



VISITING NURSE  
HEALTH SYSTEM

With great care,  
we're bringing excellence home.

2017 ANNUAL REPORT

*As 2017 came to a close, so too did six decades of excellence in home healthcare delivery. And, we look forward to raising the bar in our 70<sup>th</sup> year by embracing inevitable change, navigating yet uncharted terrain, and in nurturing our patients, our people, and our collective clinical practice.*

*It can best be said that we approached 2017 with great care. With great purpose and diligence, we selected new leadership to take Hospice Atlanta forward. With great enthusiasm and creativity, we formalized our brand across our unique family of services. With great focus, we expanded our marketing reach and elevated our voice through new digital and traditional media platforms. And, all of this was made possible by great friends who share our mission—providing comfort and quality through excellence.*

*Finally, it is with great intention that we build upon our 2017 accomplishments and we build up our accomplished team. On behalf of the entire Visiting Nurse | Hospice Atlanta family, we can confidently say we strive to be the best of practice, the best of care.*



A handwritten signature in black ink, appearing to read "David Martin".

David Martin, RN  
Board Chair



A handwritten signature in black ink, appearing to read "Norene Mostkoff".

Norene Mostkoff  
President & CEO

# With great pride...

we announce new partnerships and new leadership.

In 2017, Visiting Nurse Health System | Hospice Atlanta President and CEO, Norene Mostkoff, was elected to be the incoming chairman of the Visiting Nurse Associations of America (VNAA). VNAA is the leading voice and support system for nonprofit home health, hospice and palliative care providers. Norene's appointment creates an impressive partnership focusing on raising public awareness of compassionate care options and promoting patient-centered policy solutions.

**With Norene on board, 2018 promises to be an extraordinary year for VNAA.**



## Elizabeth Przekop, M.Ed, RN Leads Hospice Atlanta



We all know this world has some uber-achievers. Hospice Atlanta recently added one to the team. Elizabeth Przekop joined as Executive Director.

Liz brings nearly two decades of distinguished healthcare service to our organization. And to say her experience and accomplishments are numerous and diverse, would be an understatement, indeed. Liz has a great amount of leadership proficiency across many disciplines. She has experience with P & L, innovative business development, staff and client relationships, quality assurance and outcome-based program management. She's worked in management in hospitals in Florida and New Jersey. Her hospice experience includes centers in Florida and Washington, DC. She's also an engaging public speaker and avid volunteer. Here, in Atlanta, Liz will spearhead the planning and efficient delivery of excellent care in the home and at our Andrew and Eula Carlos Hospice Atlanta Center.

**Clearly, Elizabeth is very well qualified to achieve great success.**

## Dr. Bryan Hooker, Hospice Atlanta's New Medical Director

Our people are our everything. And no one embodies everything wonderful about medical treatment more than Dr. Bryan Hooker. We are pleased to announce Dr. Hooker joined Hospice Atlanta in 2017 as our Medical Director.

Dr. Hooker received his medical degree from the University of Alabama and did his residency at Atlanta's own Emory University. He has had a long career serving at other hospices in Georgia. To Hospice Atlanta, he brings great skill, extraordinary compassion and a refreshing, uplifting outlook on his profession. Says Dr. Hooker, "Contrary to the assumption that hospice equals death, data shows that early referral to hospice actually improves life expectancy." While most people think of it as "game over," he, and others at Hospice Atlanta, make it a point to look at it as "game on".

