



vna Health Group

moving
healthcare
forward:
together campaign

a trusted leader

Since 1912, **Visiting Nurse Association Health Group (VNAHG)** has been a trusted leader in bringing compassionate healthcare to the community, delivering the personalized care people and families need. We meet patients and their loved ones wherever they are on their journey. Now, we touch the lives of more than 150,000 patients a year in New Jersey, Ohio and Southeast Florida—rising to unimaginable challenges posed by the pandemic.



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NOW is the time to move healthcare forward

The needs of those we serve have continually evolved over these past 110 years. But more recently there have been sudden and seismic shifts in the healthcare landscape, set off by COVID-19.

The global COVID-19 pandemic crisis brought pressing issues home, laying bare the stresses and shortages when it comes to healthcare providers; the challenges of an aging population; the physical and mental toll on many of our most vulnerable neighbors; and the inequity in the healthcare system.

The unequal opportunities in accessing quality primary and preventive care, the obstacles to following through on treatment and the starkly disparate outcomes all make it clear that NOW is the time to Move Healthcare Forward and take bold and aspirational actions to address these challenges.

our four bold opportunities

Within these Four Bold Opportunities, **VNAHG** has identified strategies to be accomplished by the end of 2025, with an estimated overall funding need of \$25 million. These are ambitious but achievable strategies and to reach them, we will embrace the foundational themes of People First, Philanthropy, Care Transformation and Partnerships.

Our Four Bold Opportunities seek to address the most urgent health care challenges of our time by:



Making
Healthcare
Equitable



Creating The
Workforce Of
Tomorrow



Impacting
Behavioral
Health



Bringing
Dignity To
Aging



making healthcare equitable

There are many issues that keep some of the most vulnerable and marginalized people in our communities from accessing quality healthcare, and many reasons the outcome of their treatment often falls short. Lack of income and resources and being uninsured or under insured, are key factors. Among other identified issues are race and ethnicity, gender, sexual identity and orientation, disability or special healthcare needs and geographic location. All can impact mortality, life expectancy, mental health and the burden of disease.

Our detailed plan will address the opportunities, obstacles and outcomes with a series of bold steps that will:

- ▶ Improve access to high-quality primary care services for vulnerable populations by supporting the growth and evolution of our expansive organization, including VNACJ Community Health Center and the Parker Advanced Care Institute.
- ▶ Expand access to public health outreach and preventive home visitation by growing our impact in the communities we serve.
- ▶ Amplify our impact by becoming the most trusted source of information and ideas for solutions to gaps in health equity in the communities we serve.

The American Medical Association says, “...getting to equity and justice necessitates a sense of urgency and ambition.”

Our plan recognizes the monumental importance of reaching that goal and embracing urgency and ambition.





creating the workforce of tomorrow

None of these goals will be possible without a well-trained, dedicated workforce to deliver this high level of compassionate care.

During the pandemic nearly 20 percent of healthcare workers quit their jobs. By as soon as 2025, the healthcare system could experience a shortage of between 200,000 and 450,000 nurses, representing a shortage of between 10 and 20 percent of the nurses needed to care for all the patients in the system.



1 in 5 healthcare workers quit their jobs during the pandemic

We know that COVID-19 only accelerated what is now a severe shortage of healthcare workers, adding to the challenges of shortages, burnout and lack of educational programs to train new nurses, clinicians, caregivers and home health aides.

As Americans age and as chronic diseases affect more people, the need for healthcare workers grows, creating a growing urgency. It is not enough to celebrate a National Nurses Week. It was a welcome demonstration of support during the pandemic, but banging pots and pans at an appointed hour to cheer healthcare workers on was not enough.

our plan will take a bold approach

to developing the needed workforce for years to come by creating opportunities for more people to get the training and education to join the healthcare field in a wide variety of roles, especially in delivering home and community-based care for an aging population.

