

Evolving. Growing. Caring.

Building a Better Tomorrow for Home, Hospice, and Community-Based Health Care

Visiting Nurse Association Health Group 2016–2017 Impact Report



Our Mission

Visiting Nurse Association Health Group is a nonprofit organization dedicated to helping individuals and families achieve their best level of 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 access, quality, and value.

Our Values

Quality Engagement Innovation Sustainability Respect Volunteerism Integrity



In our continued focus on innovation and high quality patient care, VNA Health Group (VNAHG) is proud to have introduced a series of operational and programmatic changes in 2016 that continued into 2017. What has not changed is our collective commitment to providing the very best care to patients who need home health, hospice, and community-based care.

This resolve remains constant despite an evolving social and economic environment. We expect Medicare to continue to decrease reimbursement rates for home health and hospice services. Concurrently, the number of aging baby boomers—along with the need for proven and effective public health and safety-net programs—is ever increasing.

Although the challenges facing post-acute care providers like VNAHG are daunting, we are growing and thriving.

Funded by the generous philanthropic support of our 2020 Vision Campaign, VNAHG's Institutes continue to make great strides. They are augmenting access to children and family health programs, and enhancing and expanding care for patients with multiple chronic and terminal illness. They also are piloting mobile and digital tools to improve care at home through innovative technology. In 2016 and 2017, VNAHG solidified its home health and hospice joint-venture partnership with RWJBarnabas Health System. We moved our headquarters from Red Bank to a stateof-the-art workspace in Holmdel. The open, modern setting is already fostering greater collaboration and innovation. Recently, we announced the acquisition of the VNA of Ohio, a VNA with a similar history and commitment to charitable, mission-centered care.

In this 2016–2017 Impact Report, we are proud to update you on our work and accomplishments during the past eighteen months.

Your continued support and partnership help us fulfill VNAHG's mission and vision. Together we are making a difference in the lives of 10,000 patients on any given day throughout New Jersey. We are profoundly grateful to you.





Steven Landers, MD, MPH President and Chief Executive Officer



Brian Griffin

Chairman, VNA Health Group / VNA of Central Jersey Board of Trustees

Brian A. Suffin



Lynn Spector, MSW, LCSW

Chair, VNA Health Group Foundation Board of Trustees

Lynn Spactor



The Year in Numbers

43,947 Individuals received care at home 207

Patients connected by **telehealth**

640,962 6 Clinicians' home visits Pa

6,719 Patients received rehab-at-home

Care by Clinical Discipline

Skilled Nursing	48.2%
Physical Therapy	29.9%
Home Health Aide	13.2%
Occupational Therapy	5.2%
Medical Social Work	1.8%
Speech Therapy	1.4%
Nutritionist	0.3%

Our Commitment to Delivering Quality Care While Reducing Hospitalizations Beats Benchmarks

In 2016, nearly 44,000 individuals received home health care services from VNA Health Group nurses, therapists, social workers, aides, and nutritionists. The vast majority of these patients received care immediately following their discharge from a hospital and our goal was to stabilize their health to minimize risk of a re-hospitalization. We achieved this goal last year with readmission rates below both state and national benchmarks.

To ensure that patients and their caregivers enjoy the best experience possible, VNA Health Group (VNAHG) established a **Patient Relations** team. Led by two registered nurses, the team created a patient quality care program and a service excellence training curriculum to guide VNAHG staff and clinicians at each patient and caregiver touchpoint. We also partnered with The Beryl Institute and Planetree—organizations that are leaders in improving the patient experience through "knowledge sharing" across a global community of professionals. Last year, we launched **Medicare's Comprehensive Care for Joint Replacement Model (CJR)** to provide rehabilitation services at home following hip or knee replacement surgery.

All of these efforts reinforced our enduring commitment to helping individuals and their family caregivers navigate through their health challenges, heal, and regain their independence.

Home Health Care Earns High Marks

On average, **16 percent** of our home health patients required re-hospitalization compared to the state and national average of **17 percent**.