**With his talent and this great attitude, we are grateful Dr. Hooker is writing our playbook.**



## ADMINISTRATION

# 2018 Leadership

### Board of Directors

**David A. Martin, RN - Chair**  
*Vein Innovations*

**Richard Bayman**  
*Hammond Hanlon Camp, LLC*

**Luz Borrero**  
*DeKalb County*

**Jimmy Carlos**  
*National Distributing Company*

**Bruce R. Cohen**  
*Vision Properties*

**Michele Gandy, RN**  
*Community Volunteer*

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*Troutman Sanders, LLP*

**Jon R. Harris, Jr., Esq.**  
*King & Spaulding*

**Alex Hunter**  
*Navigant Consulting*

**Stanley S. Jones, Jr., Esq.**  
*Nelson, Mullins, Riley &  
Scarborough, LLP*

**Barry Koch**  
*Turner Broadcasting System (ret.)*

**Alfreda Mayes**  
*Macy's (ret.)*

**Caroline E. Moise**  
*Nonprofit Consultant*

**Charles H. Morgan, Esq.**  
*Alston & Bird, LLP*

**Stan A. Sharp**  
*Merrill Lynch & Co., Inc.*

**Cheryl Venable**  
*Federal Reserve Bank of Atlanta*

**Charlotte Weaver, RN, PhD**  
*Gentiva (ret.)*

### Board Members Emeritae

**Lou Brown Jewell**  
**Starr Moore**

### Hospice Medical Directors

**Dr. Rahwa Ghermay**

**Dr. Bryan Hooker**

**Dr. Karen May**

**Dr. Monisha Pujari**

**Dr. Laura Waddle**

### Executive Team

**Norene Mostkoff**  
*President and Chief Executive  
Officer*

**Patti Askew**  
*Vice President of Human Resources*

**Mary Blumstein**  
*Vice President and Chief  
Financial Officer*

**Dorothy Davis, LPC**  
*Vice President of Community  
Health and Strategy*

**Luz Garcia**  
*Director of Operations*

**Dabney Hollis**  
*Vice President of Advancement  
and Communications*

**Laura Prough**  
*HCBS Director*

**Elizabeth Przekop, M.Ed, RN**  
*Executive Director of  
Hospice Services*

**Scott Skeens**  
*Executive Director, Performance  
Management & Process Improvement*

**Andrea Stevenson, RN, BSN, MPH**  
*Senior Vice President and  
Chief Clinical Officer*

# With high standards...

we achieved accreditation.



Visiting Nurse Health System | Hospice Atlanta works meticulously at delivering the best in every aspect of our care. The year 2017 was no exception and our uncompromising standards paid off: The Joint Commission granted Visiting Nurse | Hospice Atlanta accreditation for another three years. This designation is nationally recognized as the **Gold Seal of Approval™** in healthcare. And it came about after we passed an unannounced, rigorous, and thorough on-site review of the quality and safety of the care being provided, as well as an evaluation of our on-going, unyielding commitment to excellence. In addition, the Joint Commission looks at:

CLINICAL, MANAGEMENT, AND LEADERSHIP STRENGTHS

FINANCIAL STABILITY AND SUSTAINABILITY

COMPOSITION OF THE BOARD OF DIRECTORS

We are proud to have this coveted seal of approval, which is the nation's largest and oldest recognition of its kind. But we are even prouder of our compassionate, caring team who make these high standards common, daily occurrences.

**Our people continue to be the “Gold Standard” of care.**

# With great efficiency...

we improve our operations.

## VISITING NURSE | HOSPICE ATLANTA INTEGRATES HOMECARE HOMEBASE

We are constantly seeking ways to improve our patient care. To that end, in November 2017, Visiting Nurse | Hospice Atlanta implemented Homecare Homebase, a highly-rated electronic health record system.

Homecare Homebase will help us streamline processes, reduce errors and allow us to retrieve information more quickly and accurately. It is better care by a technological change for us. But a very important one. Because the bottom line is, with this new efficiency in place, we have more time interacting with and caring for our patients.

**And that is at the heart of our mission.**







## NEW WORDS, NEW LOOK

At Visiting Nurse | Hospice Atlanta, we are always trying to fine-tune our messaging to better communicate who we are and what we do. We are excited to announce, in 2017, we did it with new service logos and some fresh, meaningful words.

After much thought and discussion within our organization, we developed a new tag line:

### Bringing Healthcare Home

These call-to-action words embody our positive, encouraging, we're-there-for-you attitude and spell out our mission.

