

Charting the Course for Our Patients & Communities:

Navigating a Continuum of Care



2014 ANNUAL REPORT

Message from Our Leadership

Dear Friends,

We are very pleased to share with you our Visiting Nurse Association Health Group Annual Report, highlighting our work and accomplishments in 2014. As the largest independent, nonprofit provider of home health care, hospice and community-based care in the State of New Jersey, our mission continues to be delivered to individuals from all walks and in all stages of life through our skilled, compassionate and innovative care.

In 2014, VNA Health Group touched the lives of nearly 110,000 individuals across the state with a wide array of programs and services ranging from prenatal care for first-time mothers to hospice and palliative care for those at the end of their life's journey. We remain steadfast in our commitment to deliver care to every patient in need, regardless of their circumstances—and we are proud to have provided more than \$14.5 million in charitable care and community-based services last year.

Within this report you will learn more about how VNA Health Group helps individuals navigate an evolving and oftentimes complex health care system to attain their highest level of health and well-being. We accomplish this in part by moving forward with our three programmatic institutes: Children and Family Health Institute, Connected Health Institute and Advanced Care Institute. These institutes, led by experts in their field, are streamlining our programs and services to better help our patients navigate the health care continuum and to deliver optimum health care to patient populations.

You will also see how we are implementing and measuring the success of various innovative models, such as the Central New Jersey Care Transitions Program (CNJCTP) in order to meet the demographic, policy and reimbursement challenges ahead.

We are very pleased to recognize the tremendous importance of philanthropic support, which continues to play a critical role in VNA Health Group's ability to sustain community-based care, especially for children and families as well as provide enhanced hospice care with complementary services including spiritual support, music and pet therapy. Our warmest thanks and appreciation for the generous support of our trustees, individuals, foundations and corporations, and the 2020 Vision Campaign, which continues to make progress in funding our institutes.

Thank you again for working with Visiting Nurse Association Health Group to provide care to individuals in need and to fill gaps in health care for those who are in the shadows.



A handwritten signature of Steven Landers, MD, MPH.

Steven Landers, MD, MPH
President and
Chief Executive Officer



A handwritten signature of Brian Griffin.

Brian Griffin, Chairman
VNA Health Group
Board of Trustees



A handwritten signature of Mindy Minerva.

Mindy Minerva, Chairman
VNA Health Group
Foundation
Board of Trustees



A handwritten signature of Dorothy P. Bowers.

Dorothy P. Bowers, Chairman
VNA Central Jersey
Board of Trustees

A New Mission Statement and Strategic Plan

In our effort to maintain relevance, progression and tradition, the VNA Health Group Board of Trustees introduced a new mission statement in the fall of 2014. In a more simple and concise way, our new mission statement, vision and values underscore our commitment to helping individuals from all walks of life attain their best level of health and well-being.

Our Mission:

Visiting Nurse Association Health Group is a nonprofit organization dedicated to helping individuals and families achieve their best level of health and well-being by providing compassionate, coordinated and innovative care in their homes and communities.

Our Vision:

Visiting Nurse Association Health Group will lead the transformation of home and community health care to achieve the highest level of quality, access and value.

Our Values:

Quality

Engagement

Innovation

Sustainability

Respect

Volunteerism

Integrity

New Strategic Plan

VNA Health Group's executive leadership team led by Dr. Steven Landers presented a new strategic plan to help navigate the organization through continued expansion, growth and uncertainties in a changing health care environment. The plan is built on four pillars we believe will position us as a national leader in home and community-based care:

Engagement

Quality

Innovation

Sustainability

With more than 100 years of history delivering innovative health care programs, VNA Health Group is uniquely qualified to develop new standards of best practices for home and community health care. True to the vision of our founder and social entrepreneur, Geraldine Thompson, our strategic plan is a proactive approach to keeping our community a healthy place to live and work.

To receive a copy of our 2015-2017 strategic plan, please contact us at 732-933-3989.

Navigating Health and Wellness Services for Patients and Communities

On the road of life, health care needs often occur suddenly, leaving us unprepared for a new reality and with many questions, choices and decisions to make. For more than 100 years, VNA Health Group has helped our patients and communities navigate through their life changes by connecting individuals to the health and wellness services they need. We are proud to have paved the way and charted a course that other health care organizations have followed – thanking each of our generous donors along the way for being another hand on deck allowing us to provide compassionate, coordinated and innovative care in the homes and communities we serve.





EXIT

**FIRST-TIME
MOTHER**
PRENATAL AND
POSTPARTUM CARE

HIV
TESTING &
TREATMENT

PAIN
MANAGEMENT

**FALL RISK
ASSESSMENT**

**PRIMARY
CARE AT
HOME**

CHARTING THE COURSE FOR OUR PATIENTS & COMMUNITIES:

Navigating a Continuum of Care

What began as a meeting of volunteers who set out to develop a more humane approach to public assistance in 1912, Visiting Nurse Association Health Group is now leading the way as the nation's second largest nonprofit VNA and the region's premier provider of home health, hospice and community health services.

Our sound and strategic approach to providing care to individuals from every walk of life, at every stage of life, is supported by our new expert-led programmatic Institutes: Children and Family Health Institute, Advanced Care Institute and Connected Health Institute.

The Institutes are serving as health care hubs for our leadership, clinicians and staff to facilitate research, innovation and program development, and streamline our broad range of programs and services. The Institutes are also advancing new collaborations and partnerships with philanthropists, community organizations, health systems, academic institutions and government agencies.

Providing care to nearly 110,000 individuals last year, VNA Health Group remains in a paramount position to meet the demands of the growing population of aging Americans, of which the majority prefer to age in place, and an evolving health care payment system while embracing the technological advances of the 21st century that are driving the future of health care.

As our team continues to view these changes as opportunities instead of challenges, we will remain at the forefront of home, palliative, hospice and community-based care, determined to be on the front lines of innovation – charting the course with the same passion and vigor that our founding members exhibited more than 100 years ago.

Our Own Change Agents

The leadership team of VNA Health Group demonstrates their commitment to the advancement of health care and to the betterment of our communities through their many esteemed positions on community boards and councils, and national associations.

John Albright, VP of Information Technology, Analytics & Digital Media

Alliance for Home Health Quality & Innovation, IT Focus Group

Alex Binder, MBA, FACMPE, Vice President

NJ MGMA (Medical Group Managers Association),
Vice President, Board Member

Sherl Brand, RN, BSN, Chief External Affairs Officer & VP Business Development

Home Care & Hospice Association of NJ Board
Government Affairs Committee Chair
Bylaws Committee
Medicaid Work Group
Telehealth Work Group
Home Care 100 Advisory Board
Home Care & Hospice LINK Advisory Board
Alliance for Home Health Quality and Innovation
Future of Home Health Symposium Planning Committee
Westfield Township Board of Health
Westfield Senior Citizens Housing Corporation Board
Healthy Greater Newark ACO Board
NJ Managed Long Term Services & Supports (MLTSS)
Steering Committee
NJ Medical Assistance Advisory Council
Nursing Spectrum Regional Advisory Board
NJ Hospital Association Home Health &
Hospice Advisory Board
National Government Services Home Health
Provider Advisory Board
National Government Services Hospice Provider Advisory Board

Peter Gaylord, MBA, Chief Financial Officer

Center in Asbury Park, Board President

John Harz, MBA, Chief Business Operations Officer

Society for Human Resource Management (SHRM) National
and New Jersey Chapter member since 1997
Monmouth University Nursing Advisory Committee since 2009
Ocean County College Addiction and Human Services
Advisory Committee since 2009
American Society for Healthcare Human Resources
Administration (ASHHRA)
Healthcare Workforce Council, New Jersey State
Employment Training Commission since 2008

Steven Landers, MD, MPH, President & CEO

Partnership for Quality Home Health Care, Board of Directors
Community Health Accreditation Program, Board of Directors
Alliance for Home Health Quality and Innovation,
Board of Directors, Chair
Home Health Quality Improvement National Campaign,
Physician Advisory Group Member
Centers for Medicare and Medicaid Services, Home Health
Technical Expert Panels
New Jersey Hospital Association HRET, Board of Trustees
Greater Newark Health Care Coalition, Board of Directors
National Association for Home Care and Hospice, Board
of Directors
American Academy of Home Care Physicians, Board
of Directors
Annual Scientific Meeting – 2010-2012, Chair
Co-Chair, Annual Scientific Meeting – 2014-2015, Co-Chair

Robert L. Morgan, MD, MPH, FAAP Chair, Children & Family Health Institute

Parker Family Clinic Board
Monmouth Medical Center – Pediatric Department
Riverview Medical Center – Pediatric Department
Rutgers University School of Public Health
Epidemiology Program
Robert Wood Johnson Dept. of Pediatrics, Infectious
Disease Program
Monmouth County Human Services Board

Our Own Change Agents (cont'd)

Bridget Murphy, CFRE, Chief Philanthropy Officer

Association for Healthcare Philanthropy Board, Board Member
MS Rock for a Cure, Committee Member

Robert J. Rosati, PhD, VP, Data and Research & (acting Chief Connected Health Officer)

VNAA, Research Advisory Board
Alliance for Home Care Quality and Innovation, Research
Work Group, Quality Innovation Work Group, HIT
Work Group

National Association for Healthcare Quality, Health Data
Analytics Work Group, Associate Editor – Journal for
Healthcare Quality

AcademyHealth, Long Term Services and Supports Interest
Group Advisory Committee, HIT Interest Group Advisory
Committee, Outstanding Dissertation Award Selection
Committee, Student Poster Abstract Review Committee
Post-Acute Care Center for Research (PACCR), Faculty

Jon Salisbury, MD, President & Founder, Visiting Physician Services

V.N.A. of Central Jersey Community Advisory Board
American Academy of Home Care Physicians

Dr. Landers Goes to Washington

Famously stated by Eleanor Roosevelt, “The future belongs to those who believe in the beauty of their dreams.” Dr. Steven Landers shared this quote that hangs in his office to underscore the message in his keynote speech, *Home Health Care 2024 – The Ideal State*, given at The Future of Home Health Care: An Institute of Medicine Workshop in Washington, D.C., in the fall of 2014.

A persistent advocate and home health care pioneer, Dr. Landers frequently travels to Washington, D.C., to continue driving advances in home health, stating that “Home-centered care will continue its emergence as a major national health strategy for addressing undue suffering and unnecessary expenses, because the commonsense benefits and win-win propositions for payer and patient are so powerful.”

He emphasized that home-based care – whether it be primary or home health – is both more comprehensive and safe, particularly for individuals with multiple chronic illnesses and limited mobility. “When we take care of patients at home, there’s an enhanced view of patients and caregivers that leads to a better understanding of important issues like how they manage medications and nutrition. Home visits are an access intervention that is most relevant to patients with physical and socioeconomic barriers to care.”

Dr. Landers said that looking ahead a decade to 2024, progressive and innovative home health agencies would utilize physician-led and advanced practice nurse-led care models to provide skilled services as well as care coordination and transitional care supports.

“Home-centered care will continue its emergence as a major national health strategy...” – Steven Landers, MD, MPH

In 2015, Dr. Landers has continued to advocate for home health care, whether it be on Capitol Hill or elsewhere.