We earned a **four-star rating**—an average across all programs—from Medicare for quality of patient care.

Only **1.4 percent** of patients who elected knee or hip replacement rehab at home required a re-hospitalization compared to the hospital national average of **5.2 percent**.

We produced **17 videos** to guide patients through exercises that they can safely perform at home in between rehab visits to accelerate their recovery. The videos have garnered more than **3,100 views** to date. In collaboration with VNAHG's Connected Health Institute, we expanded use of digital health technology including the Parable 3-D wound image app, the Medocity patient coordination app, and HIPPA compliant TigerText. We also partnered with a new provider to boost our telehealth technology.

VNA of Central Jersey earned the 2016 HomeCare Elite Top Agency Award from ABILITY® Network and DecisionHealth recognizing the top agencies for outstanding quality measures.



ABOVE

A rehab patient receives physical therapy outside of his home through our Joint Replacement Rehab-at-Home program. This program helps patients recover from a knee or hip replacement in their own environment.

BELOW

Staff from clinical and administrative teams display their commitment to impacting the patient experience every day as part of VNAHG's series of events to celebrate National Patient Experience Week in April.





HOSPICE AND ADVANCED CARE INSTITUTE

The Year in Numbers

3,976 Patients received hospice care

178,936

Hours of **hospice care** provided by nurses, therapists, aides, social workers, and pastoral care chaplains

4,655 Patients received **primary**

care at home

3,107 Patients received palliative care consultations

16,000 Hours of service

contributed by hospice volunteers

2,400 Memory Bears handcrafted for grieving families since 2009

Our Commitment to Unparalleled Compassionate Hospice and Advanced Care Services

With our unique array of hospice, palliative, and visiting physician services, VNAHG is clearly a leader in care options for individuals who are chronically ill or are facing the end-of-life. VNAHG is the only Visiting Nurse Association in the nation that offers home-based primary care services from board-certified, house-call doctors. Our Palliative Medicine physicians placed at partner hospitals provide consultations to patients, families, and the physicians who are administering their treatment.

Hospice Care Comforts Patients and Heals Families

We are proud to have earned the nation's best outcomes in the Medicare Care Choices Model pilot program. Launched in 2016, the pilot is exploring whether combining hospice services with stateof-the-art curative treatments betterserved individuals facing a terminal illness. The pilot is showing remarkable promise as a more humane and cost-effective model of care.

Hospice is often referred to as "end-oflife" care, but this type of care is not about dying, rather it is about helping individuals and their families live their lives to the fullest. Communicating the benefits of hospice requires passion, patience, and persistence.

We took this effort "on the road" with a series of free community screenings of the PBS "Frontline" documentary "Being Mortal," based on the bestselling book of the same title by Dr. Atul Guwande, a surgeon and professor at the Harvard School of Public Health and Harvard Medical School. Each screening was followed by a panel discussion of clinical experts from VNAHG and RWJBarnabas Health. The combined screening and expert discussion provided physician and nurse attendees CME and CE credits, respectively.

Growing Home-Based Primary Care and Palliative Medicine Services

Throughout 2016, VNAHG's Advanced Care Institute continued to expand. The Institute helped patients with late-stage chronic illnesses remain independent at home with support from family, a visiting physician, and palliative medicine team.

With the addition of three, newly hired doctors, Visiting Physician Services increased its capacity to provide homebased primary care. We appointed Evan Rubin, DO, as Medical Director of Visiting Physician Services. Dr. Rubin provides oversight of medical protocol, strategic development, utilization review, and quality assurance.

Visiting Physician Services was accepted into an exciting Medicare innovations program called Comprehensive Primary Care Plus (CPC+). This national pilot program is testing ways to strengthen primary care and patient outcomes through payment reforms.

Also in 2016, we expanded our Palliative Medicine services at CentraState Hospital, Community Medical Center and Saint Barnabas Medical Center, with plans for further expansion in 2017. Often conducted in the hospital setting, Palliative Medicine provides an individualized approach to addressing the physical, emotional, cultural, and spiritual needs of patients and families facing a serious advanced and/or complex illness.