**This new, significant messaging was developed in 2017, but we think it will define our platform for years to come.**

This new line is only emphasized further by the “home-shaped, opened-door” logo you see below and within our service logos found on the back cover of this report.



*The following people were remembered with a gift In their name.*

## **IN HONOR OF**

Mary Arthur  
Helen Carlos  
Cathy Carter  
Patricia Celis  
Nora Chappell  
Tom and Emily Followill  
Mike Halpern  
Elizabeth Levine  
Sam A. Massell  
Edith and R. Meek  
Starr Moore  
Norene Mostkoff  
Donald Reisman  
Ann Serrie  
Frank Thiebaut  
Denise Whitaker  
Hospice Atlanta Staff

Frances Brandt  
Gabriella M. Brady  
Donald K. Brock  
Katherine Boyd Brooks  
Kathryn T. Brooks  
Betsy Brown  
Helen Browning  
Marion Bunker  
Emilio Cabrera  
Bert and Alice Carmody  
Josie Carlyle  
David Carr  
Jim Cassidy  
Colleen Chaplinski  
Eleanor Cheney  
William H. Cheney  
Betty Claessen  
Ruth Coan  
Brian Cohen  
Sheldon B. Cohen  
Sylvia Collins  
James R. Colvin  
Ronnie Colvin  
Paul J. Connell  
Frank Cook  
Sue Criswell-Hudak  
Judy Crump  
Reid Curtis  
Joyce Daniel  
Lillie Davis  
Doris Deese  
Jim DiVitale  
Brantley Dobbs  
Rev. Randy Driggers

Jerry Dubner  
Lee Dudley  
Ginger Duesenberg  
Jeanne Elkan  
Bruce Erion  
Audrey Eubanks  
Susan Fournier  
Ethel V. Fowler  
Mary Ann Frazier  
Vicki L. Garrett  
Mary Giordano  
Shirley Goff  
Jerry and Ruth Goldman  
Barbara Golsen  
Jacob Granger  
Marian L. Graybeal  
Clifford Green  
Sarah Gwynn  
Patrick A. Hagler  
Myrna Hale  
Carlton Harris  
James E. Herdon  
Robert Heuchan  
Mary Jane Heyward  
Richard Holden  
Gloria B. Holland  
Jane G. Holt  
Rosie Horning  
Lois Howard  
Herman Hubbard  
Mary (Brucie) Hughes  
David Huston  
Darlene W. Hyler  
Kathryn D. Hyler

Eric Jacobson  
Basset H. Johnny  
Allan B. Johnson  
Kenny Johnson  
Shirley Jolly  
Eleanor (Kitty) Kelley  
Phyllis Kelly  
Duane Klien  
Paul Koehler  
Carl Knoblochs  
Paul Koehler  
Florence Kopleff  
Ruth Kugel  
Karen Darby L. League  
Mildred Lee  
Angela "Angie" W. Levin  
Susan Levine  
Tola B. Lewis  
Frank Lindauer  
David Lindholm  
James Longino  
David Lowance  
Evelyn M. Lynn  
Suzanne Marsh  
Charlotte Martin  
Mrs. & Mr. Alfred  
Martin, Sr.  
Kay Massih  
Lois V. Mathis  
Joe McAbee  
Lance McCormack  
Betsy McGhee  
Janet Meerman  
Daniel Miller

Angie Miruglia  
Caroline Q. Mitchell  
Roy D. & Ruth Mitchell  
Calvin Mittower  
Charlie Mizell  
Richard Mohler  
Wanda Monsky  
Jane A. Moore  
Lisa and Bobby Murphy  
William Charles Narde  
Edward Dale Nichols  
Patricia Osborn  
Lawrence Owens  
C.S. Parker  
Marjorie N. Parker  
William Parker  
Margaret Smith Patterson  
Dan and Anne Pattillo  
R. Andrew Patton  
Norman Pease  
Mr. and Mrs. Edwin B.  
Peel  
Matthew Pensce  
Claire Perlin  
Marilyn J. Phillips  
Deborah J. Porter  
J. David Porter  
Reese Potter  
Theresa H. Potter  
Langdon C. Quin  
Seymour N. Rabin  
Fazlollah Afghan Radmani  
Sally G. Renshaw  
Becky Ramay