L to R: U.S. Senator Cory Booker, Sherl Brand, Chief External Affairs Officer and VP of Business Development at VNA Health Group, U.S. Representative Bill Pascrell, Jr. (NJ-9) and Chrissy Buteas, President & CEO, Home Care Association of NJ.

VNA of Englewood Hosts Congressional Leaders to Discuss “Bill” to Support Family Caregivers

In the fall of 2014, VNA of Englewood hosted a roundtable discussion with U.S. Senator Cory Booker, U.S. Representative Bill Pascrell and caregivers to discuss the In-Home CARE (Caregiver Assessment Resources & Education) Act that would provide training and resources for Americans who care for family members at home.

With more than 65 million Americans serving as in-home caregivers, of which approximately half are performing complex medical procedures daily, the In-Home CARE Act would allow providers to go into the home to better assess the caregiver’s specific needs, problems and abilities and tailor training follow-up visits and resources to the caregiver and care recipient.

“It is absolutely vital that we provide these selfless individuals with the support they need to effectively care for their loved ones while prioritizing their own health and well-being.” – Sherl Brand, Chief External Affairs Officer at VNA Health Group



HOME HEALTH CARE

Demonstrating Our Commitment to Providing Quality Home Health Care, Then and Now

For more than 100 years, VNA Health Group has been helping individuals and patients navigate an oftentimes complex health system to ensure they receive the care they need, when and where they need it. Today, our Medicare- and Medicaid-Certified home health care not only remains the cornerstone of our service offerings, it is also the preferred method of care for the growing population of aging Americans.

Despite the rise in the number of Americans who utilize home health care, navigating through a sea of home care providers and a still fragmented referral process can be challenging for everyone involved, including the patient, caregivers and referring physicians.

Our partnerships with leading hospitals and our multi-disciplinary home health team that includes nurses, physical, occupational and speech therapists, social workers, nutritionists and home health aides, helped to ease the transition to post-acute care for thousands of patients last year.

In 2014, we served more than 25,200 people at home, averaging nearly 16 visits per patient, and have been recognized for our commitment to quality outcomes. Moreover, our datasets exceed the state and national average in many categories, including positive patient outcomes.

Our joint-venture businesses, Cape Visiting Nurse Association and RWJ Visiting Nurses, earned the 2014 HomeCare Elite distinction, which recognizes the top 25 percent of agencies nationwide in home health performance measures. This recognition is further testament to our commitment to quality outcomes.

Looking ahead, as an increasing number of New Jersey residents are electing to retire in-state, our team stands equipped, energized and ready to provide our communities with the peace of mind and freedom that home health care offers.

Achieving Quality Outcomes with an Award-Winning Nursing Team

Ellen Gusick, RN, BSN, Chief Nursing Officer



A renewed emphasis on metrics for clinical outcomes, patient satisfaction and employee engagement has expanded under the leadership of Dr. Landers, and with Ellen Gusick, RN, Chief Nursing Officer at VNA Health Group, leading our home health and hospice teams, VNA Health Group is delivering more and more quality outcomes for our patients each day.

Drawing on her 25 years of experience in home care and hospice leadership from Muhlenberg/JFK Regional Medical Center, homecare and hospice department, and oncology nursing at Memorial Sloan-Kettering Cancer Center and the University of Michigan Medical Center, Ms. Gusick is recognized for spearheading programs that set statewide and nationwide precedents for quality care and process, and has been an award recipient of the Rose Young Award and Nurse Manager of the Year.

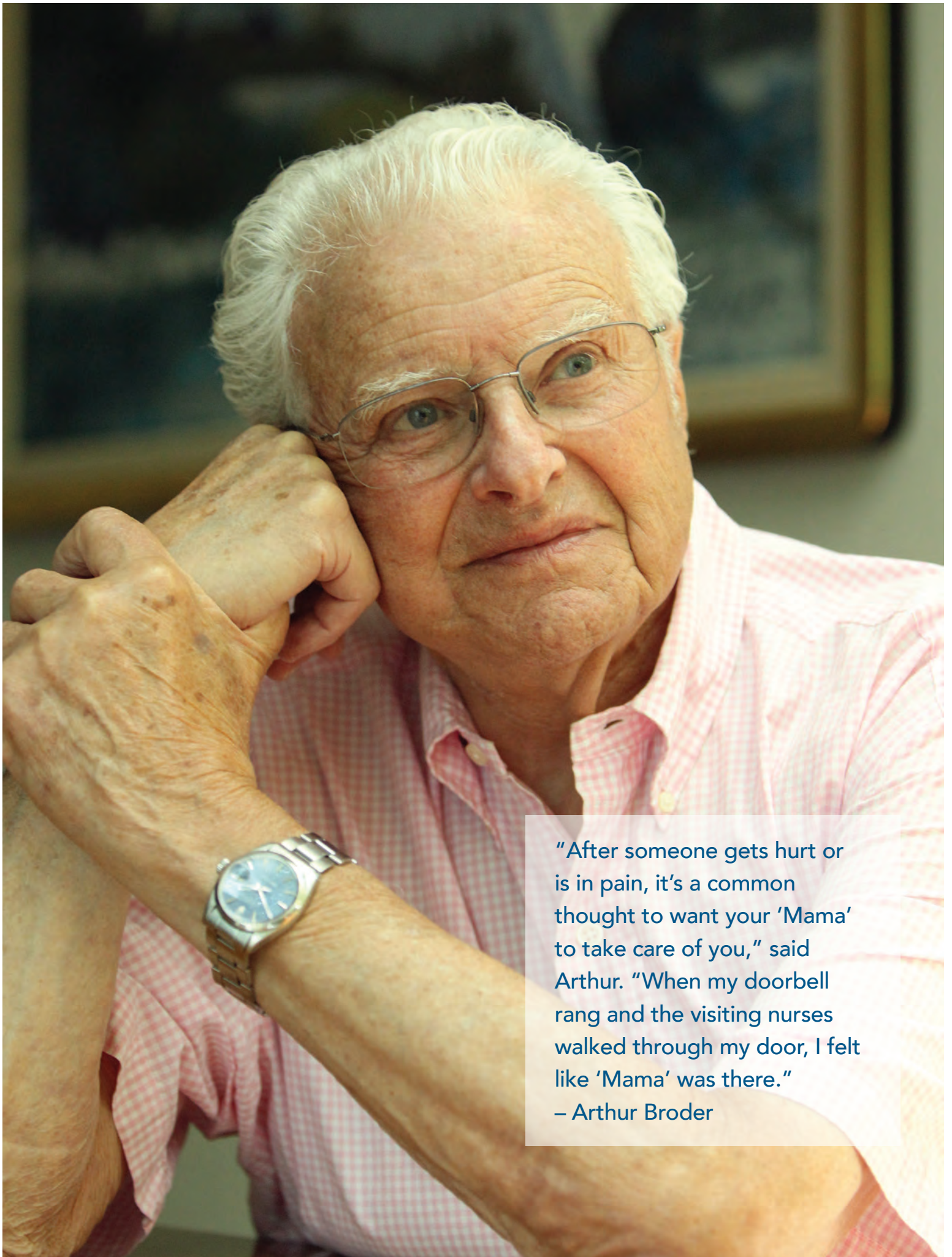
"I enjoy identifying the diversity of strengths in people and giving them the confidence to pursue what they are good at," said Ms. Gusick. "In nursing, it's a team effort to provide excellent patient care, and I've always had empathy for what our staff and patients go through in a day – which is why I'm so focused on ensuring that the right health care professional is performing the tasks that mean the most to them."

Under Ms. Gusick's leadership, RWJ Visiting Nurses and Cape VNA enhanced their care coordination programs and earned spots on the HomeCare Elite list; our wound care nurses reorganized their leadership with the Wound, Ostomy and Continence Nurses Society (WOCN) to improve clinical outcomes; VNA Health Group incorporated best practices and staffing models for physical therapy and made strides in telehealth to keep our patients healthy and out of the hospital. To foster employee engagement, Ms. Gusick initiated statewide ceremonies for our nurses in honor of National Nurses Week and leveraged our partnership with Gallup to foster an employee-driven culture, with substantial improvements seen in 2014.

"2014 was a big year for our organization, and a lot of the success can be attributed to our ability to take a step back, see where we can improve, then take the proper steps to achieve it."

– Ellen Gusick, RN, BSN

"The key to success is forming a strong interdisciplinary team who can navigate the complex needs of patients and make changes in care to assist patients and families to remain safely in their homes."



"After someone gets hurt or is in pain, it's a common thought to want your 'Mama' to take care of you," said Arthur. "When my doorbell rang and the visiting nurses walked through my door, I felt like 'Mama' was there."
– Arthur Broder

Compassionate Home Health Care Restores Everyday Life for Cancer Survivor

Last year, after Arthur Broder of Holmdel was diagnosed with bladder cancer and chose to undergo surgery at Memorial Sloan-Kettering Cancer Center instead of chemotherapy treatment, he turned to VNA Health Group for his follow-up home health care.

Two weeks after his surgery, Arthur was discharged from the hospital but picked up an agonizing case of *Clostridium Difficile*, a bacterial infection that causes diarrhea and more serious intestinal conditions such as colitis.

Arthur was provided comfort and peace of mind by his team of care providers, including Susan Ust, RN, Mayra Lupo, PT, Greg Wolf, CCHA, and Starling Rauchwerk, ST. This team not only spent weeks getting Arthur back to a solid physical, psychological and emotional state – ‘rescuing him from despair and depression,’ but also relieved pressure on Arthur’s wife, his primary caregiver. “I was saved by visits from Sue and assistance from Greg, while Starling taught me to swallow again and Mayra helped to rebuild my shriveled body.”

He noted how each care provider was lovelier than the next and extremely knowledgeable, but “above all, they were the kind of people who were born to go into their respective professions,” said Arthur. “Anyone can learn the techniques, but they were beyond that; they were just good people.”

In November 2015, one year after his cancer surgery, Arthur will return to Sloan-Kettering, hopeful for a positive report, and without a doubt feeling rescued and repaired, and benefiting from unexpected advantages like being able to sleep throughout the night.



“Today, I am back to leading my normal life of fishing and spending time with my wonderful family – constrained only by the limitations of age,” said Arthur. “Even now, months after my care team have left – I feel comforted in knowing that I can make a simple phone call if needed. VNA Health Group made it possible for me to continue living my life, doing the things I enjoy. I will never be able to do enough for VNA Health Group.”

Inside the Heart of a VNA Nurse

Jean Marie Cleary, RN, Nurse of the Year 2015

Inspired to become a nurse after enjoying biology and anatomy classes and speaking with various mentors, Jeanie Cleary, RN, graduated from Molloy College with her nursing degree, aiming to achieve one goal: provide patients with the best possible care. Today, Ms. Cleary holds the distinction of Nurse of the Year 2015 by VNA Health Group and has worked to achieve her goal each day.

Ms. Cleary is a Home Care Nurse, serving patients of VNA of Central Jersey in Monmouth County. She is also the recipient of the DAISY Award for Extraordinary Nurses, an honor in recognition of the “super-human work nurses do for patients and families every day.”

“As nurses, we don’t work for awards or recognition,” said Ms. Cleary. “But, when we do get recognized, it means a lot.”

Each day, Ms. Cleary is scheduled to provide care to multiple patients with a variety of diagnoses and comorbidities. The ability to adapt the delivery of care to a patient’s needs within their home environment is at the core of successful home health care.