The achievements in Hospice and the Advanced Care Institute are part of our efforts to become the gold standard in hospice and advanced care services both regionally and nationally.



ABOVE

Dr. Evan Rubin greets a caregiver during a "house call" visit in Monmouth County. In 2016, Dr. Rubin was appointed Medical Director of Visiting Physician Services.

BELOW

The Labaze family reunites for Christmas thanks to the efforts of VNA of Englewood's Hospice team. Our Hospice arranged for additional care staff and an ambulette to transfer Marie Labaze (seated) from a long-term care facility to her daughter's Bergen County home.



Hospice & Advanced Care Accomplishments

VNA of Englewood earned the nation's top clinical results through our implementation of the Medicare Care Choices Model. In 2018, we will roll out the model to the rest of our hospice teams.

VNAHG established a **Hospice and Advanced Care** division, appointed new leadership, and established a rigorous clinical and service excellence curriculum for hospice clinicians and support staff.

More than **670 community members** attended six screenings of the PBS "Frontline" documentary "Being Mortal." VNAHG also hosted ten "Twilight Planning" seminars attended by more than 200. Through a generous grant from **The Henry and Marilyn Taub Foundation**, Visiting Physician Services continued its expansion in Passaic and Bergen Counties.

Barnabas Health Hospice's annual Share Your Bear dinner featured presentations from family members about how the "Memory Bears" crafted by volunteers, brought more meaning to the memories of their loved ones. The dinner also honored the Schwimmer family who has generously underwritten the Bear Hugs program in memory of their wife/mother, Judith.

VNAHG expanded its Palliative Medicine team to include **six nurse practitioners** and **six board-certified physicians**.

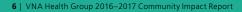


CHILDREN AND FAMILY HEALTH INSTITUTE

Our Commitment to Building Healthy Families and Communities

In 2016, our Children and Family Health Institute's (CFHI) trained staff—including nurses, nurse practitioners, doctors, dentists, social workers, home visitors, and nutritionists—served nearly 56,000 members of our community through more than 287,700 visits.

Many of these programs and services are provided at no or low cost to those who participate through funding from public and private grants and the VNA Health Group Foundation. Our goal is to ensure that no member of our community is prevented from accessing care to treat an illness, condition, or injury; receiving disease prevention education and screenings; and obtaining support services.





Children and Family Health Institute (CFHI) Center for Primary Care and Public Health

The CFHI's Center for Primary Care and Public Health works to identify and solve health problems in our communities. Last year, the Center served 45,782 individuals with primary, prenatal, and dental care; nutritional support services; STD testing and education; and cancer screenings and education.

Making Big Strides in Improving Health Outcomes

The Special Supplemental Nutrition Program for Women, Infants, and **Children (WIC)** retooled its strategies and engagement efforts to increase participation and offset declines in caseloads resulting from social stigma and enrollment barriers.

The VNACJ Keyport Primary Care **Center** completed renovations and doubled the number of providers, built additional exam rooms, and added state-of-the-art dental care services.

The New Jersey Division of HIV, STD, and TB Services recognized VNACJ Prevention Resource Network PrEP program as a "best practice"; PrEP counselors throughout the state were sent to VNACJ for training.

VNACJ Prevention Resource Network launched a new website (www.vnacj.org) to promote HIV prevention and testing services and to provide support to the GLBT community in the Asbury Park area.

The NJ Division of HIV, STD, and **TB Services** selected VNAC I Prevention Resource Network to pilot one of the State's two rapid syphilis testing sites.