Dorothy M. Rast  
Seymour Rabin  
Merl E. Reed  
Donald Reisman  
Diane Reynolds  
Lazar Ringo  
John G. Rittenburg  
Alton S. Roberts  
E. G. Rockswold  
Howard Rogers  
Claire Rosenberg  
Leonard Rosenstein  
Barbara Rothchild  
Warren Rouse  
Hubert N. Rucker  
Maurice (Bus) Ryan  
Edward T. Salmon  
Katherine Sampson  
Michael B. Sanders  
Michael SchAAF  
Sylvia Schwartz  
Carol W. Sellers  
Susan Serra  
Judy Shaffer  
Peter B. Sherry  
Pam Stewart  
Linda Lee Shwalter  
Evelyn Shy  
Romona M. Sinclair  
James Skeen  
Rosemary Smither  
Piet Snyders  
Patsy Sowell  
Lawrence V. Starkey

Pam Stewart  
Rose C. Sugarman  
Shirley Sweeney  
Eleanor Tate  
Tom Teepen  
Patricia G. Thaxton  
Harry T. Thorsen  
John Turman  
Berenice C. Utterback  
Calista R. Vargas  
Evelyne N. Vernon  
Jude R. Vick  
Doris Wallace  
Deloris K. Wallis  
Dan Wasserman  
Toni Waters  
Joedy Watson  
Joseph P. Watson  
Robert Watson  
Darlene Wetherington-  
Hyler  
Steve Wetzel  
Dock E. Whatley  
James G. Whetzel  
Jay Wikle  
Cleveland R. Willcoxon  
Martha Williams  
Helen Williamson  
Floyd H. Wilson  
Ruth M. Wittich  
Evalyn P. Wolfe  
Thomas G. Wood  
Lois Ziebell  
Edith Zybelman

## **IN MEMORY OF**

Richard Mark Arnold  
Tracey M. Arnold  
Sarah D. Baker  
Rosemary Bechler  
Selwyn G. Begner  
Ronnie Bell  
Ethel M. Bennett  
Dorothy Benson  
Emma Berg  
Jack Berlin  
Ben Blount  
Donald Boney  
Arthur Booth

## OPERATIONS



### Fox5 Ridealong Nurses Week

WAGA-TV/FOX5 celebrated Nurses Week in May by riding along with a Visiting Nurse RN on in-home visits to show their viewing audience what dedication and compassion looks like and how our care impacts the Atlanta community.



### 2017 Source of Funds

Medicare	49.7%
Commercial & Self Pay	20.9%
Government Contracts	12.6%
Donor Support	7.5%
Reserves/Other	7.2%
Medicaid	2.1%



### 2017 Use of Funds

Home Healthcare	57.9%
Hospice Atlanta	27.7%
Community Care / Innovative Aging	12.8%
Other	1.6%



### Our Volunteers Rock!

In 2017, 225 Volunteers provided 13,672 patient care hours and 734 administrative hours, saving Visiting Nurse | Hospice Atlanta an estimated \$172,884 in labor.



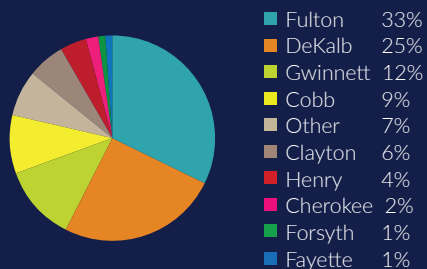
## Bridge Collapse

When interstate highway I-85 burned and collapsed in late March, emergency operations within Visiting Nurse | Hospice Atlanta were quickly enacted which allowed clinicians to continue to visit 6,000 patients each day throughout the 6-week inconvenience.

In 2017 our nurses drove approximately 2 million miles to service our patients.

