

vna

Health Group

Moving Healthcare Forward

2024

Annual Report



COMMUNITY HEALTH CENTER
Visiting Nurse Association of Central Jersey



Home Care and Hospice



ROBERT WOOD JOHNSON
VISITING NURSES

A VNA Health Group and RWJBarnabas Joint Venture



Barnabas Health Home Care and Hospice

VNA Health Group of New Jersey • A VNA Health Group and Barnabas Health Partnership

Visiting Nurse Association of Englewood



Children & Family Health Institute



Parker Advanced Care Institute at VNA Health Group

A Letter From Our CEO, *Christopher Rinn*

Dear Friends of VNA Health Group,

It is my privilege to share with you the 2024 Annual Report—a reflection of another year filled with growth, recognition, and an unwavering commitment to our mission.

This year brought exciting transitions as we welcomed three new vice presidents to our leadership team: Monica Castano, VP of Homecare North; Amy Jablonski, VP of Hospice Services; and Sahai Cole, VP of the Children & Family Health Institute. Their energy and expertise are already shaping a bright future for our organization.

2024 was also a year of celebration. NJBIZ recognized Colleen Nelson and Sarina Brady as Health Care Heroes, and our founder, Geraldine Thompson, was inducted into the New Jersey Hall of Fame. These honors reflect not only individual excellence but the collective strength and spirit of our VNA family.

At the heart of it all is our impact. Last year, we touched over 120,000 lives through 1,388,949 patient encounters. From prenatal care to end-of-life support, these are the moments that define us—moments of connection, compassion, and care. A detailed look at those we served can be found throughout the report.

As we look ahead, we remain focused on building a stronger, more resilient VNA Health Group—one that continues to meet today's needs while preparing for tomorrow's challenges. Thank you for being part of this journey. Your support, trust, and belief in our mission make everything possible.