CENTER FOR PRIMARY CARE AND PUBLIC HEALTH

The Year in Numbers

31,010

Women, infants, and children received nutritional support and education

2.307

Adults with HIV received case management support

10,058

Individuals received primary, prenatal, dental, and podiatry care at the VNA of Central Jersey (VNACJ) Community Health Centers

Women and men received cancer screening and early detection care

1412

Individuals tested for **HIV** and received disease prevention education

60,000

Condoms distributed by our Prevention **Resource Network** team to prevent the spread of HIV/AIDS



The Year in Numbers

4,319 Children with **special needs** received case management support

3,551

Children with developmental delays received supportive therapy at home

4,994

Parents, children, and community partners engaged by the **County Council for Young Children (CCYC)**

986

Families received supportive services through our home visitation programs including Nurse-Family Partnership and Healthy Families

PEDIATRIC HOME CARE

677 Infants, children, and teens received care at home

5,748

Home visits made by pediatric-trained nurses, physical therapists, occupational therapists, and speech therapists

CFHI's Center for Early Childhood Development and Family Support

The Center for Early Childhood Development and Family Support provided education and support services to families and their children, with a special focus on first-time parents and low-income communities. Families with children with special health care needs or who have developmental delays qualified for case management and family training. The Center also oversaw our community support outreach and education in Monmouth and Ocean counties through the County Council for Young Children (CCYC) program.

Center for Pediatric Home Care

The Center for Pediatric Home Care provides nursing care and services from specially trained clinicians to children from birth to age 18. In 2016, we appointed a Director of Pediatric Home Care to oversee an expansion of pediatric-trained nurses and therapists.

Partnering, Collaborating, and Innovation Make an Impact

More than **100 families** and **25 vendors** participated in our Autism Awareness Resource Fair and received education, health evaluations, and resource information.

St. Peter's Church in Freehold partnered with VNAHG to offer a nine-week computer literacy and job-searching course for Spanish speaking adults. VNAHG donated refurbished laptops for the training.

VNAHG's Healthy Families was selected by the State of New Jersey as one of two programs for the Domestic Violence Safety and Accountability Review. In collaboration with the Central Jersey Family Health Consortium, this pilot program will explore community responses to women and children who are victims of domestic violence. Our Nurse-Family Partnership program integrated telehealth visits to boost program continuity when home visits were not possible.

CFHI in Partnership with Statewide Parent Advocacy Network developed the Essex County Birth and Breastfeeding Coalition. Special Child Health in Monmouth County was asked to participate in a Federal HRSA Initiative in Partnership with Statewide Parent Advocacy Network and the American Academy of Pediatrics called Shared Plan of Care for families that have children with multiple complex health conditions.

A new protocol for support of newly discharged infants with neonatal abstinence syndrome was developed.



Bold Ideas Inspire Bighearted Donors

As a nonprofit, charitable organization, we rely on philanthropic support in order to provide community-based health programs for at-risk, vulnerable patients; expand and enhance services; innovate to develop new models of care; and ensure that all patients receive care regardless of their circumstances.

In 2016, individuals, foundations, corporations, and government grants totaled more than **\$15.5 million**. This included more than **\$3.4 million** in private contributions and more than **\$12.1 million** in public funding. TOP Friends of Van Dyke Hospice High Tea Committee Members.

MIDDLE

The annual Share Your Bear Dinner honored the Schwimmer Family for their support of the Memory Bear program. Pictured are Bear Hugs Volunteers Roxanne Gioseffi (left) and Kathy Kavanagh (right), and Dinner underwriter and Bear Hug recipient Christa Zambardino (center).

BOTTOM

Pictured at the annual Hospice Golf Outing at Plainfield Country Club are (left to right) Sponsor Artie Grossbard of Royal Alliance; Sponsor Ryan Gottsegen of Wheels Up; and Committee Co-Chairman and Sponsor, Gregg Gottsegen.









The 2020 Vision Campaign

has raised a total of **\$5.7 million** since inception with a year-end boost from several major contributors, including a generous half million dollar gift from philanthropists Joan and Bob Rechnitz.

