

Dear friends of Visiting Nurse,

Like most organizations, Visiting Nurse Health System is always looking for creative ways of describing our services and mission. However, it's the thoughtful actions of our staff, on a daily basis, across all levels of our organization, which truly demonstrates the passion for our work. At the core of these actions are the values we embrace and then share with our families, colleagues, partners, and patients.

We can say we are compassionate, dedicated, have integrity, and put forth excellence, but the inspiration for our intentions originate from within.

We are ultimately here to improve the lives of those we serve. Our patients will always come first. To live up to that ideal we have to deliver the best care possible. We hire and invest in staff who not only have remarkable resumes, but who have values reflecting those of the organization that motivate them to carry out our mission. It's these values that differentiate us from other home healthcare providers in Georgia. We believe that a staff with a strong set of values will pay it forward and create value for our partners, for their clients, and for the community. The result is a better life for all patients.

One of the first pieces we give a patient is our Patient Admission Booklet. These patients and their physicians have made an important decision to put their healthcare in our hands, so on the cover of this booklet we tell them what they can expect from us as an expression of our values:

I promise to...

- · Remember that I am a guest in your home and respect your privacy at all times.
- · Listen to you and respond to your needs in a timely, courteous and respectful manner.
- · Stay informed about your care and take action to coordinate services and resolve any issues.
- · Be your advocate to provide the best care to you that we can.

We invite you to continue reading to see how Our Values Create Value.

Sincerely,

Mark Oshnock

# Our Values Create Value

### The Soul of a Business is its Values

A single value embraced by one thoughtful person releases energy which results in growth... growth on a personal level and on a collective level. This energy spreads and motivates other like-minded individuals to embrace those values, multiplying that growth. A strong set of individual values can further elevate an entire organization and result in greater collective creativity and performance.

With a strong mission behind such an organization, others with whom the organization comes into contact feel the energy and solidify their own values, fostering additional growth. From these internal values, external value is created: in our case, our healthcare partners realize greater efficiencies, become more innovative, provide better patient outcomes, feel enhanced trust, and strengthen the community and industry in which they operate. As others witness this growth in value, they harness their own internal energies and begin their own cycle of internal values creating external value.

Beginning with one single value, the ultimate winner is the recipient of an organization's value system: our patients, and their family and caregivers. The energy from a single thoughtful person grows and strengthens the mission of an organization, ultimately benefiting the community it serves.

Following is a glimpse of how Our Values Create Value:

# In Their Own Words Internal Values Create External Value

#### **OUR INTERNAL VALUES**



"All of our behind-the-scenes folks demonstrate a sense of caring that only a nonprofit seems to elicit, the kind of care I'd like my own family to receive. There is a team approach to care here. I have the ability to practice with the most up-to-date information and technology. Our education staff really wants to help the staff to grow. Our Certified Wound Ostomy Continence Nurses, Registered Nurses, Licensed Practical Nurses, Medical Social Workers, and our therapy team all share a desire to provide excellence to our patients, and we genuinely care about each other's successes and struggles. And finally

our leadership has done a wonderful job of partnering with cutting edge healthcare facilities. Their vision to provide the standard for care excellence into the next 60+ years is so amazing! We all really want to be here, doing what we can for our community."

Claire M. Mullin, PT



"I love how we, including our hospice facility, take all types of patients, not just the well-insured. I'm proud of that. I feel blessed to have co-workers I can rely on. I particularly love having the hospice liaison available; it's an invaluable service to patients and families who may have limited knowledge of hospice. I'm a long-term employee, so when a patient needs a homecare readmission, I've seen them in the past. The families are so relieved to see a familiar face. Our patients benefit because we take care of their 'whole selves' and not just their blood pressure or most immediate need."

Lynn Adams, RN, BSN



"I enjoy seeing my patients and doing what I can to make their day better. They ask me why I smile all the time, and my response is that I smile to brighten their day and to ease their pain. I have been an employee at Visiting Nurse since 1992. I feel that we are all on the same mission. We value the quality of patient care, and we care about the families. If I hit the lotto and become a millionaire, I would donate some to hospice and be at work the next day!"

Vanessa Brown, Certified Nursing Assistant Home Hospice

#### VALUE TO PATIENTS AND THE COMMUNITY



"My nurse cared for my wound and educated me to do things the right way. She told me about next steps and what to expect. She gave me words of wisdom, taking time to comfort me when I was depressed. Sometimes you just need a few words of comfort. She came in with a smile

on her face, and she enjoys what she is doing. I didn't think I would make it. I am back on my feet and back to work. I will never forget my nurse. She brought me back to life!"