66% 34%  
65 and Over Under 65  
Patients Served by Age

61% 39%  
Female Male  
Patients Served by Gender



Patients Served by County

14,569  
Home Healthcare

1,864  
Hospice Atlanta

102  
Palliative Care

38  
Alzheimer's Respite

2,514  
Community Care  
Services Program (CCSP)

1,237  
Service Options Using Resources  
in a Community Environment  
(SOURCE)

1,409  
Home and Community Based  
Services (HCBS)

Patients Served by Program

# With great support...

we care for more patients.

## DONOR IMPACT: THE NUMBERS SPEAK VOLUMES

There are many relevant numbers that prove the true value of your gifts. But the most evocative is the one nurse, visiting one home, providing compassionate care every time, to one human being. One nurse may change a dressing, start an IV or hold a hand. That one nurse represents all of us at Visiting Nurse | Hospice Atlanta—who together, are Bringing Healthcare Home.

Our vital mission is to provide care to patients regardless of financial circumstances. Gifts help us bridge the almost \$4 million gap between our patients' ability to afford care and the cost of care. Taking finances out of the equation means patients can concentrate on recovering or progressing to the highest level of independent living. For every 1% of patients Visiting Nurse helps avoid hospital readmission, the community realizes a cost reduction of \$2 million.

Statistics, large and small, help us tell the story of how important our donors are to Visiting Nurse | Hospice Atlanta.

**We are extraordinarily grateful.**

## FUNDRAISING

Our donors have helped us make  
**2,190,000 visits to  
21,733 patients**  
across 26 metro-Atlanta counties.

**Over 600  
professionals**  
and skilled clinicians provided professional care to our patients across the continuum of care.

An additional  
**200 dedicated  
support staff and  
225 community  
volunteers** enhance the patients' experience.

**In 2017,**

- 7% of our patients had no insurance coverage.
- 29% were not fully covered by their insurance.
  - 24% qualified for Medicare or Medicaid but only 75-80% of care was covered.

### OUR FALL EVENT HONORS AN ATLANTA LEGEND

Our Fall Gala grows bigger and better every year. In 2017, the annual festivity titled, *In the Moment—A Celebration of Life*, drew more than 300 people and one very special honoree.

The event was dedicated to and attended by former Atlanta Mayor Sam Massell. As a life-long Atlanta resident, Mr. Massell also had a career in real estate and tourism and has always been a big supporter and advocate for Visiting Nurse Health System | Hospice Atlanta.

The highly successful fund-raising effort also honors the year-round work of our volunteers, sponsors and community leaders who help our organization. The money raised goes toward our hospice patients and their families including those who do not have the means to afford care.

*In the Moment—A Celebration of Life* took place on October 26 in the Stave Room at American Spirit Works. In 2018 we are celebrating our 70<sup>th</sup> anniversary with the Honorable Joseph Biden, Jr. on May 17 at The Whitley Hotel, and with The Tams at the Georgia Aquarium on October 6.



# Honoring SAM MASSELL

as used/reprinted by permission of Mercer University Press, excerpted from  
*Again, Sam: The Notable Life of Sam Massell, Atlanta's First Minority Mayor*  
by author Charles McNair (2017)

HOSPICE ATLANTA  
VISITING NURSE



## FUNDRAISING

*Following is a list of contributors who gave \$1,000 or more between January 1, 2017 and December 31, 2017.*

### **\$250,000 to \$1M**

Mr. and Mrs. James\* Carlos  
James Starr Moore Foundation  
Mrs. Lou Brown Jewell \*\*  
Lettie Pate Whitehead Foundation

### **\$100,000 to \$249,999**

John and Margaret McCarty Foundation, Inc.  
UBS Financial Services  
United Way of Greater Atlanta

### **\$50,000 to \$99,999**

Mr. and Mrs. John Carlos  
Mrs. Helen A. Carlos  
Northside Hospital

### **\$25,000 to \$49,999**

The Imlay Foundation, Inc.