OTHER HIGHLIGHTS INCLUDED:

The VNAHG's Children's Auxiliary raised more than \$86,000 from their annual Halloween Fest and Power of the Purse events. The Auxiliary also launched Gear to Grow that provides gently used baby and toddler gear to vulnerable mothers and families receiving VNAHG services.

Our new **Emerging Leadership Board** raised more than **\$25,000** for children and family health programs at their first "Summer Soirée."

10 | VNA Health Group 2016–2017 Community Impact Report

TOP-LEFT

Red Bank residents and longtime local philanthropists Joan and Bob Rechntiz. (Photo courtesy of Richard Titus.)

TOP-RIGHT

Children's Auxiliary members at the popular 2016 Ladies' Night Out Power of the Purse. Pictured (left to right) are Nikki Bowden, Stephanie Hoitt, and Nikie Sourlis.

MIDDLE

The Children's Auxiliary hosted its 25th annual Halloween Fest and raised more than \$30,000 in support of the Children and Family Health Institute.

BOTTOM Members of VNAHG's Emerging Leadership Board.













ТОР

Volunteers of Visiting Nurse Association of Central Jersey's Thrift & Consignment Shop and Furniture Annex at the Volunteer Appreciation Luncheon and Fashion Show.

MIDDLE-LEFT

Marilyn Jost (left) VNACJ's Thrift Shop Volunteer of the Year with Dorothy Silady, outgoing President of the Thrift Shop Board of Managers. Silady, a volunteer of more than 12 years, enjoyed a six-year tenure as president.

MIDDLE-RIGHT

Denise Peterson and Carol Grassie (center) received memory bears in memory of their late mother, Dorothy (Sampier) Biase of Roseland, NJ. Flanking them are Nancy Robinson (far left) and Vera Minak-Bernero (far right), two volunteers who handcrafted these meaningful mementos.

BOTTOM

The 10th Annual Holiday Dinner Dance raised more than \$90,000 for hospice and honored three generations of the Considine family. Pictured (left to right) are Michael Considine, Cara Gallagher, Rosetta and Don Considine, and the Honorable Tom Considine, Esq.

VNA HEALTH GROUP PHILANTHROPY AND GIVING

The VNACJ Thrift & Consignment Shop and Furniture Annex presented a check to VNAHG for more than **\$350,000** as a result of their efforts in 2016.

Rosetta and Donald Considine, parents of VNAHG Trustee the Honorable Thomas Considine, Esq., designated the VNAHG as beneficiary of the estate of their friend Mr. Frank Duffy.

The late Mr. Gerald Heiring made a bequest to the VNAHG in support of hospice care. These legacy contributions totaled more than **\$1 million**.



VNA HEALTH GROUP PHILANTHROPY AND GIVING

Special events—including the annual VNAHG Golf Classic, John T. Feeney Memorial Golf Classic, Holiday House Tour, Holiday Dinner Dance, Hospice High Tea, and inaugural Beach Ball—generated more than **\$725,000** in support of hospice and community-based programs.

Memorial Tribute gifts and annual gifts generated more than **\$750,000**.

Seasons of Hope, VNAHG's program that invites employees and community members to donate gifts and essential items to VNAHG families in need during the holiday season supported nearly **700 families**.

A total of **4,096 donors** provided more than **5,699 gifts** in 2016.

ТОР

The VNAHG's inaugural Beach Ball hosted more than 500 guests and raised more than \$350,000. Beach Ball event Co-Chairs (pictured left to right) Jamie and Jill Drummond, Maryam and Jesse Spector, and Vanessa and Sandy Mulheren.

MIDDLE-LEFT

The Beach Ball celebrated the incredible commitment of longtime supporters and trustees Mindy Minerva and Jim Vaccaro. Beach Ball Honorees (pictured left to right) Daniel and Mindy Minerva, and Joanne and Jim Vaccaro.

MIDDLE-RIGHT

The 30th Anniversary VNAHG Golf Classic, Ladies' Grass Tennis Classic and After-Party honored longtime VNAHG volunteers and supporters Jeanne and Frank Shanley. Pictured left to right are Jeanne Shanley, VNAHG Foundation Trustee, Serena DiMaso, Esq., Monmouth County Freeholder, and Frank Shanley.