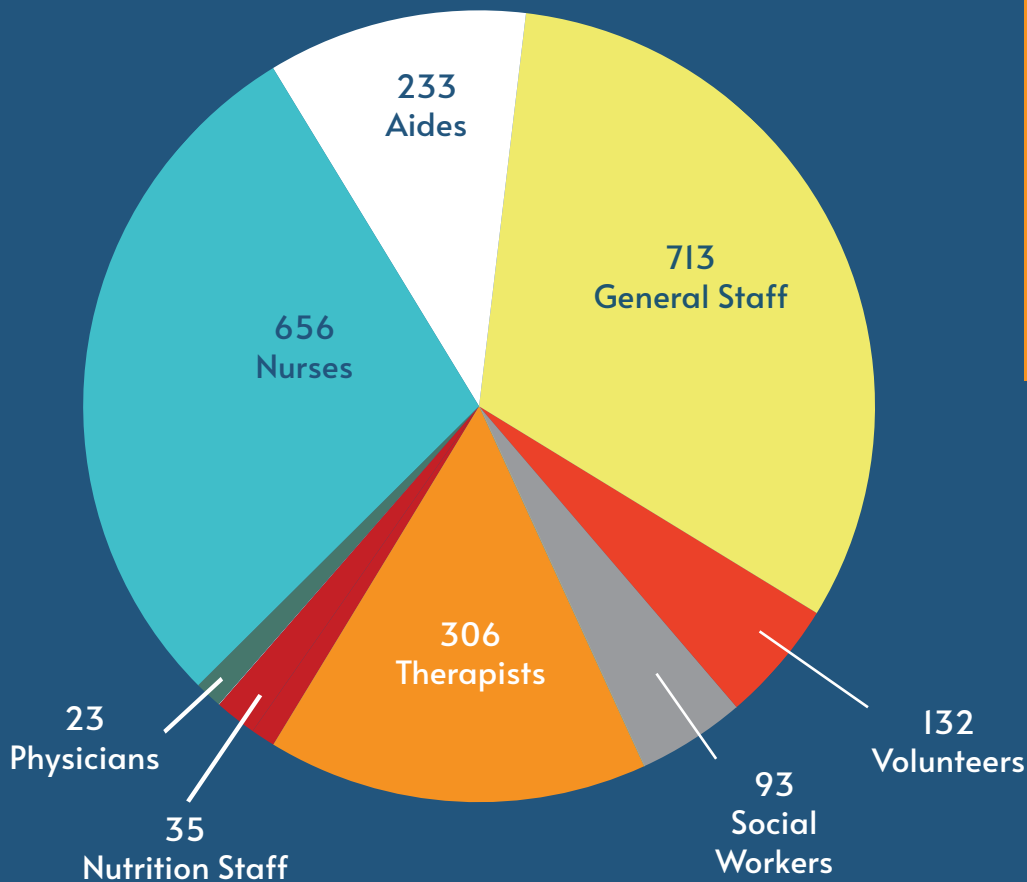


Christopher Rinn

A handwritten signature in black ink, consisting of stylized, overlapping loops and a final vertical stroke.

President and CEO

Our VNAHG Family



**Total
Workforce:**

2,191

VNAHG Employees

Financials*

Philanthropic Support and Grants

Major Gifts: **\$1,684,050**

Special Events: **\$517,553**

Planned Giving: **\$45,684**

Annual Giving & Designated Joint Venture Gifts: **\$897,126**

Grant Support (Public and Private): **\$22,000,000+**

Honor/Memorial Donations: **\$80,889**

Sources of Revenue

Medicare: **78%**

Commercial Insurance/Medicaid/Private Care: **9%**

Grants & Philanthropic Support: **10%**

Other Revenue: **3%**

Total Revenue: **\$227,108,022.00**

Distribution of Revenue

Home Care: **59%**

Hospice & Palliative Care: **28%**

VNA Institutes: **10%**

Other: **3%**

**Total Philanthropic
Dollars Raised:**

\$3.3M

Gifts Received:

3,755

Total Revenue:

\$227,108,022

*Preliminary financials—unaudited

VNAHG Care for Patients

VNAHG (All Joint Ventures)

Total Average Daily Census, Home Health: **4,486**

Total Home Health Visits: **746,286**

Total Unduplicated Home Health Patients: **36,584**

Total Average Daily Census, Hospice: **690**

Total Hospice Visits: **207,348**

Total Unduplicated Hospice Patients: **3,726**

Robert Wood Johnson Visiting Nurses

Home Health Visits: **131,031**

Unduplicated Home Health Patients: **7,412**

Hospice Visits: **16,135**

Unduplicated Hospice Patients: **357**

VNA Health Group, NJ (Barnabas Health Home Care and Hospice)

Home Health Visits: **119,172**

Unduplicated Home Health Patients: **6,374**

Hospice Visits: **127,572**

Unduplicated Hospice Patients: **2,227**

VNA of Central Jersey

Home Health Visits: **394,792**

Unduplicated Home Health Patients: **16,928**

Hospice Visits: **33,883**

Unduplicated Hospice Patients: **725**

VNA of Englewood

Home Health Visits: **45,764**

Unduplicated Home Health Patients: **2,494**

Average Daily Census, Hospice: **69**

Hospice Visits: **23,837**

Unduplicated Hospice Patients: **326**

VNA of Ohio

Home Health Visits: **51,213**

Unduplicated Home Health Patients: **3,227**

Hospice Visits: **5,921**

Unduplicated Hospice Patients: **92**

Cleveland Clinic Florida Visiting Nurses

Home Health Visits: **4,314**

Unduplicated Home Health Patients: **318**

Home Health Accomplishments



Received a donation to fund 35 nurses to become Wound Care Certified. Only 18 nurses with VNAHG currently hold this specialized certification.



70 clinicians are currently OASIS certified, with a plan to certify an additional 200 in 2025.



Improved recruitment and retention rates of home care RNs, with vacancy rate shrinking from 18% to 14.3% in December 2024.



Upgraded field technology from flip phones to new smart phones for all clinicians.

