



CONNECTICUT DEPARTMENT OF
CONSUMER PROTECTION

Securing a Safe & Fair Marketplace.

Homemaker Companion Agencies

Regulation and
Compliance

Key Terms

- **Homemaker Companion Agencies (HCAs)**
 - “any public or private organization that employs one or more persons and is engaged in the business of providing companion services or homemaker services, *or* (B) any registry.”
 - (CGS) Section 20-670
- **Registry**
 - HCA that supplies or refers individuals who provide homemaker or companion services to clients.
- **Employees**
 - Any person employed by, or who enters into a contract to perform services for, a homemaker companion agency
 - Temporary employees, pool employees and independent contractors



Homemaker Companion Services

- Companion Services
 - “**nonmedical**, basic supervision services to ensure the well-being and safety of a person” in their home.
- Homemaker services
 - “**nonmedical**, supportive services that ensure a safe and healthy environment for a person” in their home.
- **Examples:** assistance with personal hygiene, cooking, household cleaning, laundry, other household chores



HCA Registration Requirements

- Registration fee: \$375
- State and National Criminal History Record Check
- Maintain \$10,000 surety bond or insurance
- Annual Renewal fee: \$375



Enacted DCP Legislative Proposals

- Tightened background check requirements
- Prohibited HCAs from hiring employees with certain past criminal convictions
- Allowed for HCAs to maintain insurance policies rather than surety bonds
- Prohibited HCA owners or employees from acting as power of attorney for clients



Other Enacted Proposals

- Prohibited non-compete clauses and no hire provisions
- Required HCA Registries to provide certain disclosures, including notification that clients are responsible for tax documentation and payments