### **\$15,000 to \$24,999**

The Billie S. Been Foundation, Inc.  
Mary Allen Lindsey Branan Foundation  
Carlyle Fraser Employees Benefit Fund  
Mr. and Mrs. Jon\* R. Harris, Jr.  
Mr. and Mrs. William F. Henagan  
The Martha and Wilton Looney Foundation, Inc.

Mrs. Caroline\* Moise and Mr. Philip Moise  
Mr. Rob Schwab  
Mr. and Mrs. Stanley\* Sharp

### **\$10,000 to \$14,999**

The John N. Goddard Foundation  
The Ma-Ran Foundation  
The Pattillo Family Foundation, Inc.  
Ida Alice Ryan Charitable Trust  
Westerstrom Charitable Trust

### **\$5,000 to \$9,999**

Mr. Floyd D. Ackerman  
Mr. David Ankenbrandt  
The Arthur M. Blank Foundation  
Mrs. Linda Booth  
Mr. and Mrs. Owens Chapman  
Mr. Bruce\* Cohen  
Dr. Sheldon B. Cohen+  
Mr. Bradley N. Currey  
Delta Dental Insurance Company  
The Ellis Foundation  
Fraser-Parker Foundation  
Genuine Parts Company  
Bertha and Hix Green Family Foundation  
Mr. Louis V. Gomez  
Mr. and Mrs. Raymond Hutton  
Iberia Bank  
The Junior League of Atlanta, Inc.  
Ray M. & Mary Elizabeth Lee Foundation, Inc.  
The Billi Marcus Foundation, Inc.

Mr. and Mrs. Edward C. Mitchell  
Ms. Starr Moore\*\*  
Mr. and Mrs. Charlie\* Morgan  
Mrs. Norene Mostkoff and Mr. Samuel Mostkoff  
Mrs. Susie Riley  
Rose Garden Club  
Emily W. Scott Foundation  
Ms. Charlotte Sprague  
Mr. Ron F. Stewart  
Mr. & Mrs. Tim Tassopoulos  
Mr. and Mrs. Robert Thiebaut

### **\$1,000 to \$4,999**

The 2492 Fund  
AT&T/ Your Cause  
A.S. Turner and Sons  
Aaron's Inc.  
Mr. Peter M. Abreu+  
Ms. Elkin G. Alston  
Anonymous  
Arrow Exterminators  
Bank of America/Cyber Grants, Inc.  
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Mr. and Mrs. Phil Beeson  
Bell Family Foundation for Hope  
Mr. and Mrs. Jeff Bell  
Mrs. Linda G. Bennett  
Mr. and Mrs. George Bird  
Mr. Doug B. Bowles  
Ms. Susan Brandt  
Mr. and Mrs. Doris Cardwell

Catholic Foundation of North Georgia Inc.  
Mr. and Mrs. Sam Chawkin  
Cigna Health & Life Insurance  
The Community Foundation for Greater Atlanta, Inc.  
Cooper Family Charitable Foundation  
Mr. Frederick E. Cooper  
Mrs. Lorraine E. Dalbo  
Delta Dental Insurance Company  
Mr. and Mrs. Bruce Dick  
Dr. and Mrs. Emmett Doerr  
Dressler's Jewish Funeral Care  
Ms. Anne B. Eldridge  
Mr. and Mrs. David and Corbin Feroletto  
Fischer Funeral Care & Cremation Services  
Mr. and Mrs. Tom Followill  
Ms. Nita R. French  
Mr. and Mrs. Thomas Fricke  
Fulton County School Employees' Charitable Fund  
Garrison, Yount, Forte & Mulcahy, LLC  
Mrs. Nancy Geller  
Gilsbar, Inc.  
Frank & Anna Goldman Foundation  
Mrs. Louise (Weesie) Grant  
Frances M. Hammond Charitable Fund  
Ms. Sally W. Hawkins  
Mr. and Mrs. Peter R. Hennessy  
Douglas J. Hertz Family Foundation, Inc.  
Mr. and Mrs. Thomas M. Holder  
Homecare Homebase, LLC  
Ms. Debra Howard  
Mr. and Mrs. Alex\* Hunter