“The beauty of homecare lies in the day-to-day tasks,” said Ms. Cleary. “Not only do I get to put all of my nursing skills to use, but I have the opportunity to provide those skills and coordinate the patient’s care in their home.” Nursing is a true team effort, which is supported by nursing staff, home health aides, therapists and office administrators, who all work to organize and provide our patients with the care they need.



“Over the past 11 years at VNA Health Group, I have seen the changes in how we deliver health care, but at the end of the day, the art of nursing will always remain the same – to provide professional and compassionate care to all our patients.”

– Jean Marie Cleary, RN



Falls Prevention, a Priority for All

According to the National Council on Aging, falls are the leading cause of both fatal and nonfatal injuries for those 65 years of age and over. To highlight fall hazards and increase awareness of ways to prevent and reduce falls, VNA Health Group kicked off Falls Prevention Awareness Week during national Falls Prevention Week, held annually in the first week of fall, with a community health fair co-hosted with HealthSouth.

Our Falls Prevention Program uses a multi-disciplinary approach to educate patients and their caregivers about how to structure their environment in order to prevent injury risks. The program is led by our physical and occupation therapists, who work with our nurses, nurse practitioners, social workers, home health aides and nutritionists, and with the patient's doctor and family.

Proactively reducing falls reduces the pain and costs of fall-related injuries and greatly enhances longevity and quality of life.



Setting up for the Falls Prevention Health Fair (l to r):
Wendy Ebner, RN, MSN, VNA Health Group, Lisa Zwerdling, RN,
Kim Eustace, PT, and Anne Lefferts, RN.



Top Home Care Distinction Awarded for Quality, Process and Patient Experience

Operated by VNA Health Group, Cape Visiting Nurse Association in partnership with Cape Regional Medical Center and Robert Wood Johnson Visiting Nurses in partnership with RWJ University Hospital were named to the 2014 HomeCare Elite™ top agencies list, an annual compilation of the top 25 percent of home health agencies in the United States.

Ranked on performance measures in quality outcomes, process measure implementation, patient experience, quality improvement and financial performance, Cape VNA is the only home health agency in Cape May County to be awarded this status and is proud to accept this award for its third year, and RWJVN for its fourth time.

"Our ongoing commitment to outstanding patient-centered care continues to be our guide for better decisions, better outcomes and better health for patients and individuals at home and in our communities," said Ellen M. Gusick, RN, BSN, Chief Nursing Officer at VNA Health Group.

Exceeding State and National Benchmarks

When patients along with their caregivers and physicians elect to receive care at home, the expectation is that their health and well-being will improve. All of our Medicare- and Medicaid-Certified operations – Cape VNA, RWJ Visiting Nurses, VNA of Central Jersey, and VNA of Englewood—exceeded state and national averages in these publically-reported milestones that measure improvement in mobility and independence.

Graph Key



How often the home health team made sure that their patients have received a flu shot for the current flu season



How often the home health team treated their patients' pain



How often patients got better at bathing

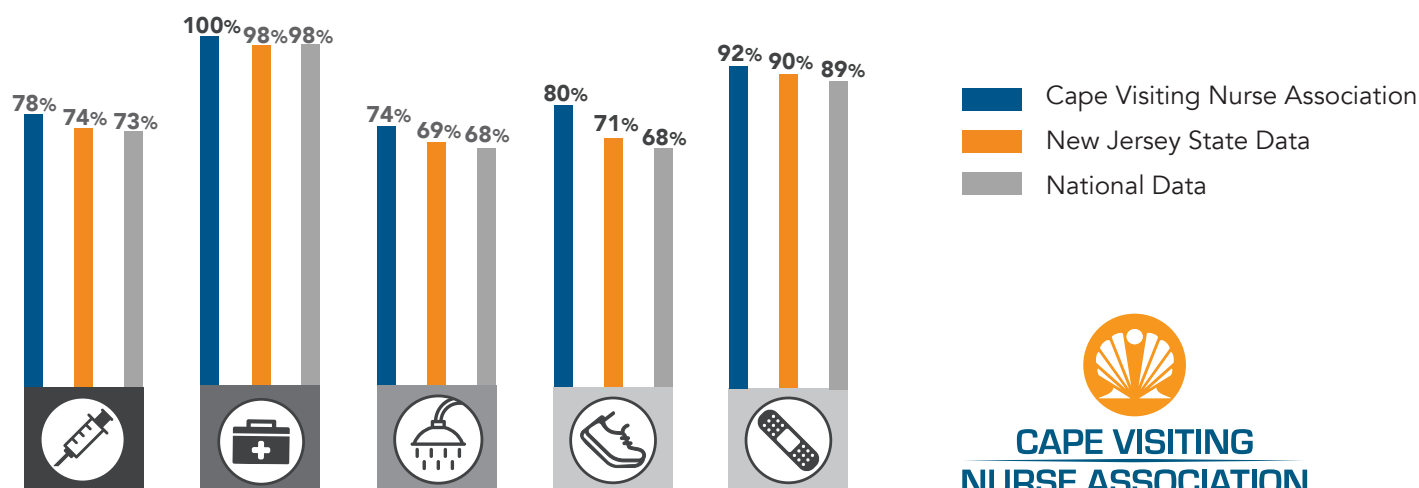


How often patients had less pain when moving around

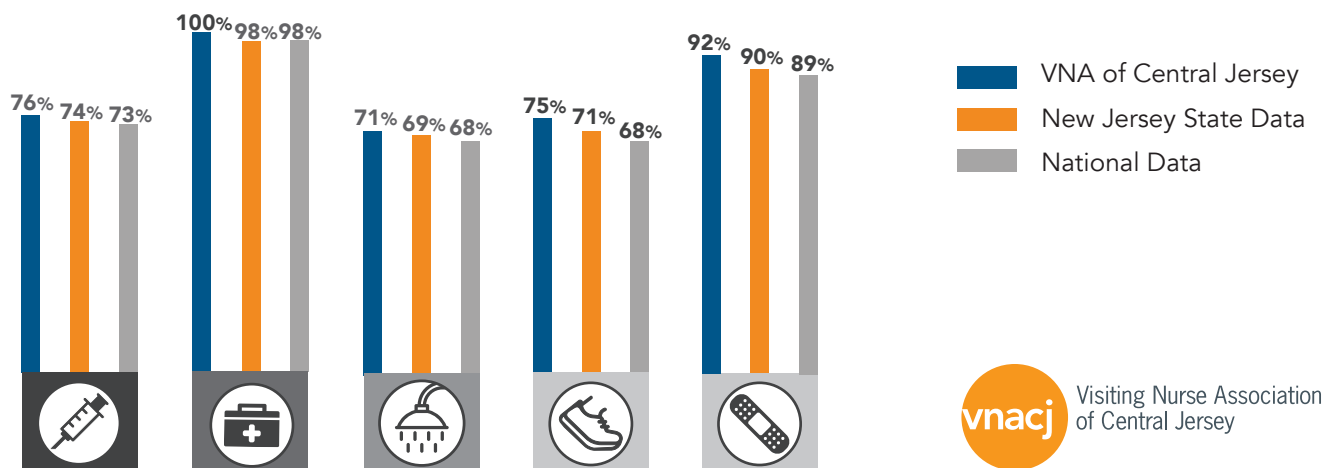


How often patients' wounds improved or healed after an operation

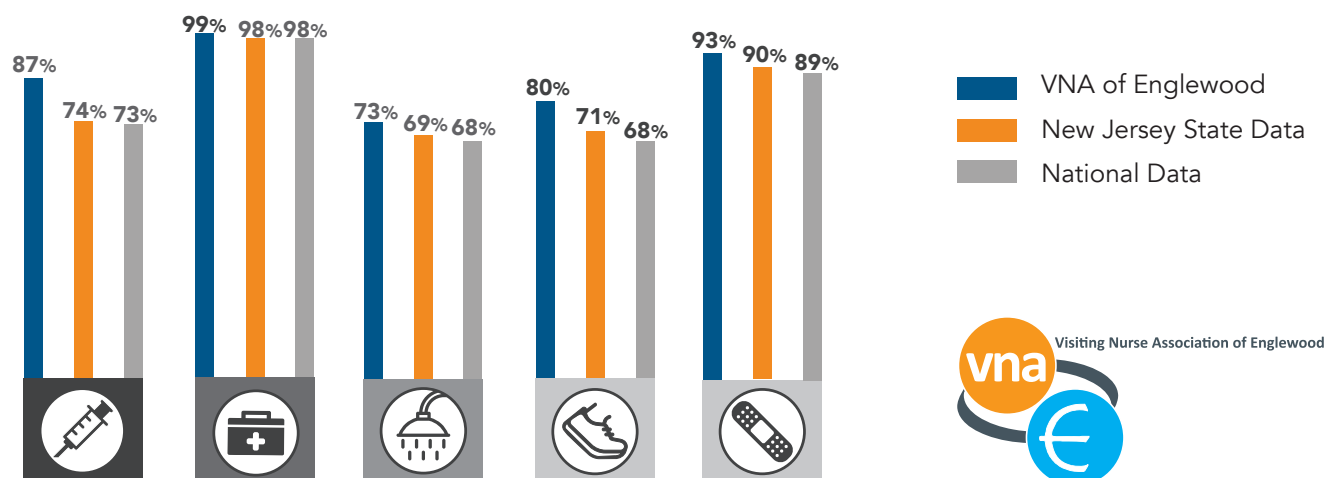
Cape Visiting Nurse Association



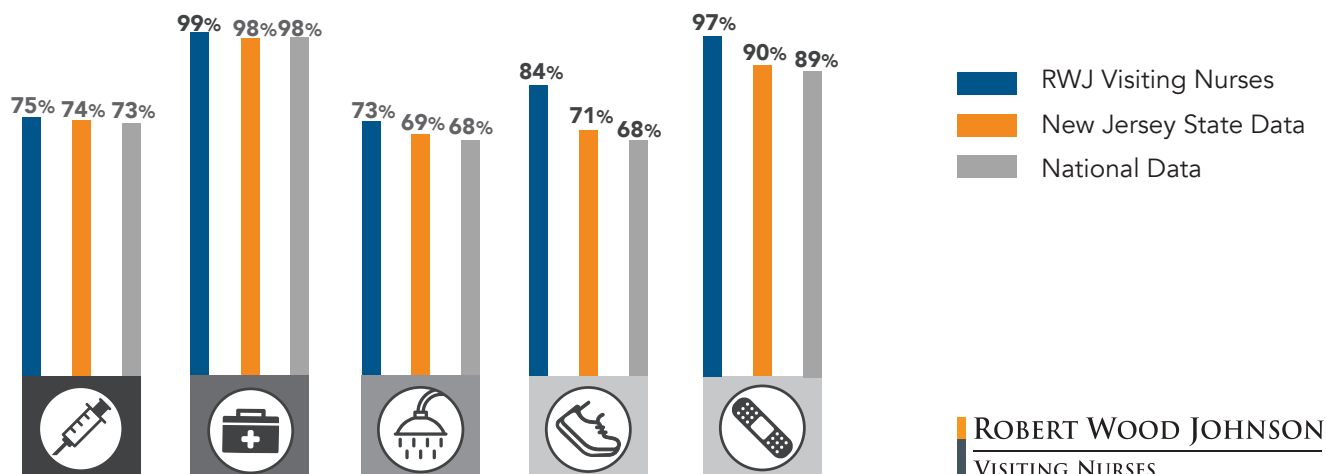
Visiting Nurse Association of Central Jersey



Visiting Nurse Association of Englewood



Robert Wood Johnson Visiting Nurses





ADVANCED CARE INSTITUTE

Caring for Those with Life-Limiting Chronic Illness

Since launching the 2020 Vision Campaign, VNA Health Group has gathered the resources and support needed to jump-start the Advanced Care Institute and build upon our history of services in palliative and hospice care and bereavement support.