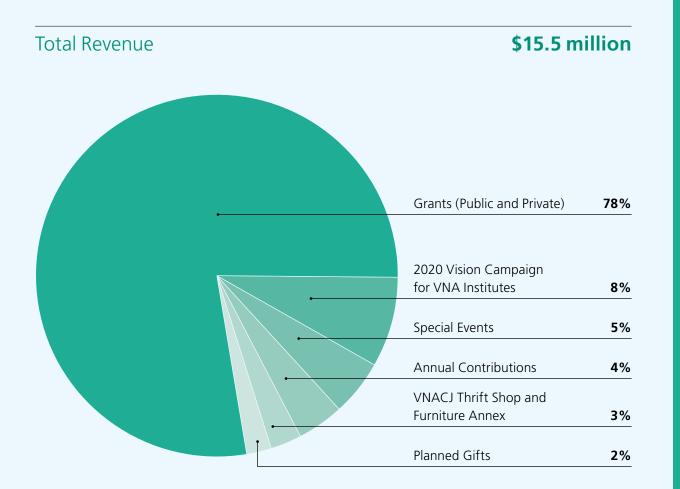
BOTTOM

The VNAHG's 43rd Annual Holiday House Tour and Gift Boutique raised more than \$40,000 for the VNAHG Hospice Program. House Tour volunteers (pictured left to right) are Kara Vacca, Lesley Pace, Debbie Bohny, Event Co-Chair Marianne Avigdor, Karen Busichio, Event Co-Chair Janice Fannan, Susan Johnson, and Joanne Strang.





VNA Health Group Foundation Sources of Giving





FOUNDATIONS AND CORPORATE GRANTS

Highlights

The Jules L. Plangere, Jr. Family Foundation helped patients navigate health care services provided through the VNACJ Community Health Center (CHC) and Delta Dental Foundation of NJ helped expand the CHC's dental services in Keyport.

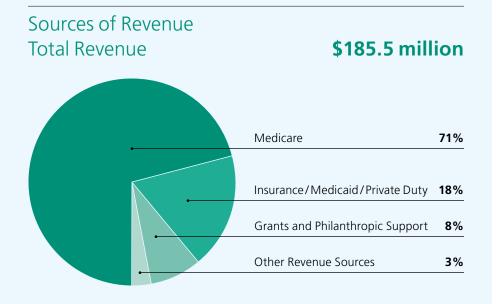
The Henry and Marilyn Taub Foundation supported expansion of Visiting Physician Services in Bergen and Passaic Counties.

Allied World Assurance Company supported secure text messaging for clinical staff.

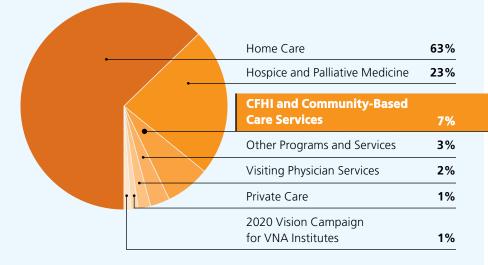
The Investors Foundation helped expand access to community-based health services provided by the VNAHG's Children and Family Health Institute.

TD Charitable Foundation and Horizon Foundation for New Jersey provided support for school based nurse practitioner programs.

