

CORE MESSAGING ARCHITECTURE: 2025-2026 BUDGET & LEGISLATIVE SESSION

CORE DEMANDS

SUPPORT A 10% TARGETED RATE INCREASE FOR LICENSED HOME CARE PROVIDERS

- The state has mandated higher wages and benefits but failed to adequately fund providers.
- Agencies cannot cover these costs without fair reimbursement. A 10% increase is the bare minimum to keep the doors open.
- Funds must flow directly to licensed agencies — not siphoned off by managed care. Ensure compliance by having the state require plans to flow funds directly to providers; then secure it in statute (A1112/S3599).

REPEAL THE LHCSA RFO (A8137 / S7874)

- The RFO is a destructive, bureaucratic scheme that threatens access, choice, and stability.
- Repeal it now, before it wipes out small and community-based providers who are the backbone of Medicaid-funded care.
- Without repeal, thousands of vulnerable New Yorkers will lose the providers they depend on.

PILLARS OF MESSAGING

RESPECT FOR HUMAN DIGNITY

- Why do policymakers act as if older adults and people with disabilities are expendable?
- These services are not favors, rather, they are entitlements, earned and owed.
- Medicaid has a legal and moral responsibility to care for these populations.

STATE ACCOUNTABILITY

- Agencies didn't invent wage mandates, population shifts, or rising costs- Albany did.
- Home care is a labor-intensive, people-first industry. Mandates without reimbursement is policy malpractice.
- The state cannot demand more and pay less.

MANAGED CARE MUST BE HELD TO ACCOUNT

- Plans have received money for the January 2026 wage increase. Every cent must be passed through.
- Cutting rates under the guise of EHV compliance is nothing more than cost-shifting, and it will become a trend if unchecked.
- Managed care cannot balance its books by denying care to aging and disabled New Yorkers.

HOME CARE IS ESSENTIAL, PERIOD

- We keep people out of hospitals, reduce costs, and let families stay families instead of becoming caregivers.
- While Albany scrambles to cover Essential Plan members, it cannot cannibalize seniors and people with disabilities to backfill funding gaps.
- Undermining home care destabilizes the entire care continuum.

tone & framing

Blunt honesty:

"This is not optional. It's survival."

Accountability:

"We didn't create this crisis. Wage and reimbursement policy did."

Zero tolerance for excuses:

"Mandates without funding = cuts to care."

Protective of vulnerable populations:

"Stop demonizing the aging and disabled."

MOST IMPORTANT:
Tell your own story -
make it personal
and real.