In late 2014 we combined with Visiting Physician Services, the state's leading provider of "house call doctors," to offer a comprehensive line of support and care for individuals who are facing a life threatening illness.

The partnership with Visiting Physician Services will allow us to provide home-based primary care and in combination with our palliative and hospice care services, New Jersey residents who face a life-limiting chronic illness will be able to access wide-ranging health care focused on helping them achieve their highest quality of life where they are most comfortable, at home.

Last year, Visiting Physician Services cared for more than 3,000 patients across eight counties, and on average, our more than 1,500 hospice patients received care for 55 days, in which we were able to help them fulfill wishes, mend relationships, receive spiritual counseling of their faith and help their families manage loss and keep memories alive.

New Jersey lags national trends that show clinicians and patients who are facing serious illness are embracing palliative and hospice care. In addition, health care reform is increasing options for patients to allow them to pursue curative treatments while electing palliative or hospice care.

The Advanced Care Institute is bringing our team of clinicians and thought leaders together under one roof to better serve our patients and providers with the latest innovations in home-based primary, palliative and hospice care, in order to ensure that their remaining years, months and days are filled with the highest dignity and quality of life.

For information about gift and naming opportunities for the Advance Care Institute, please contact VNA Health Group Foundation at 732-224-6780.

Compassion for Hospice Care Since Day One

Keri Linardi, RN, BSN, Hospice Clinical Manager, VNA of Englewood

While working in a hospice facility during high school, Keri Linardi, RN, BSN, Hospice Clinical Manager, VNA of Englewood, routinely visited hospice houses where many patients were facing end-of-life. It was because of this hands-on experience that Ms. Linardi knew exactly what she wanted to do with her life.

“When I found VNA Health Group, I knew instantly that it was different because of its history of providing services to the community and to individuals regardless of their ability to pay,” said Ms. Linardi. “Everyone deserves to face end-of-life as they prefer and to fulfill their last goals, and at VNA Health Group, that’s truly what we strive to accomplish for our patients every day.”

Now, as the Hospice Clinical Manager for VNA of Englewood, Ms. Linardi is making even more strides to provide patients with personalized care, through accredited spiritual end-of-life care for the Jewish community and strong teamwork.

“The team aspect of hospice care really stands out to me. Oftentimes, when people hear that I work in hospice, they immediately think of it as a sad profession. I explain that while it has sad moments, it’s not a sad field of nursing.”

“Hospice, to me, is about living and working as a team to help people fulfill their bucket list. It’s really one of the last areas of medicine that is wholly patient-driven. I’m absolutely drawn to this type of care.”

– Keri Linardi, RN BSN





Leading the Way in Home-Based Primary and Advanced Care

From leading the resurgence of doctor house calls in New Jersey to now leading the Advanced Care Institute for VNA Health Group, Dr. Jon Salisbury, CEO and Founder of Visiting Physician Services, is regarded as a leading authority in the field of home-based primary care for our most mature citizens, and is now at the helm of helping patients navigate care options and determine what matters most to them at the end-of-life.

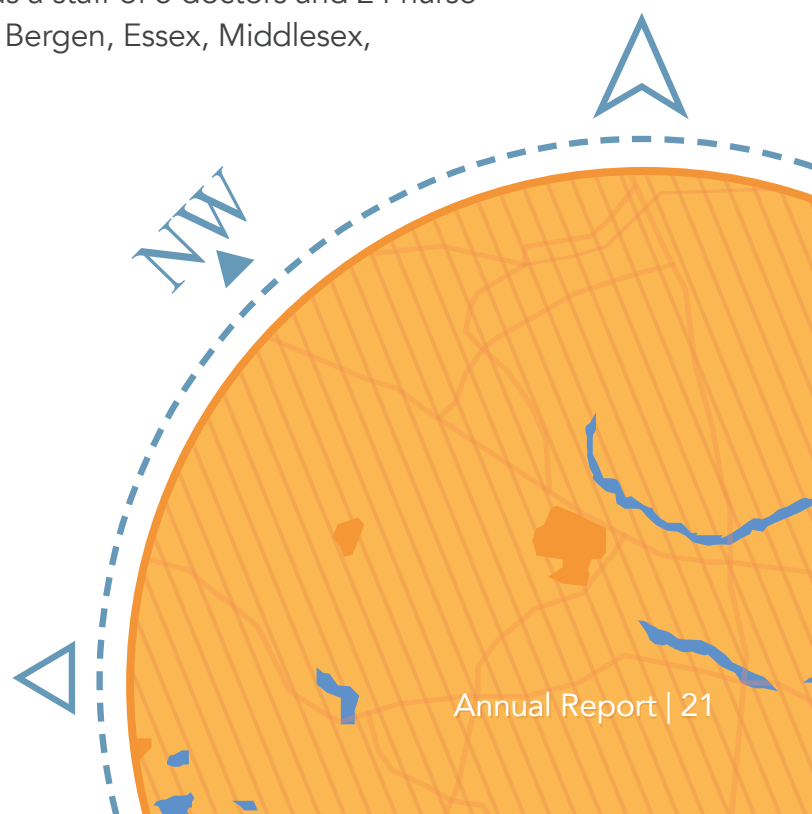
After growing his practice to become one of the largest in the state, Dr. Salisbury joined forces with VNA Health Group in 2014 to form the first combined visiting nurse association and visiting physician service. VPS will operate under the Advanced Care Institute at VNA Health Group.

“The Advanced Care Institute is well-situated to meet the health care needs of the rising elderly population over the next few decades. Our goal is to help patients achieve the highest quality of life – in whatever way means the most to them.” – Dr. Jon Salisbury

Visiting Physician Services provides a full range of primary-care and diagnostic testing services including bloodwork, urinalysis, X-rays, EKGs, echocardiograms and ultrasounds. Providing these services at home prevents risks of falls and exposure to airborne illnesses, and minor problems no longer need to escalate to serious ones that could require ER visits and hospitalizations.

Dr. Salisbury and his team have demonstrated that there is an advantage to visiting patients in their home rather than in an exam room. “When we see patients in their homes, we get a full picture of their living environments. We are able to assess safety and nutritional issues and determine the capabilities of the caregivers in the home,” said Dr. Salisbury.

Headquartered in Eatontown, Visiting Physician Services has a staff of 5 doctors and 24 nurse practitioners and physician assistants who serve patients in Bergen, Essex, Middlesex, Monmouth, Ocean, Passaic, Somerset and Union counties.



Patient, RN and Family Commend Visiting Physician Services for Job Well Done

A Letter to Visiting Physician Services

Dear Dr. Bessen,

Several years ago I did a brilliant thing – I tucked away a large advertising postcard that I received in the mail. It was from Visiting Physician Services. We didn't need it then, but I suspected, because of our Mother's back, we would someday. The card was folded and really wrinkled when I finally took it out and called you for help.

Mom really liked you...She had been one of your first patients. There was an age difference, and you always called her Mom. She was a Registered Nurse training at Overlook Hospital during WWII and would tell everyone, from a nurse's point of view, what a wonderful doctor you were. A point of view always backed up by the doctors and nurses of Overlook Hospital.

Evelyn, APN-C (a Nurse-Practitioner at Visiting Physician Services), was wonderful. She always planned her visits first thing in the morning, so I could get to work. We usually had to wake Mom up, but she too, was always glad to start her day with Evelyn's bright smile and cheery disposition. Evelyn always answered all of our questions, returned our phone calls, and most importantly, made sure we had enough pain medication for Mom. She was excellent at her job, and a delight whenever she visited.

The office staff was always helpful, too. If I had a question, it was answered. If I needed Evelyn, they got her a message, and she called. No matter how busy they were, they never rushed me.

Thank you so much, from the Sommer family.

Our Volunteers: We Couldn't Do It without Them

The volunteers at VNA Health Group are just as essential today as they were more than 100 years when they founded our organization. In 2014, our volunteers, who complement our health care professionals, administrators, office staff and patients, donated more than 32,300 hours of time, visited nearly 1,000 hospice patients, and made more than 10,000 bereavement calls, among other duties that help provide care and compassion to our patients and their families.

Ruth Hyman Establishes the Spiritual Support in the Jewish Tradition Program



Ruth Hyman, a longtime New Jersey resident, establishes a spiritual support program for hospice patients of the Jewish faith.

Synonymous with the Hebrew expression 'Tikkun Olam,' which means to make a difference, is the generosity of Ruth Hyman, philanthropist and lifelong resident of Monmouth County, New Jersey. Her donation in support of our statewide Hospice Program will assist our organization in sustaining our special services for Judaic spirituality, which has been named the *Ruth Hyman Spiritual Support in the Jewish Tradition* program. Later in 2014, the program was accredited by the National Institute for Jewish Hospice.

Our Hospice Chaplain, Rabbi Nathan Langer, provides spiritual and emotional guidance during the hospice journey and joins our other Chaplains representing Christian and other faiths.

"VNA Health Group's hospice program is extremely worthwhile, and it does my heart good to support a program that helps so many people," said Ms. Hyman.

Hospice Team Fulfills Dying Wedding Wish in 24 Hours



Pictured is the hospice team at VNA of Englewood who sprung into action to help a man fulfill his dying wish.

On a Wednesday last fall, a hospice patient who was dying of cancer approached his hospital care team with one last wish – to become married to his girlfriend of 25 years. Since the hospital was unable to facilitate this dying wish the hospice care team at VNA of Englewood was contacted and immediately leaped into action to make his dream a reality.

Erica Anne Bello, Hospice Liaison at VNE of Englewood, worked closely with the hospital to coordinate care and advocate for the patient's needs, and his family described her as an angel who flew into the hospital and never left their side. Marion McGowan, Volunteer Coordinator, reached out to a local florist and bakery, who donated a beautiful bouquet, boutonniere and floral arrangement for the table

as well as a stunning wedding cake. The social workers helped secure a local judge to perform the ceremony as an alternative to the township's three-day marriage license waiting period.

It took true teamwork to make this all happen in less than 24 hours' time. On Thursday, October 3, the patient was discharged from the hospital and admitted to hospice services under the care of Noreen Rathgeber, a hospice nurse. Later that day, the judge arrived to perform the ceremony.

On October 4, the patient died peacefully at home with his wife and family by his side, reminding many that hospice is not always about sadness, but instead is about final happiness and helping patients and their families achieve what matters most to them.



CHILDREN AND FAMILY HEALTH INSTITUTE

“No Wrong Front Door” to Connect Families to the Services They Need

Launched in 2014 with support of the 2020 Vision Campaign, the Children and Family Health Institute (CFHI) at VNA Health Group strategically unifies its home- and community-based safety net health care programs for children and families, and helps patients navigate an oftentimes complex and intimidating system of public and private health and wellness services.