VNAHG TOTALS

**Home Health
Visits:**

746,286

**Home Health
Patients:**

36,584

**Hospice
Visits:**

207,348

**Hospice
Patients:**

3,726

Hospice Accomplishments



Improved end-of-life support by increasing presence in the home in the last days of life, exceeding state performance by 1.5%.



Increased patient and family support by increasing nursing care minutes on weekends, exceeding state performance by 1.4%.



Improved the care experience, increasing overall CHAP scores by 2% compared to 2023, with Barnabas South achieving a 4-star rating.



Parker Advanced Care Institute

Visiting Physician Services (VPS)

Total Patient Visits: 35,579 | Average Daily Census: 3,800 | Total Unique Patients: 5,530

- VPS completed its second year as a participant in Empassion High Needs ACO REACH, which focused on improving patient satisfaction, quality of care, and economic value. The program also generated shared savings for VPS.
- Our Population Health Team completed the capture of Social Determinants of Health Information to identify and improve health outcomes.
- Hired a new Medical Director, Dr. Kate Aberger, to help lead our clinicians in delivering quality and compassionate care to homebound patients.
- Expanded our Rapid Response Unit by adding an LPN for the Nurse Go Program, which addresses acute and urgent patient issues the same day.
- Exceeded Patient Satisfaction goal of 85.0 for the Top Box Overall Assessment Score.

Community Palliative Care

Total Patient Visits: 1,670 | Total Unique Patients: 789

- Dr. Vandana Sharma, Palliative Medical Director, was featured in VNAHG's Moving Healthcare Forward Podcast, discussing "Navigating End-of-Life Care: A Journey of Compassion."

Hospital-Based Palliative Care

Total Visits: 8,732 | Total Patients Served: 3,900

- In 2024, Dr. Holler served as a visiting professor of Palliative Medicine at Touro University in NYC. She was honored with the Mehegan Award from the Sisters of Charity of St. Elizabeth and helped grow the Community Medical Center's Palliative Program for the third consecutive year.
- After eight years of exemplary service at VNA Health Group, Dr. Marianne Holler—Chief Medical Officer for Hospice, Palliative Medicine, and the Parker Advanced Care Institute—announced her transition to an advisory position with the organization in preparation for her 2025 retirement. Dr. Audrey Radin, formerly the Associate Chief Medical Officer, was promoted to Chief Medical Officer.
- Dr. Radin and her palliative team at Newark Beth Israel Medical Center provided ongoing grand rounds and multiple in-services for staff and residents. The team also coordinated the annual National Healthcare Decision Day for the hospital and community.

Children & Family Health Institute

Total Clients: 53,000 | Total Encounters: Over 331,000

Special Supplemental Nutrition Program for Women, Infants, & Children (WIC)

- WIC nationwide celebrated its 50th Anniversary with celebrations held at each location. In 2024, 33,068 unduplicated participants received WIC Program education and nutrition benefits.
- 3 Breastfeeding Peer Counselors completed training and passed the certification exam to become International Board-Certified Lactation Consultants.
- Delivered \$46,316,809 in food benefits and subsidies in 2024.

Prevention Resource Network/Harm Reduction Center (PRN/HRC)

- In 2024, PRN/HRC launched its 2nd Mobile HRC Unit, providing increased syringe access and harm reduction services throughout Monmouth and Ocean counties.
- Provided 944 unduplicated clients with syringe access and harm reduction services
- PRN/HIV-related programs/Harm Reduction experienced a 42% increase in clients served from 2023 to 2024, with 2,478 clients and 19,982 encounters.
- Harm Reduction Program dispersed 230,813 syringes, with 91,565 returned in 2024.

Cancer Education & Early Detection (CEED) Program

The NJ CEED program provides FREE to low-cost screenings for breast, cervical, colorectal, and prostate cancer to individuals aged 21-64 in Monmouth and Ocean counties.

