



*Leading the industry that cares for people at home
through advocacy and education*

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NPDA taps Resolute Consulting to lead public policy, grassroots campaign

INDIANAPOLIS, Ind. – The National Private Duty Association has hired Resolute Consulting to lead the organization’s efforts to engage relevant legislators and administrators who will impact policies associated with the issue of misclassification of workers. The Board of Directors approved the hiring at their regular meeting held in June.

“The NPDA believes now is the time to move on this issue as many states, some federal agencies, members of Congress and the Obama administration have all begun taking a closer look at this issue,” said Kim Stoneking, executive director of the National Private Duty Association. “The NPDA is well aware that our members, who play by the rules, are placed at a competitive disadvantage against those companies that misclassify their workers as independent contractors.”

Jim Soreng, senior account executive with Resolute Consulting said the NPDA campaign will identify state and federal legislative opportunities, while also increasing member involvement and growth of the NPDA membership.

“Policy decisions made by states, Congress and the Administration will have a dramatic impact on the private duty homecare industry,” Soreng said. “It is critical for the NPDA to be in a position to actively and effectively engage relevant legislators and administrators to impact these policies.”

Soreng said the campaign has three primary goals:

- Identify and take advantage of legislative opportunities to impact public policy surrounding private duty homecare, particularly as it relates to worker classification.
- Take advantage of existing legislative opportunities – or create opportunities – to engage current NPDA membership and attract new members to the organization.
- Define the NPDA as the primary force in the private homecare marketplace advancing the industry’s legislative priorities.

The goals, as outlined above, will be accomplished through a three-phase approach under the guidance of Soreng. The process kicks off in August, with the research and development phase to develop a plan to best utilize NPDA’s resources and create impact at the state and federal levels. Based on that information, the NPDA will prioritize opportunities and initiate chapter activities in key states. Building off the initial phases, the focus will turn to evaluation and adjustments, while also deepening the NPDA’s level of activity in Washington.

“By taking action to positively shape public policies, the NPDA is making a strong statement to its members,” Soreng said. “The NPDA leadership is saying that worker classification is an important issue for consumers and private duty agencies and we, as an organization, will be taking a stand while working to impact potential legislative actions.”

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