Creating Children and Family Health Institute within VNA Health Group provides a means of consolidating programs into a highly visible clinical institute with uniform standards of quality, performance and access into three clinical centers: Center for Early Childhood Development & Family Support, Center for Primary Care & Public Health and Center for Pediatric Home Care.

The focused, clinical centers provide skilled health care and professional and educational resources, serving as the premier agent of change to focus attention on the needs of medically underserved and vulnerable populations.

Our full array of grant-funded programs are led by experts in pediatric and family health and are carried out by trained staff to provide seamless transition of care to individuals from all walks of life, including families, teens, children and infants across the health care continuum. The programs help parents navigate the patchwork of public and private health and social services, which have made a difference in the lives of nearly 75,000 individuals in just the past year.

The rapidly evolving funding environment offers both opportunities and threats to children and family services and requires a different model to sustain safety net services. Through collaboration and cooperation, the Institute model is a new management/departamental structure bringing together a wide range of related programs into one unit to better serve children and families in New Jersey.

For information about special gift and naming opportunities for the Children and Family Health Institute, please contact VNA Health Group Foundation at 732-224-6780.

Nurse-Family Partnership Collaborates for a Better Tomorrow



Denise Andino, BSN, RN-C, Nurse-Family Partnership Supervisor

“When it comes to children and families, there is no sacrifice too big,” said Denise Andino, BSN, RN-C, Nurse-Family Partnership Supervisor, whose passion for supporting families with care and guidance helps first-time mothers in need navigate the first few years of their babies’ lives.

As a program of the Children and Family Health Institute, Nurse-Family Partnership communicates and collaborates with other services such as WIC and Early Intervention within the Institute that may also be beneficial to its clients.

“One of the most promising aspects of the new Children and Family Health Institute is in the collaboration with managers from all of our different programs,” said Ms. Andino. “When we get together each month, we get to talk about what we’re doing and who we are serving and we find ourselves identifying additional programs and services that each other’s clients might be eligible for.”

Supervisor of Nurse-Family Partnership in Middlesex, Monmouth and Ocean counties, Denise routinely meets with her nursing staff to discuss opportunities and challenges. Weekly, her staff holds a team meeting to provide feedback and advice about situations they’ve faced with clients during the week.

“The most rewarding part of this job is the moments where I’ve provided guidance to a client and come to find out that they took my advice and are now better off. This is hands down the most rewarding work I’ve ever done.”



Expert Care at the Children and Family Health Institute Comes from Expert Leaders

*Dr. Robert Morgan, Chair at CFHI, and Colleen Nelson, RN,
Vice President, Clinical Operations for CFHI*

Services for children and families spanning the continuum of prenatal care to school-based nursing, offered by the Children and Family Health Institute (CFHI) at VNA Health Group, are growing, succeeding and, most importantly, making a difference in the lives of children throughout the state of New Jersey.

At the helm of CFHI is Dr. Robert Morgan, Chair of the Institute, who is a pediatrician, former state Assemblyman and Chief Medical Officer for the State of New Jersey Department of Children and Families, and Colleen Nelson, RN, Vice President, Clinical Operations of CFHI, who has served at VNA Health Group for the past 31 years.

During her career at VNA Health Group, Ms. Nelson has worked to identify and close gaps in children and family health services by bridging her clinical expertise with her passion for community-based health. “For many years, I have helped launch grant programs to serve our vulnerable populations, and today, the Institute exists as a safety net provider for all kinds of families, helping people realize that you don’t need a million dollars to raise a family. You just need love, respect and support,” said Ms. Nelson.

Drawing on his many years of experience focused on child health care reform, Dr. Morgan has identified gaps in home and institution-based care, noting that “As health care leaders, we have a responsibility to identify how we can make the health care system better and close gaps for the children and families who need care. One potential area for growth lies within our school-based nursing programs, to provide more comprehensive immunizations and preventative care to the students and their families. Schools are where the children are, so the first step is to bring the care to them.”

Proud of the longevity that a majority of the programs hold, Ms. Nelson explains that our staff understands that sustainability for grants over the long term is critical, as is working together to ensure that we have proper funding to allow them to continue. In addition to the maintenance of government funding, there are many contributing factors that make up the success of the Institute.

“As health care leaders, we have a responsibility to identify how we can make the health care system better and close gaps for the children and families who need care.” – Dr. Robert Morgan



Nurse-Family Partnership Helps Ensure Longtime Success for a First-Time Mother

At 18 years old, Maricella Juarez was pregnant and unsure of where to turn when her school and health clinic referred her to the Nurse-Family Partnership (NFP) program led by United Way in partnership with VNA Health Group.

Within days after being referred to the program, NFP nurse Patricia Guevara visited Maricella's home to go over the program and to explain the knowledge and support she could expect to receive in the months leading up to giving birth and in the months after, including how to feed, bathe and care for her baby.

"My nurse really got to know me and my baby, Alexis Jacob, before and after he was born," said Maricella. "She is such a loving person."

Shortly after giving birth to Alexis Jacob, however, Maricella was diagnosed with lupus, which requires a rigid medical regimen to manage the disease. She and her family had difficulty accepting the diagnosis, and as a result, Maricella became depressed and was not following the treatment regimen, which led to several hospitalizations.

Maricella's health care team and Ms. Guevara spent many hours teaching her the importance of adhering to her treatment, especially as a new mother, she needed to be at her healthiest.

"Ms. Guevara really motivated me during my sickness; she even came to doctor's visits to explain more to me about what he was saying. She cheered me up and cared for me and Alexis during really tough times," said Maricella. "This program and Ms. Guevara have been a blessing to me. I've already recommended it to one of my friends, and I'd recommend it to anyone who needs extra help to be the best possible mother they can be for their children."



Maricella Juarez with her first born, Alexis. Maricella, who was recently diagnosed with lupus, received the support she needed with the Nurse-Family Partnership Program led by United Way in partnership with VNA Health Group.

VNACJ Community Health Center Celebrates 20 Years of "Safety Net" Care

What began in a church basement in Asbury Park out of a need to provide primary health care to individuals with little or no insurance, the VNA of Central Jersey Federally Qualified Community Health Center (FQHC) celebrated its 20th anniversary at a reception this past fall. The event also honored Katherine Grant-Davis, who served as President and CEO of the New Jersey Primary Care Association for more than 20 years before retiring in December.

Founded in 1994, the VNACJ Community Health Center is a vital "safety net" provider of primary care and other comprehensive wellness and preventative care, such as HIV primary care, early intervention services, prenatal care, behavioral health and nutritional counseling and most recently dental care, in underserved communities in Asbury Park, Keansburg, Keyport and Red Bank. In 2014, the CHC provided care to nearly 9,400 patients through more than 28,000 visits.



VNA Health Group Board Trustees and Staff at the 1994 Grand Opening of the VNACJ Community Health Center in Asbury Park.



Helping to Prevent the Spread of HIV to Ensure Healthy Communities

The Prevention Resource Network, a grant-funded community outreach program developed to prevent and reduce the spread of HIV infection, opened a drop-in center in January 2014 for gay, lesbian, bisexual, transgender and questioning teens called Project R.E.A.L. (Real Empowerment on All Levels), which provides a safe place for teens and young adults to support each other and receive HIV and AIDS education and prevention.

In spring 2014, VNA Health Group received funding from the Department of Health and Senior Services, Division of HIV, STD and TB Services for a state-of-the-art Mobile Health and Wellness Unit to provide free and confidential Rapid HIV Testing to communities throughout Monmouth County.

With assistance from the "Season of Superhero" campaign that encourages individuals to "Protect your health, your partners and your community," by getting tested for HIV, the Mobile Unit successfully tested 1,190 individuals in 2014, of which eight people tested positive and were referred to treatment options within 24 hours of their diagnosis. All eight individuals are currently receiving treatment through Prevention Resource Network.

40 Years of Helping Women and Children Get a Healthy Start



A WIC participant receives important nutritional counseling from Damary Bosques, DTR, a VNACJ WIC Nutritionist at our WIC clinic in Red Bank.

2014 marked the 40th anniversary of the federally funded Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), which has helped millions of children access proper nutrition critical to early childhood development.

For nearly just as long, the VNA of Central Jersey has been the sole operator of the program in Middlesex and Monmouth counties and has since expanded to 14 sites. Our enhanced WIC services provide education about nutrition, vouchers for nutritious foods, breastfeeding counseling, lactation consulting, anemia screening and health care referrals for women who are pregnant or postpartum, and infants and children under the age of five.

“WIC is really more than food vouchers, it’s a community support system,” said Robin McRoberts, Manager of the VNACJ WIC program. “And by tapping into the resources and expertise of the Children and Family Health Institute at VNA Health Group, we are doing everything we can to ensure children are getting a healthy start.”

At SPOT, the Sky’s the Limit for Underserved High School Students



Tyrone Harmon Jr., a graduate from Asbury Park High School and VNA Health Group’s SPOT program, gives his valedictorian address. Mr. Harmon participated in SPOT all four years of high school and credits the program with helping him to achieve academic success.

For students enrolled in our NJ Department of Children and Families–funded School Based Youth Services Program (SBYSP) – The SPOT at Asbury Park High School, the 2014-2015 school year was packed with student success stories and countless opportunities to grow, discover and stay healthy.

Students learned about real-world issues firsthand, participated in a prom dress giveaway and collaborated with Mattie C. Stewart Foundation, Prevent Child Abuse New Jersey, Lunch Break, NJ Tree Planting Foundation, Habitat for Humanity, Junior Achievement, Two River Theatre and local churches. The program is also known for the comforting care provided by its Nurse Practitioner, Catherine Donohue, APN, and Mental Health Clinician, Tom Hansen, LCSW.

A truly inspiring outcome of the program in the 2014-2015 academic year is the success story of Tyrone Harmon Jr., who graduated as a top member of the 2015 senior class and received a Junior Achievement Scholarship for his college education at Hofstra University this fall, as a computer engineering student!

“The SPOT program is famous in our school,” said Tyrone. “The staff is so welcoming and there are always different activities going on during and after school. A lot of students aspire to be in the program, and most students even prefer to use the program’s health resources versus other services that are available through the school.”



CONNECTED HEALTH INSTITUTE

Connecting Individuals to Better Data and Greater Quality of Life

The Connected Health Institute at VNA Health Group is the driving force behind our mission to provide coordinated and innovative care in the homes and communities of the individuals we serve. Our strategic and prompt adoption of caregiver support tools and patient-centric medical technologies provides better logistics and data, which positions our team to respond to changing demographics, economics, policies and industry trends that are impacting the health care landscape of the 21st century.

Our innovative programs for care transition, remote patient monitoring and medication management not only position VNA Health Group as a market leader in connected health adoption, but as a resource for partners and patients who are seeking guidance in navigating the integration and interoperability of technology.

In 2014, 982 patients participated in our telehealth program, which pairs patients with in-home devices to measure blood pressure and blood oxygen and record weight and blood glucose. The data is sent each day to our nurses to monitor the numbers and intervene as needed. On average, only 5% of patients using telehealth devices were readmitted to the hospital.

For information about special giving and naming opportunities for the Connected Health Institute, please contact VNA Health Group Foundation at 732-224-6780.

A Born Leader in Care Coordination and Innovation

Marie Perillo, RN, BSN, Director, Care Coordination

"What does it feel like to build something from nothing?" asked Dr. Landers of Marie Perillo, RN, BSN, who is leading the Community-Based Care Transitions Program (CNJCTP) at VNA Health Group.

