



The Unforgotten
FAMILIES



**Advocacy &
Media Kit**



The Unforgotten
FAMILIES

EMAIL TEMPLATE

Hi **(fill in who this is addressed to)**,

I am writing on behalf of **(fill in your organization, individual, or group name)** and the hundreds of medically fragile families in New Jersey who are struggling to receive continuous home care.

To help combat New Jersey's worsening nursing shortage and ensure medically fragile children and their families receive the home nursing they rely upon to keep them out of the hospital and safe at home, bicameral legislation has been introduced in the New Jersey Assembly and Senate. This establishes a new home care option for Medicaid beneficiaries who are already qualified for Private Duty Nursing (PDN) services.

The Family Certified Nursing Assistant (FCNA) Program (S.B. 3847/A.B. 5995), sponsored by State Senator Stephen Sweeney (D-NJ) in the Senate and State Representative Anthony Verrelli (D-NJ) in the Assembly, would create an additional cost-effective, patient-centered option for Private Duty Nursing patients to have consistent staffing by PDN agencies through family caregivers. This program allows family members, parents, and legal guardians to become trained Certified Nursing Assistants (CNA's) to care for their medically fragile family member. This program provides:

- **Improved access to care** – The nursing shortage crisis has created an access-to-care barrier. Allowing family members to be trained, certified caregivers for their loved ones solves the staffing crisis that often has families receiving partial care or experiencing extended facility/NICU stays pending arrangement of home nursing.
- **Improved quality of care** – No one can bring the same level of passion and attention to caregiving as a parent or family member can for their own child. Parents, family members, and legal guardians not only provide the highest quality of support, but also ensure an on-going continuity of care. The current Private Duty Nursing model yields inconsistent care, recurring missed shifts, perpetual staff turnover, and increased re-hospitalizations, costing the state on average \$4,264 per day.

The Family Certified Nursing Assistant (FCNA) Program will be part of an existing New Jersey benefit structure and with Board of Nursing approved principles of delegation – home health agencies would allow a parent, family member or legal guardian to become a paid CNA. This allows these groups to provide skilled personal care services for their loved one, while operating under the supervision and guidance of a Registered Nurse Case Manager.

This impactful program can change lives.

Sign your show of support: <https://p2a.co/xl3g8ev>.



The Unforgotten
FAMILIES

CAPTION IDEAS

1. The Unforgotten Families is working tirelessly to bring the Family CNA Program to New Jersey to ensure improved access to care for medically fragile children. We need your help! Sign up to become an advocate and share your voice of support to help get the program running here: www.p2a.co/xl3g8ev.
2. The Family CNA Program could be available to the medically fragile families of New Jersey. The program can help provide better access to care, increased quality of care, solve the nursing shortage and create jobs. Please take a few minutes to click the link and show your support to pass such an important program! www.p2a.co/xl3g8ev
3. Thousands of medically fragile families across the nation tackle daily obstacles such as accessing necessary care and receiving continuous nursing. With your support, we can provide a solution! Help pass the Family CNA Program for the suffering families in New Jersey today: www.p2a.co/xl3g8ev.
4. Be the voice that creates change! With your support, the Family CNA Program can help hundreds of medically fragile families in New Jersey! This program can provide medically fragile families with improved access to care and continuous home nursing for their loved ones while solving the nursing shortage. Please click the link to help make this program a reality for medically fragile families in need: www.p2a.co/xl3g8ev.
5. Now is the time to create change for families in need! With your help, the Family CNA Program can provide medically fragile families with improved access to care and continuous home nursing for their loved ones while solving the nursing shortage. Become an advocate today at: www.p2a.co/xl3g8ev.



The Unforgotten
FAMILIES

HELP CHANGE HEALTH CARE For Medically Fragile Children

Who We Are

We're looking to bring the life-changing Family CNA Program to every state for this vulnerable population!

The Family CNA Program allows family members of medically fragile children the opportunity to become trained, certified caregivers (CNAs) for their loved ones at no cost to them. It is currently available in Colorado, New Hampshire, and coming soon to Arizona! We're working to make it available on a national level.