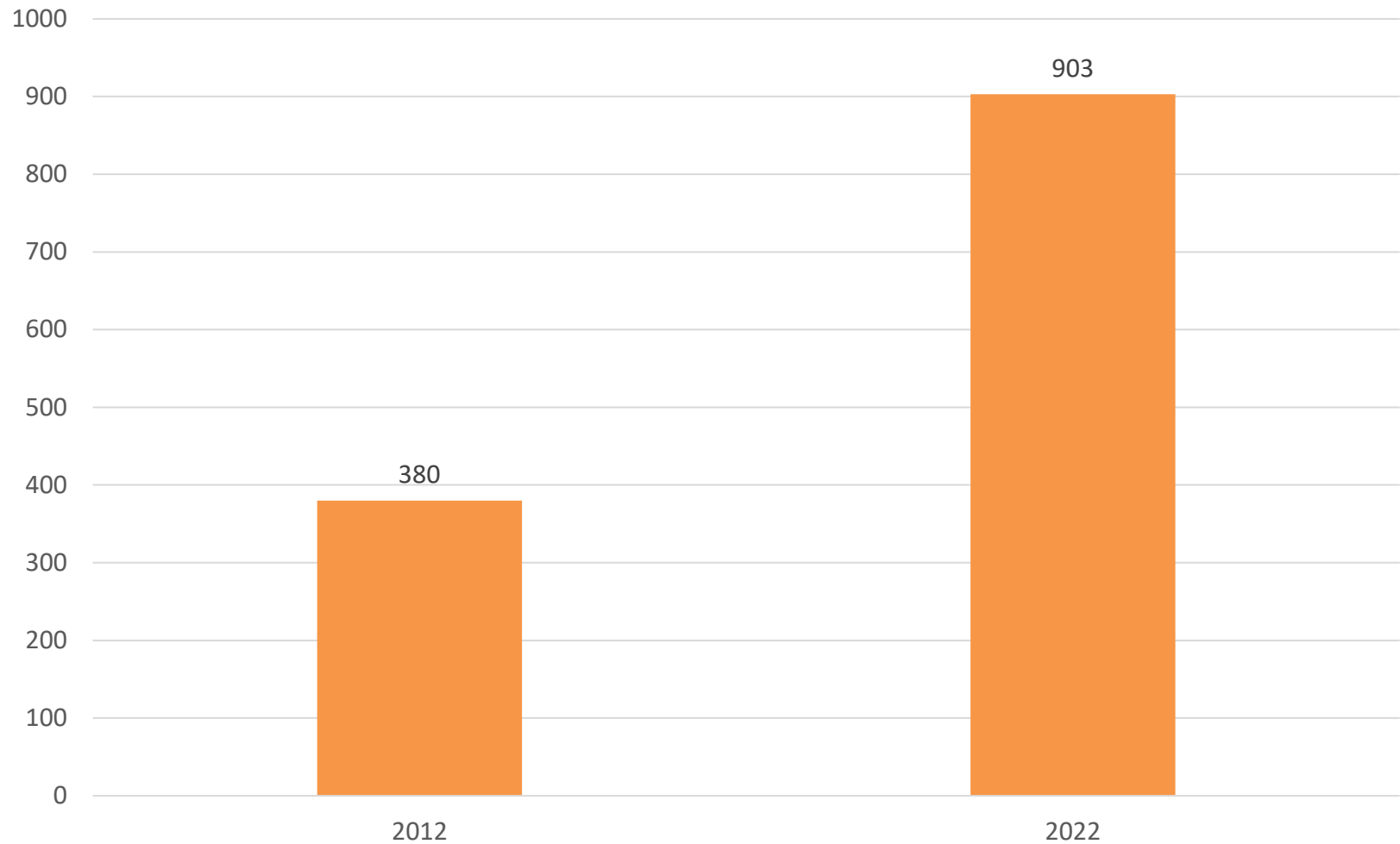


Legislative Proposals Not Enacted

- Would have prohibited HCAs from using words that suggest health services in their names (DCP proposal)
- Would have required HCA employees to get trained and register with DCP



Total Registered HCAs



HCA Statistics in 2022

HCA with registry services	267
HCA with non-registry services	752
HCA with both registry and non-registry services	198
Non-registry HCAs total employees	34,591
Company size: 1 to 9 employees	432
Company size: 50-100 employees	100
Company size: More than 100 employees	89



DCP Staffing Levels for HCA Regulation

- 2006

- 1 full time investigator

Amount added to DCP budget in 2006 to implement registration and enforcement:

\$92,365

- Current:

- 2 full time investigators
- ¼ staff attorney
- ¼ paralegal
- ½ processing tech



Consumer Education

- Statewide public awareness campaign for consumers exploring home care for their families
 - Directed primarily to non-English speaking, underserved audiences
- Q&A guide for families looking for care
 - Available in six languages at portal.ct.gov/hca



A Consumer's Guide To Homemaker Companion Agencies

By the Connecticut Department of Consumer Protection

DCP

Homemaker companions can be hired through a homemaker companion agency or a homemaker companion registry.

- Agencies place **their** employees in homes.
- Registries match homemaker companions, who are at least partly compensated by the consumer or who are independent contractors, with those who need services.

If you need household help for yourself or a family member and are considering a homemaker companion, there are a few things to consider:

- Interview more than one agency before signing a contract — it's important to trust that the agency will provide oversight of their employees and will follow Connecticut's rules and regulations.
- If considering a registry rather than an agency, you or your loved one may be responsible for filing paperwork with the IRS and could also be responsible for paying employment taxes.
- Make sure to enter into a contract or service agreement that includes the full scope of services you need.

What a homemaker companion can assist in:

- Laundry, housekeeping, cooking, shopping, errands, personal hygiene, rides to appointments and other nonmedical services.

