminars)) or by calling 518/463-1167, ext. 817.

CHC is a nonprofit educational and research foundation dedicated to the development of high-quality education for home care, hospice and other community-based providers in New York. Its affiliate, HCP, is a statewide trade association representing the full spectrum of home care and hospice agencies.