This question is the essence of Ms. Perillo's job as the Director of Care Coordination for CNJCTP, a demonstration project that Centers for Medicare and Medicaid Services launched to explore how care coordination can improve clinical outcomes and reduce health care costs.

The project, which has already seen more than 6,300 patients since its inception in 2013, has high hopes of becoming the future model of care coordination. CCTP is a Transitional Care program and it bridges the gap between acute and post-acute settings, and between the hospital and the home.

With a diverse medical background, Ms. Perillo was approached by leadership at VNA Health Group to help lead the first and only CCTP program in New Jersey to participate in this Affordable Care Act funded initiative.

"I feel privileged to be leading this project with such a passionate and dedicated team of nurses and mentors," said Ms. Perillo. "The people behind the mission and vision at VNA Health Group are really what allow projects like CNJCTP to be successful."

The program pairs a Transitional Care Coordination Coach (a Social Worker or Registered Nurse) with patients who have a history of multiple chronic illnesses and frequent hospitalizations. Ms. Perillo oversees the coach training and co-hosts weekly meetings with the coaches through Project ECHO, to advance education and best practices.

Each month, under Ms. Perillo's leadership, the program has exceeded its proposed number of patients by at least 10%, and looking ahead, she states,

"With so many success stories already under our belt, I think this model of care will continue to grow. We are just getting started."

Ms. Perillo's innate leadership skills, career trajectory and existing relationships with hospital systems and other home health agencies made her a natural fit for this role – which is underscored by the incredible feedback from her team of nurses and recent receipt of the 2014 Marcia Granucci Award for Visionary Leadership.

Receiving the Marcia Granucci Award was a defining career moment for Ms. Perillo. "In my eyes this award is one of the highest nursing honors, and in a large organization like VNA Health Group, I never in a million years considered that I would receive it. I feel so honored to work with such an amazing team."



VNA Health Group Leads CMS Transitions Demonstration Program

In late 2013, the Centers for Medicare & Medicaid Services (CMS) awarded VNA Health Group a lead role in the Community Based Care Transition Program (CNJCTP), which includes a coalition of hospitals and community-based organizations. The program aims to improve the transition of Medicare beneficiaries with complex medical conditions discharged from hospitals to home or facilities who are and who have been at risk for a 30-day hospital readmission.

Last year was the first full year of the program and we have exceeded all established targets such as the number of patients and the percentage of patients who are readmitted to the hospital. In 2014, the program matched 2,278 high-risk older adults to Transitional Care Coordination Coaches, registered nurses (RNs) and social workers who coordinated care for within and across health care settings. The coaches assess each person's health care needs, reviews their medications and confirms that a nurse, with the assigned home health agency, visits them within three days of their discharge. The coach also coordinates follow-up visits with a primary-care provider and will follow up with the patient frequently thereafter.

Overall, the program aims to reduce 30-day all-cause readmission rates by 20%, reduce emergency department utilization for high-risk patients, improve patient care and population health and decrease costs in the health care delivery system.

"The care transitions program helps thousands of at-risk seniors to safely and successfully return home from the hospital. They will be less likely to 'bounce back' to the hospital for preventable reasons," said Dr. Steve Landers, MD, MPH, President and CEO of VNA Health Group.



VNA Health Group serves as the lead agency among a coalition of medical institutions, home health agencies, local government agencies and community-based organizations: CentraState Medical Center, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Rahway, Trinitas Regional Medical Center, Robert Wood Johnson Visiting Nurses, Community VNA, Holy Redeemer Home Care, Monmouth County Division on Aging, Disabilities and Veterans Services, Middlesex County Office of Aging and Disabled Services, Union County Division of Aging, and the Jewish Family Service of Central Jersey.

VNA Health Group hosted a holiday gathering in December for clinical and support staff from four area hospitals, four home health agencies, two government agencies and community-based organizations.

Telehealth Remote Monitoring Saves Patient from Fragmented Care

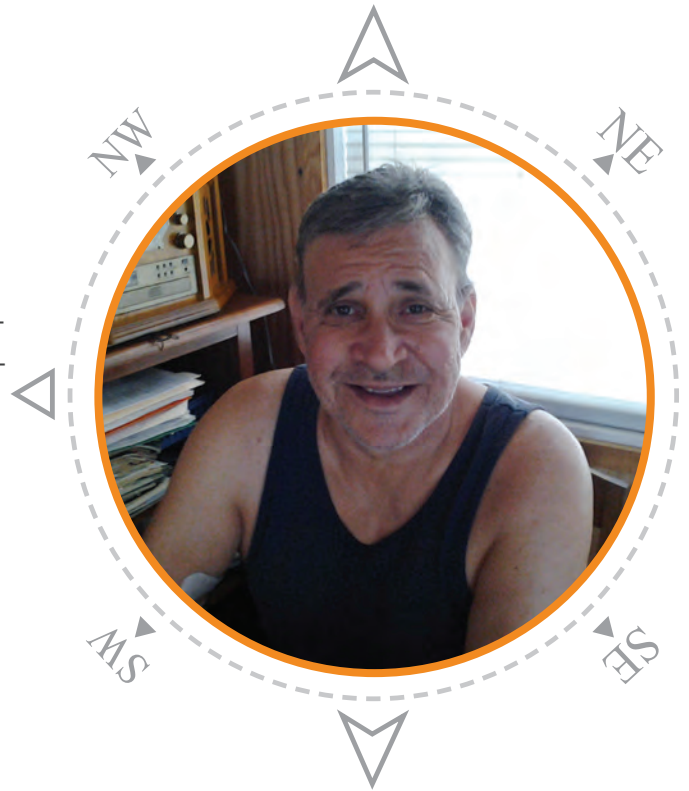
A former middle-school teacher by day and corrections officer by night, Richard Lattanzio, resident of Woodbridge Township, NJ, has complex cardiac health issues and is a candidate for a heart transplant. Placed on remote telehealth monitoring for IV cardiac medication, Richard is seen by the Specialized Care team at VNA Health Group to consistently improve his self-management skills and reduce his history of frequent rehospitalizations, by utilizing our in-home technology that helps him manage and recognize the signs and symptoms of exacerbation.

"The in-home telehealth monitoring services have been working very well for me," said Richard. "The machine automatically turns on every morning at 11AM and prompts me to measure and record my oxygen levels, blood pressure and weight, and the results get sent directly to my nurse."

Medically fragile, Richard has been a victim of fragmented care, which has led to his many rehospitalizations. One scenario even landed him in the CCU and on a dialysis machine for nearly three days, after he was prescribed the wrong medication due to a lack of coordination among his varying medical professionals. Richard even resorted to keeping a black bag by his front door, packed with items such as a toothbrush and change of clothes, for the next time he would be suddenly driven to the hospital by an EMT.

Upon discharge from his last hospital stay, Richard was placed on our in-home telehealth monitoring services, and has since been able to prevent two subsequent exacerbations by being educated on the signs and symptoms of his condition, and working with his nurse and clinicians to review his action plan. This technology has also saved Richard from additional appointments, home visits and phone calls that he otherwise would have had to find time to make and arrange transportation to get him there, improving his overall quality of life.

"My telehealth machine is truly like a companion to me," said Richard. "Because I am in and out of the hospital and doctors' offices so frequently, having something I can do for myself to improve and understand my condition, and reduce both rehospitalizations and additional grief, is helpful and feels empowering."



Project ECHO Revolutionizes Medical Education and Care Delivery



Kimberly Mora, RN, BSN, Care Coordination Manager VNA Health Group, has been instrumental in spearheading Project ECHO as well as supporting the CMS Care Transitions Program (CNJCTP).

Project ECHO (Extension for Community Healthcare Outcomes) is a tele-education model that revolutionizes medical education and exponentially increases workforce capacity to provide best-practice specialty care. In the fall of 2014, VNA Health Group launched the video-conferencing program for the Transition Coaches of its Central New Jersey Care Transition Program (CNJCTP). The highly collaborative two-hour sessions include a case presentation by one or more of the coaches, then, through the guidance of a moderator, the peer-coaches and in-house clinicians are prompted to provide their insights and perspectives on the case. "ECHO's encourage the 'demonopolization of knowledge' – which is our ultimate responsibility in health care," said Kimberly Mora, Manager of Care Coordination at VNA Health Group. "Our clinicians and coaches have such diverse

backgrounds that their varied information and perspectives not only benefits our patients, but benefits population health. This model really expands our touch."

Compassionate and Competent Connected Health



Kyle Sanicki, RNC, Telehealth Coordinator at VNA Health Group, each day monitors data sent from patients' in-home telehealth devices to observe any variations that might indicate a change in health condition.

Continuing to make the smart and innovative use of health care technology a top priority, the success of our telehealth services soared in 2014. Our team saw 972 patients with an overall 30-day re-hospitalization rate of only 5%! Moreover, our congestive heart failure patients who were re-hospitalized were only a fraction of that percentage.

In 2015, we launched a successful telehealth pilot focusing on patient engagement using telehealth equipment that allowed for virtual video visits with patients on service. Looking ahead, we are piloting a program using telehealth monitors that provide disease-specific interactive education designed to empower and engage clients to improve chronic disease management and medication management and improve function and quality of life.

While VNA Health Group already provides telehealth services to individuals living across 14 counties, our goal is to expand these services even further since patient outcomes are positive. Currently, Medicare does not reimburse for telehealth services.



VNA HEALTH GROUP FOUNDATION

Sustaining an Enduring Mission

Year in and year out, the generosity of individuals, foundations and corporations helps to support many VNA Health Group programs and services. Without this philanthropic support, many of the public safety net programs VNA Health Group offers in addition to home care and hospice would not be possible.

In 2014, through special events, outright gifts, tribute contributions, bequests, grants, the VNACJ Thrift Shop and the 2020 Vision Campaign, the Foundation received more than \$1.849 million in private contributions. Investment revenue totaled an additional \$363,000 to provide overall support totaling more than \$2.2 million. Grants from public and private foundations as well as contracts totaled more than \$13 million for a grand total of more than \$15 million in contributed support.

This extraordinary generosity enabled VNA Health Group to provide a wide variety of programs and services for vulnerable children and families, ensure continuation of speech therapy for at-risk children in day care centers, deliver music, pet and Reiki therapy to hospice patients, provide enhanced bereavement services, ensure school-based health services for students at risk, increase HIV testing and prevention for individuals at risk for HIV/AIDS and more.

Charitable Care to Benefit our Communities

In 2014, VNA Health Group provided \$316,954 in charitable care and uncompensated services to New Jersey communities. Consistent with our mission to ensure that all persons have access to health care and community services, VNA Health Group turns no one away, regardless of their ability to pay. We are proud and grateful that our circumstances permit us to continue providing vital community services.

2020 Vision Campaign – Charting a Course for Our Future

The groundbreaking 2020 Vision Campaign launched in 2013 reached the \$2.257 million mark in total funds raised by year-end 2014. VNA Health Group Trustees and employees, as well as individuals, foundations and corporations, made commitments to support an exciting plan for VNA Health Group's future: the establishment of three new programmatic institutes: the Children and Family Health Institute, the Advanced Care Institute and the Connected Health Institute. They will provide a framework for increasing the visibility and access of VNA Health Group programs and services, as well as incubate and spearhead innovation. Philanthropic support is providing the seed money necessary to secure expert thought leadership for each institute as well as the funds to engage in planning and promoting the institutes. In addition, funds are used to establish permanent endowment funds to ensure a future source of funding for generations to come.