In order to do that, we will lead a crusade to create a stronger workforce by:

- ▶ Expanding the availability of nurses, aides and other healthcare workers by ramping up to offer 100,000 hours a year for students to achieve their clinical hours by partnering with an existing school or launching our own home and community-focused nursing and health professional school.
- ▶ Creating a new type of curriculum for students to expand the availability of trained home healthcare aides and other direct care providers.
- ▶ Being a voice to educate policymakers on the impact of the workforce shortages and empower family caregivers of older adults with knowledge and resources.





impacting behavioral health

One of the most lasting and damaging impacts of the pandemic is proving to be the toll on mental health that has affected people of all ages. The stresses that have mounted over the past several years have exacerbated already-pressing issues including substance abuse disorders, drug overdose deaths, suicide and mental illnesses, including depression and anxiety.

The most recent statistics from the Centers for Disease Control show that in 2021 drug overdose deaths in this country hit their highest level ever, almost 108,000 lives lost, during the pandemic equaling nearly one overdose death every five minutes.

Suicides top an average of more than 130 a day and some groups are seeing a sharp spike in the suicide rate.



more than 16 million
American adults
suffer from major
depression every year

And more than 2 million of those aged 65 and over suffer from depression. From young children to the very elderly, the pandemic inflicted isolation, disruption, health challenges and the loss of friends and family.

In order to address this crisis **VNAHG** must expand access to personalized mental health and substance abuse treatment. Our plan will do just that by:

- ▶ Leading the expansion of community-based health care services—targeting those who are at the highest risk of harming themselves and others because of substance abuse and/or mental illness.
- ▶ Developing a plan to enhance home health services for those struggling with behavioral health issues.
- ▶ Highlighting our crucial role as a public advocate for better behavioral healthcare.



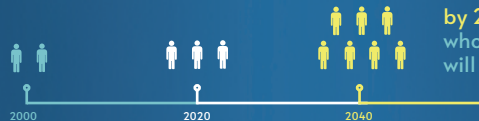


bringing dignity to aging

The latest numbers from the U.S. Census Bureau lay out the statistics, but only begin to tell the story of caring for the millions of Americans who are heading into old age or are already there:

the number of people
**85 years 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.



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who are 65 or older
will reach **80 million**

Meeting members of this older population where they are, and with what they need, will require a visionary plan and **VNAHG** has a roadmap to do just that by expanding access to our home-based, hospice and palliative care so people with serious illnesses can remain as independent as possible in the comfort of their homes.

In order to expand this compassionate care and assist those we serve to age with dignity **VNAHG** will:

- ▶ Focus on growing the number of people served in areas where we currently work.
- ▶ Implement new business and healthcare models that offer higher impact in reaching communities.
- ▶ Increase our education efforts to inform policy makers about issues, including home care and hospice; and build on our strength of delivering high-quality, patient-centered care.



moving healthcare forward, together

There is no doubt the healthcare field faces big challenges. But there is also no doubt the time is now for these Four Bold Opportunities to address health equity, workforce creation, behavioral health and aging with dignity.



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bold plans require bold action

To achieve these coordinated and far-reaching goals, **VNA Health Group has launched the Moving Healthcare Forward: Together Campaign**, a comprehensive fundraising campaign, the largest in its history, to raise a minimum of \$25 million in philanthropic support by the end of 2025.

With **VNAHG's** respected history and the promise of an even more vital and impactful future, the **Moving Healthcare Forward: Together Campaign** will share a compelling story as it seeks gifts and pledges in support of these initiatives.

You are invited to be a part of an innovative plan to address the most pressing health challenges of our time. Your generosity will make possible better services, better outcomes, better communities, better futures and better lives—body, mind and spirit.

From helping young children get a healthier start in life, to easing the loneliness of isolated seniors, to delivering high-quality primary and preventive care where it is lacking, to creating and educating compassionate and dedicated healthcare professionals who are needed more than ever, this campaign will help VNAHG bring about impactful change.



It has often been said that how a society treats its **most vulnerable** members is a **measure of its humanity.**

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