- In Monmouth County, 2,074 Cancer Screenings were completed; in Ocean County, 1,668 screenings were completed.
- Through the collaborative effort with the Cristine Meredith Miele Fund, we extended breast cancer screening and diagnostic services to 232 patients who exceeded the CEED eligibility criteria.
- In 2024, CEED was awarded a \$50,000 grant through Exact Sciences to offer education, workshops, and navigation services to enhance colorectal health awareness, promote early detection, and, ultimately, save more lives.

NJ Integrated Care for Kids (NJ InCK)

- 2024 Total Medicaid Referrals to NJ InCK: 3,558 from physicians, the community, and schools in Monmouth and Ocean counties.
- 2024 HealthStory Assessments Completed: 1,239 total (including re-assessments) — comprehensive health history reviews to identify individuals' risks and areas for improvement.
- Children enrolled in NJ InCK: 1,697, including Levels 1, 2, and 3. 588 children had billable monthly encounters under our Advanced Care Management Team.

VNACJ Community Health Center

Asbury Park | Freehold | Keyport | Red Bank

Total Patient Visits: 60,000+, maintaining our level of service from the 2023 calendar year.

Total Unique Patients: 17,829, a slight increase in patients served from the 2023 calendar year.

Highlights – Service Lines Offered

- Total Primary Care Visits: 38,584
- Total Dental Visits: 8,844
- Total Behavioral Health Patients: 7,270*
 - Substance Use and Opioid Disorder Services
 - Psychiatric Advanced Practice Nursing
- Total Chiropractic Visits: 3,531
- Ryan White Program: 2,869*
- Total Prenatal Visits: 2,420

Recent expansion projects based on needs assessment

- Dental added to a fourth location
- In-house pharmacies will be added to two of the CHC's four locations
- A Behavioral Health Suite and expanded services will be added to the Keyport location

Teaching Health Center Planning & Development Grantees*

- To be the state's first Teaching Health Center for Family Medicine

*HRSA-funded

Total Patient Visits:

60,000+

Total Unique Patients:

17,829



Moving Healthcare Forward: Together Campaign

vnahg.org/donatemhf

We are in the fourth and final year of our Moving Healthcare Forward: Together campaign and are thrilled to have made a significant impact in our communities through our Four Bold Opportunities – bringing dignity to aging, making healthcare equitable, enhancing behavioral health services, and creating the workforce of tomorrow.

Bringing Dignity to Aging: Over \$1 million was raised in 2024 for home care and hospice services through special events, memorial gifts, grateful patient tributes, and general contributions. These donations fund expanding access to expert home-based care, hospice, palliative care, and visiting physician services—ensuring older adults can remain independent, comfortable, and cared for in their homes. As the aging population grows and caregiver resources decline, we are meeting the moment with compassionate, personalized support for our most vulnerable neighbors.

Making Healthcare Equitable: An anonymous donor has committed \$1.2 million to fund improvements to our Women, Infant & Children (WIC) Supplemental Nutrition program. These improvements will attract more clients, serve our current clients more efficiently, and ensure clients utilize all of the benefits they are entitled to within the program.

Enhancing Behavioral Health Services: A \$1.1 million HRSA grant is allowing us to repurpose space in our Community Health Center location in Keyport to open an integrated behavioral health center that will provide one of the only resources in the area accepting uninsured patients, with a focus on serving those with complex behavioral health needs, including mental health disorders and substance use disorders.

Creating the Workforce of Tomorrow: Scholarships are available to our team members who want to advance their learning through certifications, advanced degrees, and continuing education, which is a contributing factor to our retention rate for our home care and hospice teams. Our clinical preceptors have spent over 368,000 cumulative hours training 650 students since 2022.

As we focus on the final year of our comprehensive campaign, Moving Healthcare Forward: Together, we thank our donors and volunteers for their tremendous support in raising \$22.5 million through 2024 toward our goal of \$25 million by the end of 2025.

We are proud to celebrate this campaign's accomplishments over the past three years and look forward to all we will achieve together in the future.









Health Group

Moving Healthcare Forward

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