“To preserve, enhance and grow rather than cut vital health care programs and provide care for more patients in need, we must reimagine our entire organization. That requires financial flexibility. This is the reason for the 2020 Vision Campaign,”
– Dr. Steven Landers, President and CEO of VNA Health Group



VNA Health Group Special Events

Go over the Top!

In 2014, the VNA Health Group Foundation's special events continued to provide visibility and awareness while also generating much needed philanthropic support from friends, donors and supporters. Volunteer chairmen and committees spent countless hours planning and perfecting signature events to exceed their targets. Last year, more than \$601,000 (net) was raised through special events.

Highlights:

- The VNA Health Group Children's Auxiliary annual events, including the popular Halloween Fest at Scothigh Farm and Power of the Purse, collectively raised more than \$71,000 to benefit the Children and Family Health Institute's programs and services.
- The Annual Hospice Tree Lighting, 40th Annual Holiday House Tour and 7th Annual Holiday Dinner Dance collectively raised \$145,000 in support of VNA Health Group's Hospice Services.
- The 28th Annual Golf Classic, honoring the late Joanne O'Mealia, raised \$75,000 for VNA Health Group Programs and Services.
- Front Street to Wall Street, a benefit dinner event held at the New York Stock Exchange honoring VNAHG Trustees Scott Carmilani and Bob Dibble, raised more than \$300,000.

Philanthropy Highlights

- Dorothy Caspar, a longtime resident of Avon-By-The-Sea and second-grade schoolteacher, made a generous bequest through her estate of \$174,00 to benefit VNA Health Group.
- The VNACJ Thrift & Consignment Shop and new Furniture Annex contributed a record amount of \$287,000 from sales of used clothing, household items and furniture.
- More than 4,500 gifts were received from 3,217 donors including individuals, foundations and corporations.
- Our 8th Annual Seasons of Hope provided food gift cards, clothing and toys to a record number of families and children in need during the 2014 holiday season (see our Seasons of Hope section).
- Two Planned Giving Seminars were held in 2014. The first seminar was held at the Molly Pitcher, sponsored by the Cutrupi Group. Later in the year, we hosted a Fireside Chat where a panel presented an update on VNA services available throughout the state and our changing health care environment.

An Extraordinary Commitment to Public Health & Wellness for More than 100 Years

One of the most unique aspects of VNA Health Group is the vast array of community-based, public health “safety net” programs offered to vulnerable and at-risk populations. Harking back to its origins in 1912, when our founder Geraldine Thompson was inspired to address the lack of health care services available, VNA Health Group has introduced and operated dozens of home visitation and community-based programs for those who are “in the shadows.” In 2014, more than \$13 million was secured in public and private grants as well as contract funding to respond to the critical and ever-changing needs of the communities we serve.

We are indelibly grateful to our funders for empathizing with the realities and hardships that our community populations face every day, and for supporting the solutions that “help individuals and families achieve their best level of health and well-being by providing compassionate, coordinate and innovated care in their homes and communities.”

The Heart of VNA Health Group Supports the Souls of Our Community

VNA Health Group’s *Teen Pregnancy Prevention Program*, funded by the Central Jersey Family Health Consortium, is offered along with our School-Based Nurse Practitioner Health Services, funded by the Horizon Foundation for New Jersey and TD Charitable Foundation, in school districts throughout Asbury Park, Red Bank, Keansburg, Woodbridge and Carteret, to provide essential educational resources, guidance and support services to vulnerable youth.

Graciously funded by United Way of Central Jersey, our *Maternal Child Health Home Visitation Program*, along with “*Learn and Grow*” *Home Visitation Program Supplies* funded by the Ronald McDonald House Charities in 2014, supports our family support services and provides our children with developmental books and toys that are key ingredients to their successful growth and to proper parenting strategies.

In support of the many families and business owners who were affected by Hurricane Sandy, who are still, nearly three years later, recovering from devastation to their homes, businesses and lives, the NJ Hurricane Sandy Relief Fund has funded *Long-Term Counseling & Support*, which enables our organization to continue doing our part to help residents of our beloved state recover from this shattering disaster.

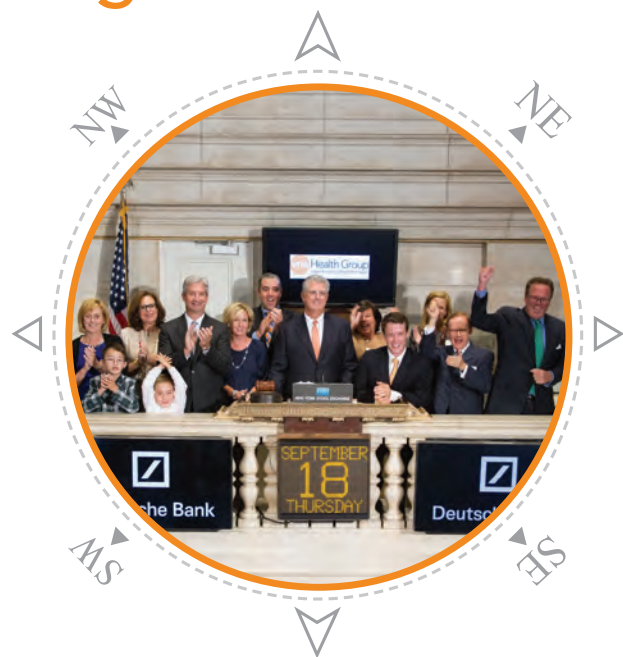


L to R: Nicole Petallides, FOX Business Network, Scott Carmilani, VNA Health Group Board Trustee and the evening's co-honoree, and Jim Vaccaro, VNA Health Group Board Trustee and Board Chairman (2012-2014).

VNA Health Group Goes "From Front Street to Wall Street" at the New York Stock Exchange

A historic day last September at the New York Stock Exchange began with the Opening Bell ringing and culminated in VNA Health Group's first-ever "From Front Street to Wall Street" benefit dinner that included a cocktail reception on the floor of the NYSE. More than 250 supporters attended the event, which raised more than \$300,000.

VNA Health Group Board Trustees Scott Carmilani and Robert Dibble were honored for their leadership and support. Nicole Petallides, correspondent on the floor of the NYSE for FOX Business Network, was the evening's Mistress of Ceremonies. Guests enjoyed a live and silent auction as well as a musical performance by Monmouth County musicians Bobbie Bandiera and Graham Maby.



VNA Health Group's leadership and guests helped to ring the NYSE Opening Bell.

2014 Seasons of Hope Provides Holiday Joy for 725 VNA Patients and Families

For the 8th consecutive year, VNA Health Group spearheaded an extraordinary effort to provide gifts to bring joy and hope to patients and their families in need who otherwise would have gone without during the holidays, which resulted in:

725 – Families Received Donated Holiday Gifts

1,700+ – Total Number of Lives Touched

777 – Grocery Cards Purchased and Delivered

\$80,000+ – Total Value of Contributions and Gifts Distributed



L to R: Mindy Minvera, Board Chairman at VNA Health Group Foundation, Bridget Murphy, Chief Philanthropy Officer at VNA Health Group, Jackie Zurla of Spring Lake (Chair, Furniture Annex), Dr. Steven Landers (VNA Health Group, President & CEO) and Dorothy Silady of Brick (Chairman of VNACJ Thrift & Consignment Shop Board).

VNACJ Thrift & Consignment Shop Opens Furniture Annex

The VNACJ Thrift & Consignment Shop opened its highly anticipated new Furniture Annex at 67 Main Street in Manasquan in the summer of 2014.

“Opening a place to sell furniture has been a long-held goal and dream of ours – and this was the year,” said Dorothy Silady, Chairman of the VNACJ Thrift & Consignment Shop Board of Managers.

Power of the Purse

The Children's Auxiliary Fourth Annual Power of the Purse Auction raised more than \$38,000 to support VNAHG programs for children with special needs.



L to R: Alli Landers, Amy Manor, Sophia Yonezuka, and Danielle Mason



Back row, L to R: Jill Drummond, Maryam Spector, Lisa Halikias, and Sarah Devine. Front Row, L to R: Heather Yockel and Nikie Sourlis

28th Annual Golf Classic

The 28th Annual Golf Classic honoring the late Joanne O'Mealia and the O'Mealia family raised nearly \$80,000.



L to R: Harry O'Mealia and Jim O'Mealia



L to R: Mimi Walsh, Susan Keating, Liz Hickey, and Teresa Egan

Holiday Dinner Dance

The 8th Annual Holiday Dinner Dance was held at Spring Lake Golf Club, honored VNACJ Trustee Dr. Vincent Zales for his extraordinary leadership and support. The event raised more than \$75,000 to support VNA Health Group hospice services.



L to R: Dinner Dance Committee members Dr. and Mrs. Peter Mencil, Mr. and Mrs. P.J. McMnamin, Dr. and Mrs. Vincent Zales, Mr. and Mrs. Bill Egan, and Mr. and Mrs. Kevin Wheat.

Holiday House Tour

The 41st Annual Holiday House Tour featured four magnificent homes, attracted nearly 1,000 visitors and raised more than \$50,000 to support VNA Health Group's hospice services.



Volunteers gathered at the home of Vivian and Rocco Ruggiero in Little Silver. L to R: Wendy Galano (co-captain), Annette Saxer, Lindsey Smith, Andrea Jacobs (co-captain), Betty Mautone, Karen Berger, Shawn Berger and Eileen Eckstein.

Hospice Tree Lighting

Our Annual Hospice Tree Lighting raised more than \$20,000 for Hospice and was illuminated in memory of Edward McCrossin, former VNA Trustee and volunteer. "When my dad got sick, and our family was in and out of hospitals and rehab facilities on a daily basis, it was not the doctors I remembered – it was the nurses. They were the heart and soul of his recovery, knew him on a personal level and made him smile and laugh," said Blake McCrossin in remarks made on behalf of his family.



L to R: The family of the late Ed McCrossin, Sheila, Hunter, Blake, and Ashley, at the Hospice Tree Lighting.

Halloween Fest

Our annual Halloween Fest drew a record number of families for a day of games, food and fun. The event raised more than \$32,000 to support our programs for children with special needs.



L to R: Children's Auxiliary Members Esther Carmilani, Lisa Halikias, Kathleen Smith, Nikie Sourlis, Cindy Spitz, Maryam Spector, Danielle Krasko and Libby Kirsch. Front row L to R: Michelle Barber, Jill Drummond and Allison Landers.

