

## FOR IMMEDIATE RELEASE

### **Pennsylvania Homecare Association Announces Launch of Revamped Website, Logo**

**Lemoyne, Pa. (August 12, 2024)** – The Pennsylvania Homecare Association (PHA) is thrilled to announce the launch of its redesigned website on August 5, 2024. This new platform promises an enhanced user experience through improved navigation, advanced search capabilities, personalized features, and increased security.

In conjunction with the website launch, PHA is also introducing a new logo that embodies its mission and values, symbolizing a steadfast commitment to supporting home care providers and their patients. The fresh design captures the essence of care, community, and progress that PHA stands for.

"Our new brand logo and website represent a fresh and modern look for the Pennsylvania Homecare Association consistent with the transformation we've been undergoing this year," said Mia Haney, PHA's Chief Executive Officer. "Our core values and mission that have always defined us remain, but our functionality and content have improved. We remain committed to enhancing the value PHA delivers to home care providers and participants, and we look forward to continuing this journey with you."

This launch follows PHA's recent partnership announcement with Nevvon for My Learning Center, a free training tool for Pennsylvania's Direct Care Workers. "Our recent partnership with Nevvon for My Learning Center is just one example of our dedication to workforce development, ensuring that our members have access to the best training and educational resources available," added Haney.

Key features of the new website include:

- Improved Navigation
- Advanced Search Capabilities
- Personalized Features
- Increased Security
- Comprehensive Resource Library
- Event Registration

PHA continues to evolve and transform to meet member needs in an ever-changing home health care environment.



**Old Logo**



**New Logo**

**About Pennsylvania Homecare Association:** The Pennsylvania Homecare Association is dedicated to supporting home care providers and enhancing the quality of home care services across Pennsylvania. Through advocacy, education, and resources, PHA is committed to improving the lives of patients and their families.

**Contact:**

Pennsylvania Homecare Association  
[media@pahomecare.org](mailto:media@pahomecare.org)

###