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FOR IMMEDIATE RELEASE

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**NEWS**

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## **PHCA Lends Support to Representative Baker Resolution Promoting More Individual Choice, Options for Medicaid Recipients**

Harrisburg, PA – The Pennsylvania Health Care Association (PHCA) today applauded the unanimous House approval of HR 522 sponsored by Rep. Matthew Baker (R-Tioga/Bradford) calling upon PA Secretary of Public Welfare, Estelle Richman, to seek private financing for a pilot project giving Medicaid recipients increased control over the services they receive.

“Providing seniors with choices and options must always be government’s objective when it comes to delivering health care services,” said Alan G. Rosenbloom, PHCA’s President and CEO. “Rep. Baker’s resolution represents good public policy, and we urge Secretary Richman to pursue this effort in order to get a better picture of what works, and what does not.”

Recognizing the need to empower seniors in regard to their health care needs, the Robert Wood Johnson Foundation, in partnership with the U.S. Department of Health and Human Services, initiated in 1995 a “Cash & Counseling” demonstration project in Arkansas, Florida and New Jersey. The program provides consumers a monetary allowance enabling them to purchase their own disability-related goods and services, including care provided by family or friends.

The Robert Wood Johnson Foundation is now expanding the Cash & Counseling effort by providing up to 10 states a \$250,000 grant over three years to replicate the model. The Commonwealth has until Feb. 13 to submit an intent-to-apply form, and must make a full proposal by March 31.

“Quality care and accountability to consumer and taxpayer alike must always be our bottom line, and we look forward to working with Rep. Baker, DPW and all concerned to promote more patient choice and care excellence throughout our long term care continuum,” concluded Rosenbloom.

*PHCA is a statewide membership services organization representing more than 325 long-term care and senior service providers throughout the Commonwealth. Additional information about PHCA is available by calling 717-221-1800 or visiting [www.phca.org](http://www.phca.org).*

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