Ms. Bonnie Johnson  
Mr. Stan\* Jones, Jr. & Mrs. Bobbi Cleveland  
The David and Jennifer Kahn Family  
Foundation, Inc.  
Mr. and Mrs. Brent J. Kaplan  
Mr. James F. Kelley and Mrs. Anne Morgan  
Mr. and Mrs. James C. Kennedy, J.C.  
Kennedy Foundation  
Mr. and Mrs. Jim Kerr  
The Anne and Clint Kibler Foundation  
Mr. and Mrs. Barry\* Koch  
Mr. and Mrs. Nevin Kreisler  
The Kroger Company  
Thomas H. Lanier Family Foundation  
J. Smith Lanier & Company, Inc.  
Ms. Elizabeth J. Levine  
Mr. Richard Lewis  
Mrs. Sue F. Lienhard  
Mr. Michael Low  
Mr. and Mrs. Fred Mabry  
Ms. Bevley J. McAbee  
Mr. and Mrs. Seth McDaniel  
Mr. Albert S. McGhee  
Mrs. Alfreda\* Mayes and Mr. Kevin Mayes  
Mr. and Mrs. Charlie Mills  
Mr. and Mrs. William A. Mitchell  
Mr. and Mrs. John Packman  
Mr. William A.+ and Mrs. Louise Parker  
Mr. John F. Pensec  
Personal Care Inc.  
Mr. and Mrs. Wilds L. Pierce

Thomas H. Pitts Trust  
Mr. and Mrs. J.D. Preece  
Pubman, Inc.  
Mrs. Carol Raeber  
Restaurant Group Management  
Dr. and Mrs. Archie L. Roberts  
Mrs. Mirtie Rockswold  
Ms. Normalyn Rucker  
Mr. and Mrs. Thomas Schneider  
Ms. Paula Schneider  
Mr. Richard Schweitzer  
Mrs. Marlene J. Schwartz  
Ms. Lanise Shortell  
Speedway Children's Charities  
Ms. Nancy E. Matthews Starkey  
Mr. David W. Stickler  
SunTrust United Way Campaign  
Mr. Stefan Sydnor  
Mr. and Mrs. Ben Tallman  
Tegna Foundation  
Mr. and Mrs. Robert J. Thiebut  
Mr. and Mrs. Paul D. Thodeson  
Trust  
United Way of Greater Atlanta-CFC  
Mrs. Cheryl\* Venable and Mr. Steven Venable  
Wages & Sons Funeral Homes  
Walgreens  
Ms. Charlotte\* Weaver  
Ms. Bonnie Weissman  
Mrs. Juanita Whetzel  
Ms. Alison\* Wiebe

\* board member \*\* board member emerita + deceased

# With great numbers...

the community joined with us.



## OUR PEDIATRIC HOSPICE PROGRAM TOUCHED MORE LIVES THAN EVER

The goal of our Pediatric Hospice Program is to support the patient and their family in every way possible. But we also want to create awareness of our services. To do this, we engage the community. One of our biggest efforts of 2017 came in the second half of the year when a very special young hospice patient requested to receive Christmas ornaments from around the world. The response was overwhelming, and thousands of ornaments arrived from all over the world, including the North Pole. At the family's request we donated them to other children through many generous organizations. They included:

- Children's Healthcare of Atlanta
- Atlanta Ballet
- Ronald McDonald House at Scottish Rite
- AFLAC Clinic at Scottish Rite
- Operation Christmas Child at Samaritan Purse
- North Gwinnett Co-Op

In addition, Hospice Atlanta started a Super Hero and Princess program which cheers young patients with fun, costumed visits. But the true heroes of every story are these brave kids who face these situations with amazing courage...and smiles. **Kids like Axel Camacho, who in 2017, was honored as our BIG-TO-DO pediatric patient of the year.**

# With the city's best talent...

we educate the community.