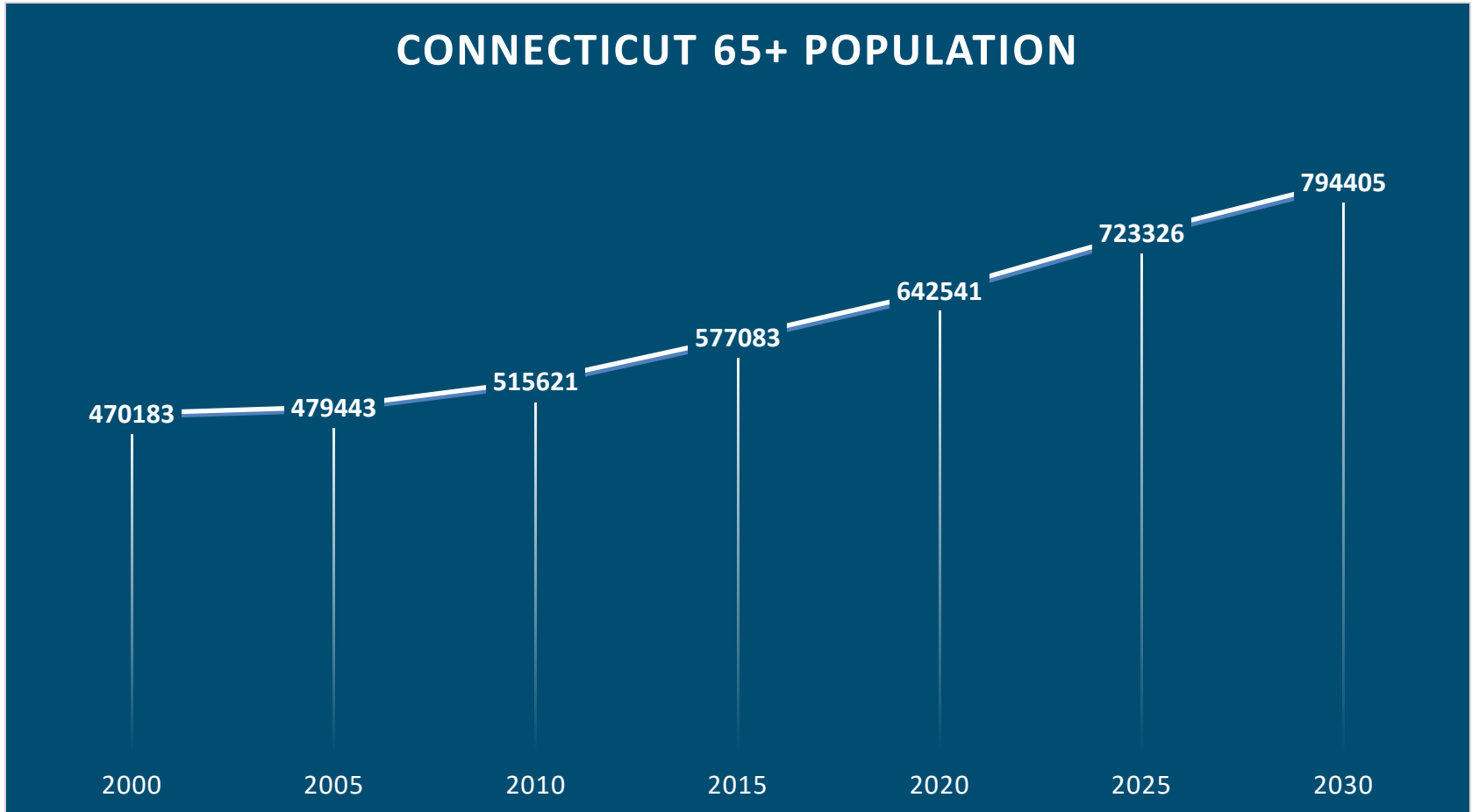
What they can't do:

- Companions may **NOT** provide **ANY** medical services such as take blood pressure, administer medications, or provide physical therapy.

A HCA must:

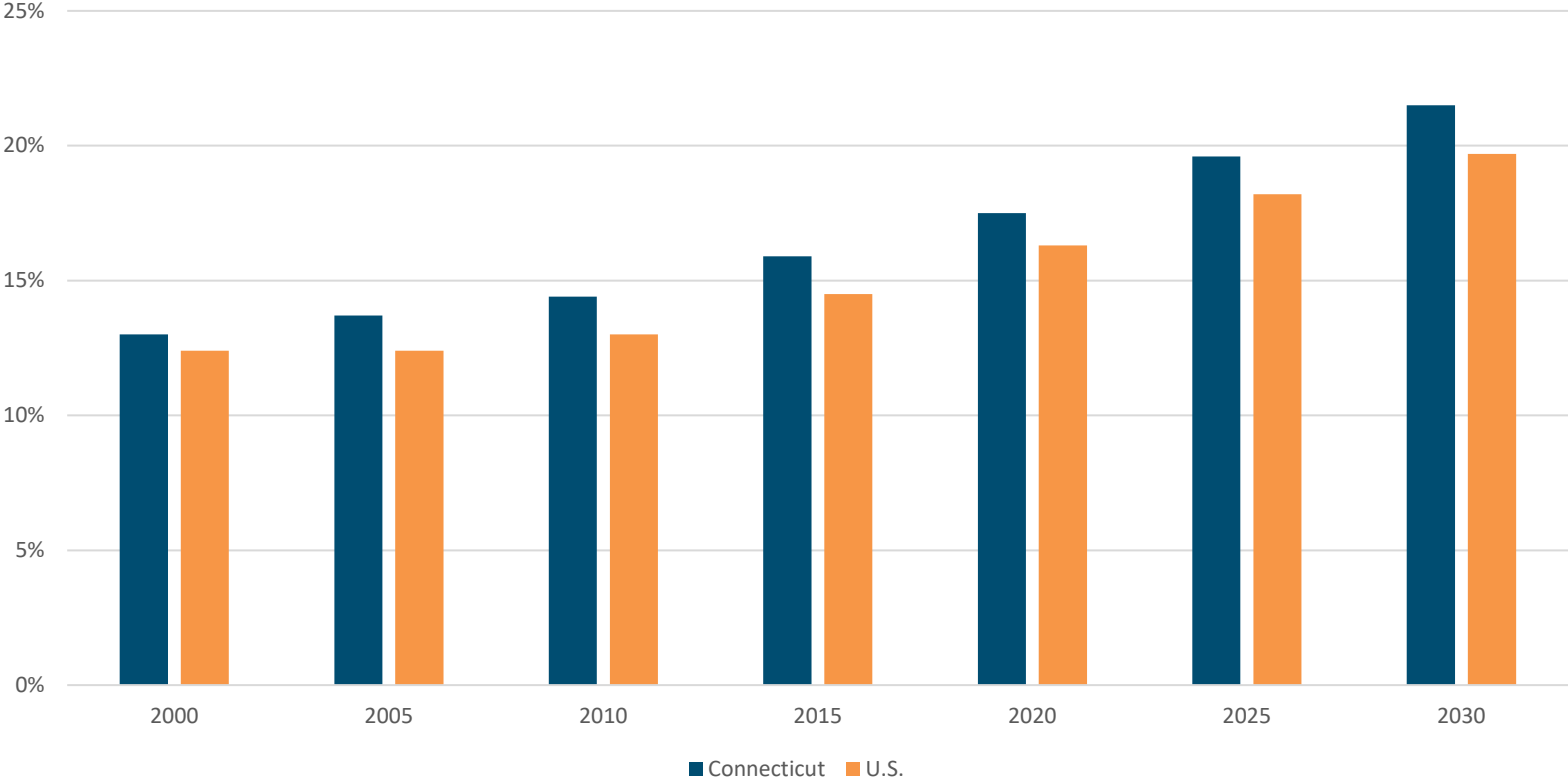
- Obtain and maintain a Homemaker Companion Agency (HCA) registration with the CT Department of Consumer Protection
- Provide you with a written contract or service plan within seven days of providing services
- Not provide a higher-skilled individual at a higher price than needed
- Conduct a comprehensive background check of a prospective employee
- Conduct in-person or video conference interviews with all prospective employees
- Provide business records to DCP for inspection upon request
- Train staff as mandated reporters — they are to report any safety or health issues immediately
- Hold a \$10,000 surety bond or insurance policy
- Maintain notes with each client's file that include observations, problems, complaints, plans of action, telephone contacts, reports of in-home visits by supervisors, and the findings of all investigations

Connecticut's Aging Population



Connecticut's Aging Population

65+ Population as a Percentage of Total Population



DCP Enforcement of HCA Laws

- Clients and families rely on HCA services
- Most complaints related to business conduct, not health and safety issues
- Focus on public health and safety, marketplace stability
- Primarily in private payer market
- Many HCAs provide services to DSS Medicaid funded programs

