

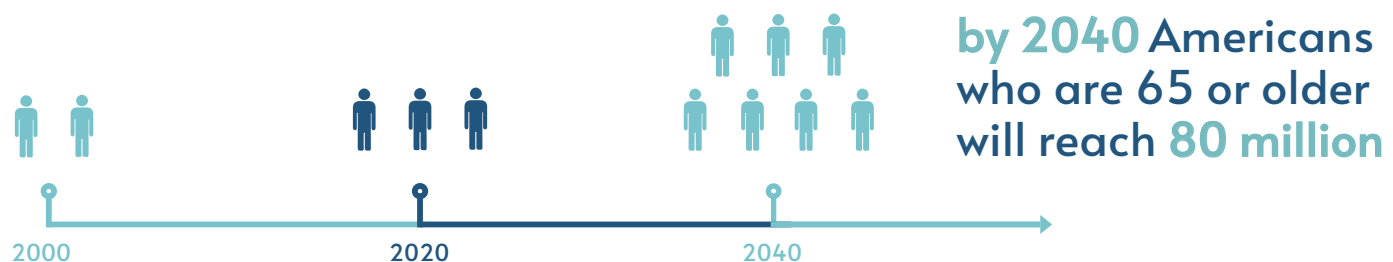


Bring Dignity to Aging

Visiting Nurse Association Health Group (VNAHG) has always existed to serve the most vulnerable among us, with a special focus and emphasis on the frail elderly population. As we move forward with a comprehensive and visionary plan to increase our positive impact on individuals, families and communities, **we are deeply committed to ensuring that we expand our compassionate care to reach more older people in need by ensuring they can remain independent and in their homes with access to healthcare.**

The population of older Americans is increasing at a tremendous rate, at the same time chronic illnesses and disability in the elderly are rising, and the numbers of available caregivers – both family (“informal”) and professional (“formal”) – are shrinking. Simply put, **more people are living longer with more serious conditions that require greater care, with fewer people available to care for them.**

The U.S. Census Bureau says the number of people 85 years old and older is expected to nearly double by 2035 (from 6.5 million to 11.8 million) and nearly triple by 2060 (to 19 million people). **By 2040, just 18 years from now, the number of Americans who are 65 or older will reach 80 million.** Meanwhile, AARP projects a growing care gap, with the rate of available caregivers expected to fall by half by 2050.



VNAHG will fortify our pledge to meet people where they are on their health journey by offering **expanded access to home-based, hospice and palliative care, including visiting physician services.** We will ensure the elderly who are facing serious illnesses can remain as independent as possible in the comfort of their homes and get the care that matches the goals they have for their treatment.

Health is about more than meeting physical needs. We know **loneliness and isolation take a tremendous toll on body, mind and spirit**, and our care also addresses emotional needs, providing a human touch and connection.

VNAHG will ensure Aging with Dignity by:

- Growing the number of people served in areas where VNAHG currently works
- Implementing business and healthcare models that offer higher impact in reaching communities
- Increasing our education efforts to inform policy makers about issues including home care and hospice
- Building on our strength of delivering high-quality, patient-centered care
- Growing the number of patients served by Visiting Physician Services

Of course, behind all of these numbers are people – older people whose wishes about where, when and how they wish to receive care are always met with the utmost respect, and whose right to age with dignity is at the heart of everything VNAHG does. This dedication to expanding our compassionate care for the elderly we need your support for our \$25 million comprehensive campaign - the **Moving Healthcare Forward: Together Campaign**

The Bold Opportunity for Aging with Dignity will touch the lives of the older people we serve, allow us to reach many more people in need, and make a positive and lasting impact.

Together, we will make sure that long lives are measured not just in the number of days, but in the quality of the care, compassion, and comfort.