The Problem

Why have families across the nation been struggling for decades to receive the in-home nursing care the state is obligated to provide for them?

The demand for nursing care to medically fragile children outweighs the supply of nurses available to provide the care.

Medicaid reimbursement rates for Private Duty Nursing (PDN) have remained stagnant for decades.

Often, the result of these challenges is that reliable home care nursing can't be arranged.

These children remain stuck for extended periods of time in hospitals or skilled nursing facilities, awaiting home care nurse staffing to be arranged.

On average every day spent in a facility costs the state ~\$4,500; a number 10-15x more expensive than the average cost of care needed to remain safely at home.

Parents are forced to quit employment and remain home to ensure the care needs for the medically fragile children are met, usually with little to no medical training or oversight.

The Solution

Under the Family CNA Program, parents and family members can receive free training to become Certified Nursing Assistants, be hired by a home health agency, and be paid to take on many of the lower acuity medical tasks currently being performed by nurses. The benefits are enormous:

- Parents and family members receive free training for the country's fastest-growing job.
- The state saves about 30% on every hour of nursing care that is replaced by a CNA.
- By working 30 hours per week, the entire family receives a full medical benefits package, 401k, etc.
- The hospitalization rate for these children drops by ~80% when cared for by loved ones under this model, dramatically reducing the overall cost of care at a time when state Medicaid budgets desperately need savings.
- The children are much safer from potential exposure to additional complications due to reduction in hospitalizations and the number of nurses coming in and out of the home.

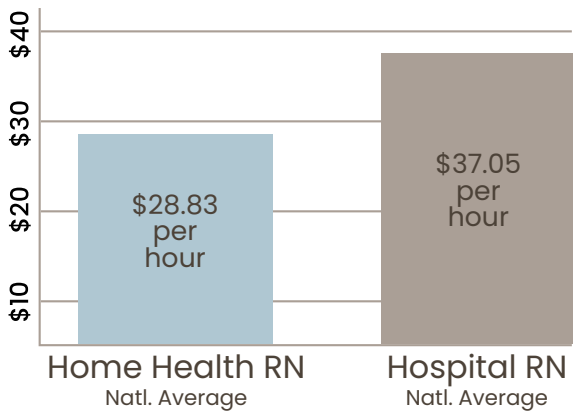


The Unforgotten
FAMILIES

HELP CHANGE HEALTH CARE For Medically Fragile Children

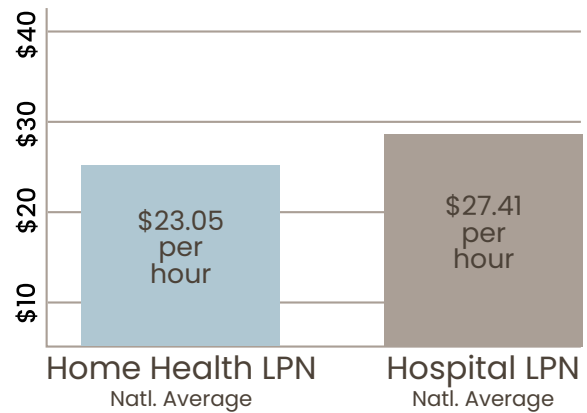
Medicaid home health care providers are **unable to pay competitive wages due to low reimbursement rates.**

Registered Nurse - Hourly Pay Rates



Medicaid home health care providers are **unable to pay competitive wages due to low reimbursement rates.**

Licensed Practical Nurse - Hourly Pay Rates



At current rates, home health providers can only compete for:



~ 22%
of the available
workforce of RN's.

Appropriate use of home health care keeps costs to Medicaid low.

Average Daily Costs:

\$669

16 Hours Home Care
(8 RN + 8 LPN)

\$2,591

Hospital
(Inpatient)

**We need your
help!**

Click Here To Advocate!

**Follow The Unforgotten Families
journey by connecting with us!**



www.theunforgottenfamilies.com