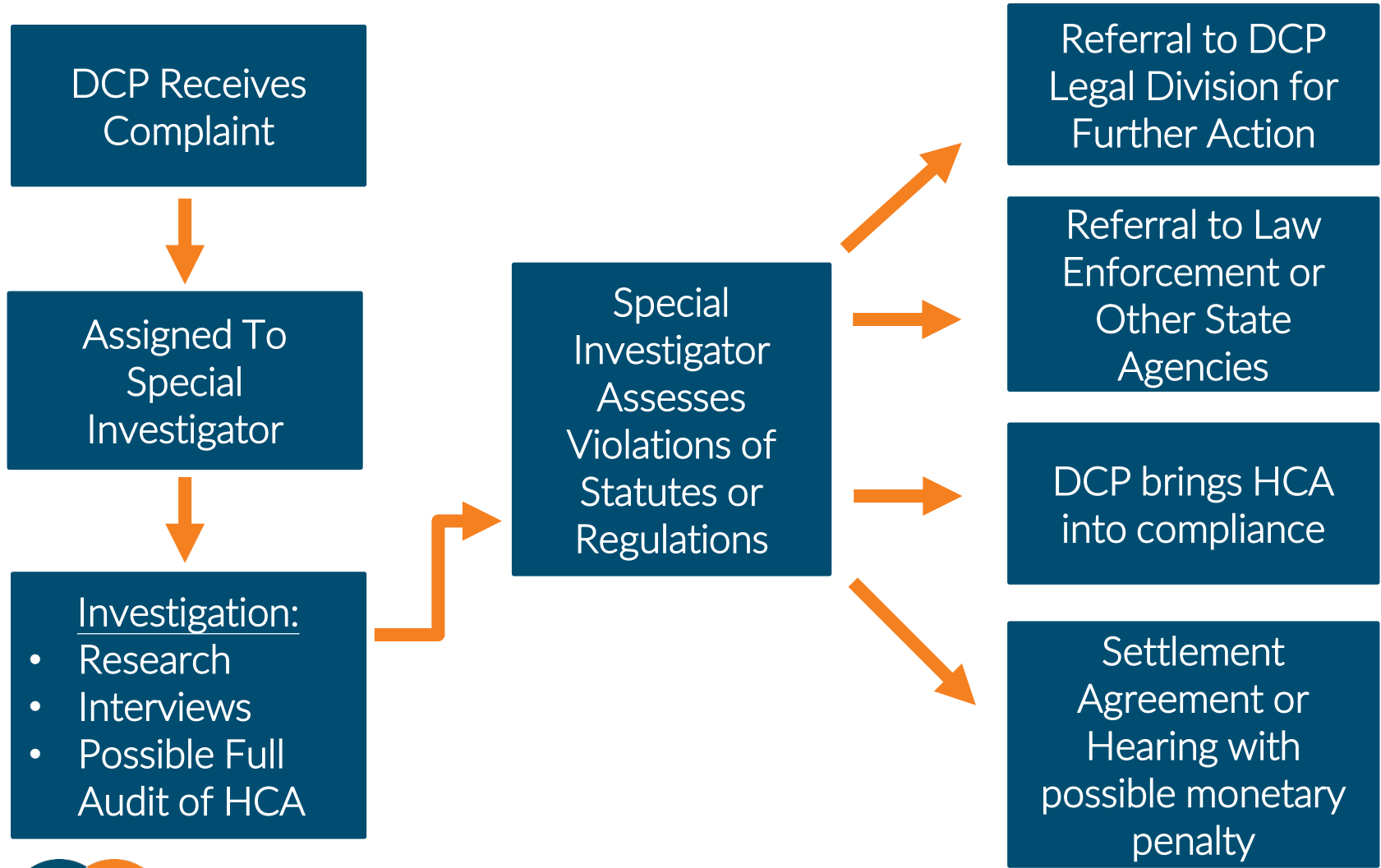


Complaints

- Complaints must be in writing and can be filed online at ct.gov/dcp
- DCP receives complaints from clients, family members, employees, state agencies and other HCAs
- Total complaints since 2021: 49



Investigation Process



Education and Guidance for HCAs

- Work with HCA trade association and other stakeholders
- Creation of comprehensive advertising guide
 - Available in 6 languages at portal.ct.gov/HCA



The image shows the cover of a brochure titled "Advertising Guidelines: Homemaker Companion Agencies". The cover is dark blue with white and orange text. It includes the DCP logo in the top right corner. The main title is "Homemaker Companion Agencies" in large white font. Below the title, it says "Frequently Asked Questions and Answers from the Connecticut Department of Consumer Protection" in orange. The brochure content is organized into sections with bold headings and bulleted lists.

Advertising Guidelines:
Homemaker Companion Agencies *Frequently Asked Questions and Answers from the Connecticut Department of Consumer Protection*

DCP

What services can an HCA provide?
An agency, and the caregivers working for the agency, can offer:

- Homemaking services such as laundry, grocery shopping, cooking, household cleaning, and assistance with personal hygiene.
- Companionship such as card playing, puzzles, conversation, walks, and games.
- Help with dressing, showering and toileting.
- Supervision to ensure safety of the client.
- Client reminders to take their medication.

What is an HCA not allowed to do?
An agency cannot:

- Advertise any nurse supervision or nursing services.
- Advertise that any staff members are Registered Nurses, Certified Nursing Assistants, home health aides, or specially trained in medical services.
- Advertise any type of health services.
- Advertise any type of memory care.
- Advertise any type of Alzheimer's/dementia care or hospice care.
- Engage in any untruthful or misleading advertising.
- Represent that the registration issued by DCP constitutes an endorsement of the HCA or the quality of services provided by the HCA.

What constitutes advertising?
An advertisement includes all representations disseminated in any manner or by any means, including print, press releases, product/service placement, radio, television, social media, and electronic written communications.
Additional examples of advertising include biographies of staff members and logos.

Can an HCA advertise any medical services?
No, an HCA cannot advertise or offer any medical services such as administering insulin shots or other medication, managing colostomy bags, manipulating Foley catheters, assessing blood pressure, providing wound care, directing physical therapy treatment, or creating special diets.

Can an HCA administer medication?
No, employees are not allowed to prepare, crush, measure, sort, dispense, insert, or administer any medications.

Can an HCA advertise any training?
An HCA may only advertise non-medical trainings for services that are allowed by the DCP credential.



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Questions?