## A GREAT PARTNERSHIP WITH LEADERSHIP ATLANTA BEGINS

Leadership Atlanta is a 48-year-old organization dedicated to improving Atlanta and moving it forward. It is a rotating and diverse gathering of the city's most experienced, well-seasoned executives. For nine-month segments, these professionals volunteer their time to attend retreats, seminars and discussions. They also take on community-based projects pertinent to the city. In 2017, Visiting Nurse | Hospice Atlanta applied to Leadership Atlanta for assistance in developing an awareness and communications plan for Hospice Atlanta. In the fall, our request was accepted. Our partnership with this distinguished organization will result in an integrated communication/branding strategy and a plan for a hospice-centric educational campaign. The focus of the message will be the need for early discussions around "end of life" choices. By bringing this talk to-the-table sooner, rather than later, the maximum benefits of hospice care can be realized by both the patient and the family. In addition to the public in general, the messaging (across many platforms) will be directed towards physicians and nurses. We will see the results of Leadership Atlanta's hard work in April 2018. The campaign will go live shortly after.



Leadership Atlanta

**We are extremely excited and grateful to have this amazingly talented organization as a partner.**

# With great compassion...

we are improving lives of Atlanta seniors.

## WE BRING HOME DOCTOR'S CARE BY TEAMING WITH RESURGIA

Last year, Visiting Nurse gratefully continued our unique partnership with Resurgia Health Solutions, allowing our patients access to a doctor's care in the comfort and safety of their own homes—whether that be a house or a retirement community. Resurgia is an Atlanta-based, physician “house-call” medical practice that provides primary and interim care for homebound patients throughout our 26-county service area. The collaboration between Visiting Nurse and Resurgia allows not only convenience for patients with physical limitations, it enhances coordination of each patient's care and medical information.

**We are extremely excited and grateful to have this amazingly talented organization as a partner.**



## HOSPICE ATLANTA PARTNERS WITH CANTERBURY COURT

For over a decade, Dr. Bryan Hooker has been serving the residents of Canterbury Court. Now, with Dr. Hooker as the medical director of Hospice Atlanta, his level of involvement at this well-established senior living community grows even greater. In 2017, Dr. Hooker and his staff introduced Canterbury to the Healthy Transition Program: a plan for smoothly transitioning seniors to different levels of care and making sure they have seamless access to everything they need after acute care is no longer necessary.

**Hospice Atlanta cherishes this opportunity to assure quality of life at every stage of life...especially to our much-honored older citizens.**



## VISITING NURSE BEGINS A “HEALTHY” COLLABORATION WITH WESLEY WOODS

Established in 1954, Wesley Woods provides housing and services to older adults in 10 communities across north Georgia. In 2017, Visiting Nurse officially partnered with them by implementing, at a minimum, weekly visits by our Health Coaches to three of their sites. The Coaches are nurses who have become a significant part of the residents’ health and well-being, encouraging the residents to take an active role in their own wellness. They supply information about healthy aging and chronic disease self-management. When needed, they assist the seniors in making successful, smooth transitions from either the hospital to their residence or to different levels of care within the Wesley Woods community.

**We’re proud to be working with Wesley Woods who provides some of the city’s finest senior housing and currently serves over 1,500 older adults.**



**WESLEY WOODS**  
*leaders in senior living*



By returning the donor reply card, your donation helps care for Atlanta's underserved population.

Please return your gift and the card to:

**Visiting Nurse Health System | Hospice Atlanta**

5775 Glenridge Drive NE, Suite E200, Atlanta, GA 30328

Attn: Advancement



**VISITING NURSE**  
HEALTH SYSTEM

5775 Glenridge Dr. NE, Suite E200  
Atlanta, GA 30328

### Our Family of Services



**HOME HEALTHCARE**  
VISITING NURSE HEALTH SYSTEM

404.215.6000



**HOSPICE ATLANTA**  
VISITING NURSE HEALTH SYSTEM

404.869.3000



**PALLIATIVE CARE**  
VISITING NURSE HEALTH SYSTEM

404.215.6000



**COMMUNITY CARE**  
VISITING NURSE HEALTH SYSTEM

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