Robert Wood Johnson Foundation NJ Health Initiatives selected VNAHG to create a new Culture of Health community coalition to improve health outcomes in the Greater Freehold area. 2016 FINANCIAL HIGHLIGHTS



Allocation of Revenue



A CLOSER LOOK

Allocation of Funds Supporting Children and Family Health Institute (CFHI) and Community-Based Services

Women, Infants, and Children (WIC)	
HIV and Cancer Related	14%
School-based Services	4%
Improving Pregnancy Outcomes	2%
Mobile Outreach	2%
Public Health/Other	1%
Healthy Families, Nurse-Family Partnership and Parents-as-Teachers	26%
Early Intervention and Special Child Health	18%
County Council for Young Children	1%
Respite Care	5%
Senior Wellness	1%
	 HIV and Cancer Related School-based Services Improving Pregnancy Outcomes Mobile Outreach Public Health/Other Healthy Families, Nurse-Family Partnership and Parents-as-Teachers Early Intervention and Special Child Health County Council for Young Children Respite Care

Total Funds

\$12.1 million

A copy of our audited financial report is available upon request. Please call (732) 224-6868.



Patrick McMenamin

VNA Health Group, Inc.

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John Chiappinelli, Esq. Assistant Secretary

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Alex Binder, MBA, FACMPE Vice President, Advanced Care Institute

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Keri Linardi, RN, BSN, PHN Vice President of Hospice

Kristine I. McCoy, MD, MPH Chairman, Children, and Family Health Institute and Executive Director, VNACJ Community Health Center



BOARDS & COMMITTEES AS OF 30 JUNE 2017

Bridget Murphy, CFRE Chief Philanthropy Officer

Marie Perillo, RN, MSN Chief Patient Experience Officer

Colleen Nelson, RN, MSN Vice President, Clinical Operations for Children and Family Health Institute

Robert Rosati, PhD Chairman, Connected Health Institute and Vice President of Data and Research

Linda A. Savino, MS, OTR/L President of Hospice and Advanced Care Programs and Services

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16 | VNA Health Group 2016-2017 Community Impact Report

VNA Health Group Institutes

A full range of primary-care services are available through VNACJ Community Health Centers and additional services and supports are available through the Advanced Care Institute, Children and Family Health Institute, and Connected Health Institute.



Advanced Care Institute

The Advanced Care Institute helps patients, with late-stage, chronic illnesses stay at home comfortably with support from family, a visiting physician, and palliative care team. Our goal is to educate clinicians, communities, patients and their families on best practices in chronic disease and palliative and hospice care.

Children and Family Health Institute

Within the Children and Family Health Institute are three centers focused on helping children and families achieve their highest level of health from pre-natal to adult: the Center for Early Childhood Development and Family Support; the Center for Primary Care and Public Health; and the Center for Pediatric Home Care.



Connected Health Institute

The Connected Health Institute spearheads mobile and digital initiatives to improve patient outcomes. With more than 1,500 clinicians throughout New Jersey, VNA Health Group has the unique opportunity to become a nationally recognized leader in researching, developing, and testing technologies that improve patient care.

Our Member Organizations and Joint Venture Partners

Joint Venture Partners with RWJBarnabas Health for Home Health, Hospice, and Palliative Care Services

Barnabas Health Home Care and Hospice

ROBERT WOOD JOHNSON

VISITING NURSES

Visiting Nurse Association vnacj of Central Jersey Home Care and Hospice

Joint Venture Partner with Englewood Hospital and Medical Center for Home Health, Hospice, and Palliative Care Services



Visiting Nurse Association

VNAHG Member Organizations







Visiting Nurse Association Health Group is New Jersey's largest nonprofit visiting nurse association and visiting physician service.

We are dedicated to helping individuals and families achieve their best level of well-being by providing compassionate, coordinated, and innovative care in their homes and communities.

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Accreditation, Quality, Program, and Association Partners

VNA Health Group is proud to partner with these organizations to advance health across the care continuum.

Accreditation

Community Health Accreditation Program (CHAP)

Healthy Families America

National Institute for Jewish Hospice

Patient Experience

The Beryl Institute

Planetree

Association and Program Partners

Alliance for Home Health **Quality and Innovation Healthy Families America** Home Care and Hospice Association of New Jersey New Jersey Hospital Association **Nurse-Family Partnership** Partnership for Quality Home Healthcare State of New Jersey, **Department of Children** and Families State of New Jersey, Department of Health United Way of Central Jersey Visiting Nurse Association of America