



VAPCP 2026 Day on the Hill Talking Points Guide

Who we are

The Virginia Association of Personal Care Providers (VAPCP) represents agency-based personal care providers serving elderly and disabled Virginians. Our members are small businesses delivering community-based long-term services and supports that allow individuals to remain safely at home.

Why personal care matters

Personal care services reduce hospitalizations, delay or prevent nursing facility placement, and support family caregivers. These services are a cost-effective and essential part of Virginia's long-term services and supports system.

Our core concern

Legislative and regulatory requirements are increasing, but reimbursement is not keeping pace. Without alignment, access to in-home personal care will decline.

How to use this guide

This guide is intended to support a conversation, not serve as a script. Legislators consistently tell us that real-world examples from their districts are what resonate most. When appropriate, briefly share a specific example from your agency, such as:

- A client who could not start services
- A caregiver you struggled to retain
- Hours, shifts, or service areas you've had to limit

Even a short example helps connect policy decisions to real people.



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Priority 1: Paid sick leave must be funded

- Paid sick leave for caregivers is expected to pass this session (SB 2 / HB 5).
- Once enacted, agency-directed providers will be required to comply, but current reimbursement does not fund this cost.
- VAPCP requests an increase to the base reimbursement rate to fund 40 hours of paid sick leave for LTSS waiver caregivers.

Provider prompt:

“If paid sick leave is not fully funded, this would mean for our agency...”

(Examples may include fewer caregivers available, reduced client hours, or having to limit admissions.)

Priority 2: Reimbursement should adjust automatically with minimum wage

- Providers already face annual minimum wage increases without automatic reimbursement adjustments.
- Legislation expected this session would accelerate future increases, further widening the gap (SB 1 / HB 1).
- VAPCP requests automatic reimbursement adjustments tied to minimum wage and mandated compensation costs, including payroll taxes.

Provider prompt:

“Since minimum wage has increased, we’ve had to...”

(Examples may include turning away referrals, absorbing losses, or reducing coverage in certain areas.)

Why action is needed

- Sustainable rate studies show \$28.75–\$31.21 is needed; current rates are \$20.23 (ROS) and \$23.81 (NOVA).
 - Minimum wage has increased 62% since 2021, while reimbursement has increased only 33%.
 - Providers cannot raise prices like other small businesses.
 - Managed Care Organizations receive inflationary adjustments; agency-directed providers do not.
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Real-world impact

- When labor costs increase without reimbursement, providers must limit admissions, reduce hours, or exit certain regions.
- In rural and high-need areas, even small unfunded increases can eliminate access to in-home care entirely.

Optional legislator question:

“If providers cannot absorb these costs, where do you see these constituents receiving care instead?”

The bottom line

Personal care services are essential. Funding must align with legislative requirements to preserve access to community-based care for Virginia’s vulnerable elderly and disabled residents.

What we are asking

We respectfully ask for your support to help ensure personal care services remain available in your district:

- Will you support reimbursement adjustments for agency-directed personal care providers?
- Will you ensure paid sick leave is fully funded when enacted?
- Would you support automatic rate adjustments tied to minimum wage and mandated compensation costs?

“We are not asking for expansion — we are asking for sustainability.”