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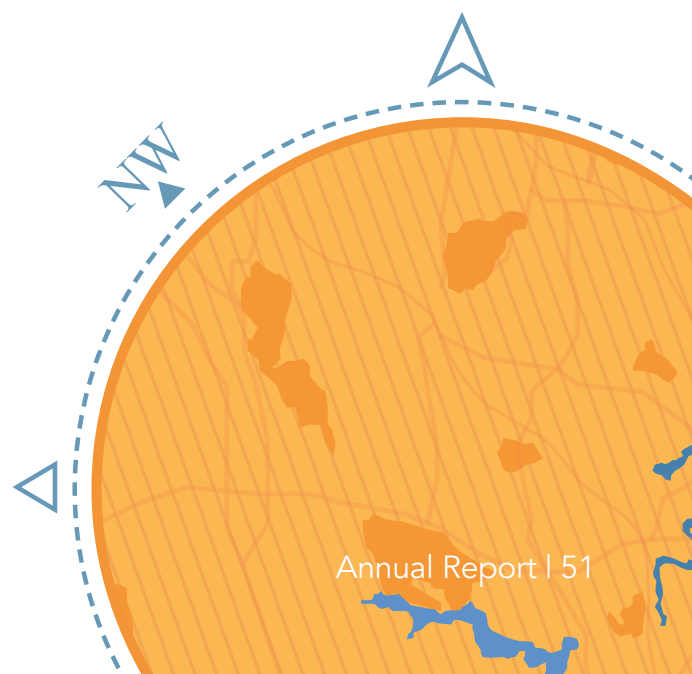
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We have made every attempt to
 ensure the accuracy of these lists and
 request that you please email us at
info@vnahg.org or call 732.224.6780
 if you find an error or omission.



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Public Supporters

U.S. Department of Agriculture

State of NJ Department of Health

Women, Infants & Children's Supplemental
Nutrition Program

U.S. Department of Housing & Urban Development

Community Development Block Grant/County of Monmouth

Emergency Shelter Grant Program

Health Assessments for the Homeless

State of NJ Department of Children & Families

Child & Parent Program

County Councils for Young Children: Monmouth, Ocean

Healthy Families Program: Essex, Middlesex, Monmouth

Hurricane Sandy Supportive Services: Home Visitation Programs

Nurse-Family Partnership: Monmouth & Ocean

Nurse-Family Partnership: Middlesex (United Way of
Central Jersey)

Parents As Teachers

School-Based Youth Services Program: Asbury Park High School

Speech Pathology at Day Care

State of NJ Department of Health

Cancer Education & Early Detection

Early Intervention Program: Monmouth & Burlington

HIV/AIDS Health Services: Preventive Resource Network;
Care & Treatment

HIV Home Care

Improving Pregnancy Outcomes

Mobile Outreach Clinic Program

Special Child Health Services

State of NJ Department of Health & Human Services

Respite Care Program: Burlington

Respite Care Program: Gloucester

Burlington County Board of Chosen Freeholders/NJ Dept. of Human Services

Office on Aging/Applicants for Older Americans

Office on Aging/Social Service Block Grant

Gloucester County Board of Chosen Freeholders/NJ Dept. of Human Services

Office on Aging/Applicants for Older Americans

Office on Aging/Social Service Block Grant

Middlesex County Board of Chosen Freeholders/NJ Dept. of Human Services

Community-Based HIV/AIDS Case Management Services

Community-Based HIV/AIDS Intensive Case
Management Services

Monmouth County Board of Chosen Freeholders/NJ Dept. of Human Services

Division of Mental Health & Addiction Services

Mobile Outreach Clinic Program

Division of Social Services

Community Health Nursing

Primary & Preventive Health Services

Special Child Health Services

Division of Aging, Disabilities & Veterans Services

Preventive Health Services/Senior Wellness Program

Additional Supporters

Central Jersey Family Health Consortium

Teen Pregnancy Prevention Program

United Way of Central Jersey

Maternal Child Health Home Visitation Program

The Horizon Foundation for New Jersey

School Based Nurse Practitioner Health Services

Ronald McDonald House Charities

Home Visitation Program Supplies

NJ Hurricane Sandy Relief Fund

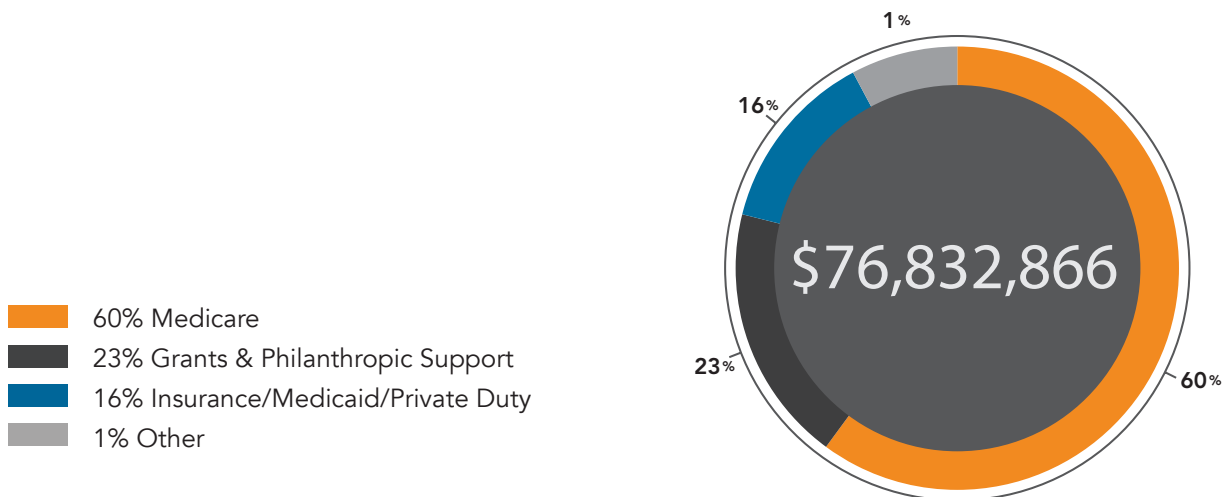
Long-Term Counseling & Support

TD Charitable Foundation

School Based Nurse Practitioner Health Services

Financial Summary: 2014

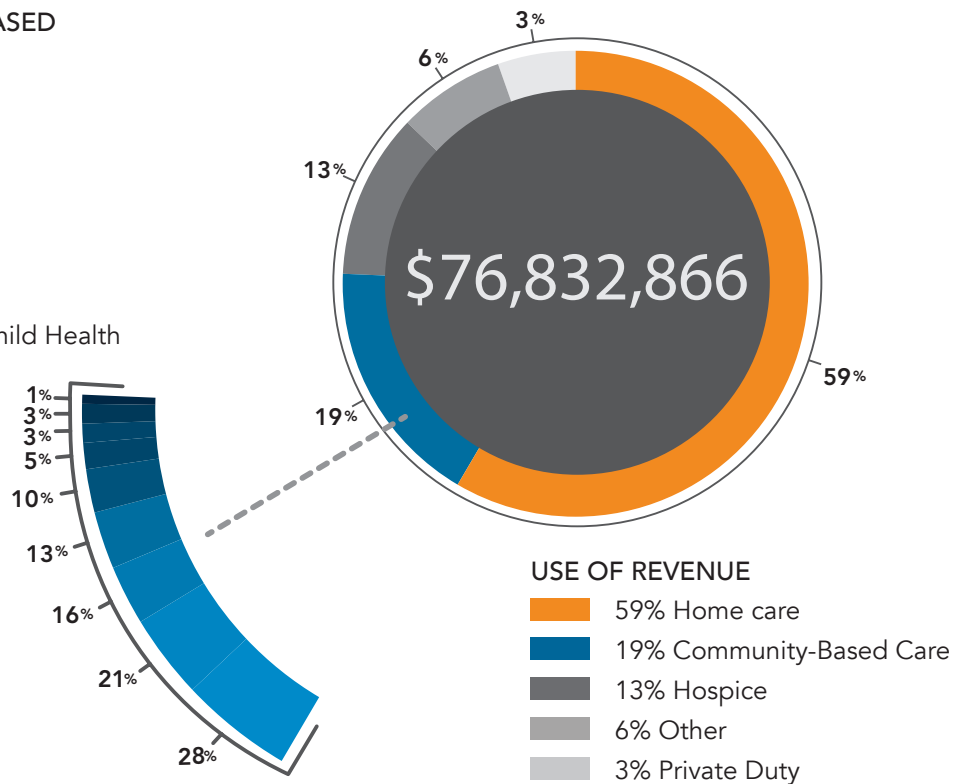
Total Revenue & Support



Uses of Revenue & Support

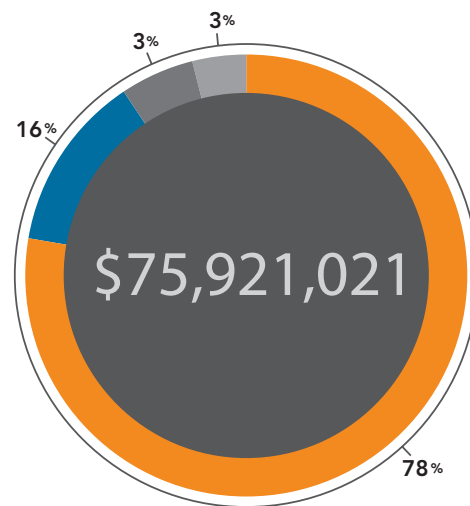
USE OF REVENUE FOR COMMUNITY-BASED CARE PROGRAMS & SERVICES

- 1% Senior Wellness
- 3% Mobile Outreach
- 3% School-Based Services
- 5% Respite Care
- 10% Other
- 13% HIV & Cancer Related
- 16% Early Intervention & Special Child Health
- 21% WIC
- 28% Healthy Families & NFP



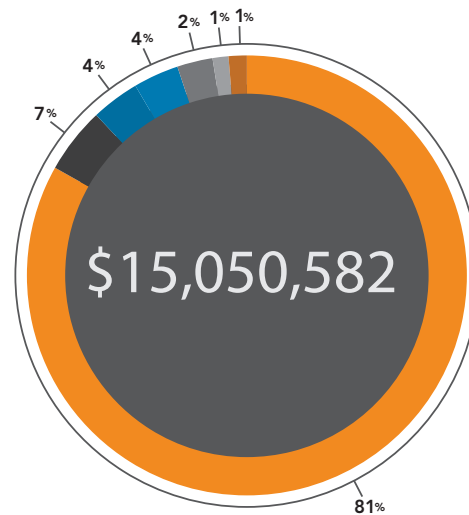
Expenses

- 78% Wages and Benefits
- 16% Other
- 3% Supplies
- 3% Supplemental Staffing



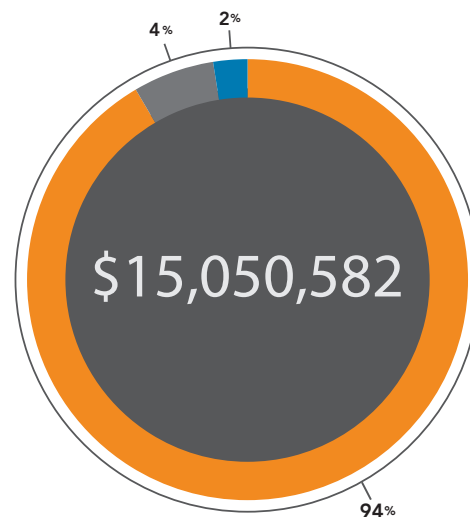
Sources of Contributed Funds

- 81% Public Grants
- 7% Contracts, Corporation & Foundations
- 4% Special Events
- 4% 2020 Vision Campaign
- 2% VNACJ Thrift Shop
- 1% Planned Gifts
- 1% Annual Gifts



Use of Contributed Funds: Philanthropy & Grants

- 94% Community-Based and Children & Family Health Programs
- 4% 2020 Vision Institutes: ACI, CFHI, CHI
- 2% Complementary Hospice & Bereavement Programs





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