Lloyd Pinheiro Patient of Michelle Caesar, RN



"Over the past year, the Visiting Nurse team of care managers visited more than 5,000 individuals who were at risk of nursing home placement to determine and arrange services and support that enabled them to remain in their own homes and communities. The Atlanta Regional Commission commends Visiting Nurse for the high level of service as well as personal

and professional commitment with which these services are delivered. Their commitment to incorporating innovative practices, such as fall prevention and working on reducing hospital readmission rates, makes them an industry leader."

Cathie Berger Former Director, Area Agency on Aging Atlanta Regional Commission

#### **VALUE TO OUR PARTNERS**



"I have a level of confidence that the Visiting Nurse staff has strong internal values and are highly-experienced clinicians. We value our partnership that is based on frequent, transparent, and meaningful communication to foster quality care coordination for our members.

They enable us to safely transition our patients from a hospital or skilled nursing facility safely back home and/or may actually prevent the need for an admission altogether."

Cheryl Earls, RN, BSN, PAHM Director, Quality Resource Management, Kaiser Permanente



"Northside Hospital relies on Visiting Nurse to provide home healthcare post-discharge to our patients. It has always been important to us that our patients have a better quality of life after we treat them, and that includes avoiding readmission, which is even more important

in this era of new healthcare legislation. We consider Visiting Nurse an extension of our healthcare services, and they give us peace of mind knowing that our patients are well taken care of and satisfied."

Bob Quattrocchi CEO, Northside Hospital



"Emory Healthcare's approach to collaborative care for patients and their families complements Visiting Nurse Health System's internal philosophy of care. Through this arrangement, Visiting Nurse has been a trusted partner. As Emory Healthcare's preferred provider for home health services, we recognize the value

this relationship offers our patients."

Jen Schuck, MBA, LMSW Assistant Administrator, Wesley Woods Geriatric Hospital

"Visiting Nurse has taken on some very challenging cases this year in an attempt to help the patient and to discharge the patient from the hospital in a timely manner. This speaks highly of the leadership of the company and to their values as an organization. While they certainly do all they can to protect their bottom line, there is also a compassionate thought process that runs even deeper and which Visiting Nurse portrays on a daily basis."

Susan Freed Director of Case Management, St. Joseph's Hospital

"When working with something as critical as a person's health, it is essential that our partners share our philosophy of compassionate, excellent care delivery. With the healthcare delivery system undergoing radical changes, Piedmont needs post-acute providers that can be trusted to deliver quality outcomes at a lower cost. This will be even more important in the years ahead. Visiting Nurse has certainly been that type of partner with us for well over a decade."

Barb Ozmar

Director of Patient Care Coordination, Piedmont Hospital - Atlanta

## Financials

The cost of the comprehensive and specialized care provided by Visiting Nurse Health System often exceeds reimbursement received from payer sources such as Medicare, Medicaid and commercial insurers. Our total cost of providing services to the underinsured totaled almost \$4.9 million in 2012, of which \$3.6 million was funded through charitable support from our donors.



#### 2012 Source of Funds

\$64.1 Million

Medicare	5Q0/ <sub>2</sub>
Commercial Insurance	. 20%
Donor Support	9%
Medicaid	8%
Government Contracts	5%



#### 2012 Use of Funds

\$64.1 Million

Home Healthcare	.63%
Hospice	.22%
Long-Term Care	
For Future Investment	3%
Alzheimer's	1%
HouseCall	1%

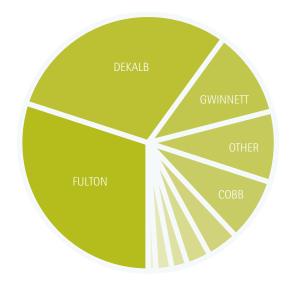


### 2012 Source of Funds for the Underinsured

\$4.9 Million

Donor Support	81%
Medicaid	16%
Medicare	2%
Insurance	1%

# Patient Demographics



#### Patients Served

by County

Fulton	30%
DeKalb	30%
Gwinnett	11%
Other	9%
Cobb	8%
Clayton	4%
Henry	
Cherokee	2%
Fayette	2%
Forsyth	

### Patients Served by Age

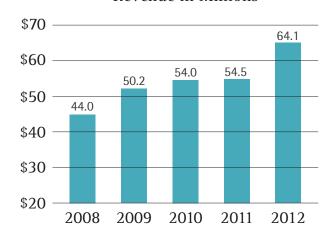
65 and Over	60%
Under 65	40%

### Patients Served by Gender

Female	62%
Male	38%

	Number of Patients Served	Average Length of Stay (Days)
Home Healthcare	20,184	38
Hospice + Palliative Care	1,760	38 (Hospice only)
Long-Term Care	5,062	1,260
HouseCall	262	323
Total	27,268	

#### Revenue in Millions



# 2012 Fundraising

# Donors See the Value in Planned Gifts Three Donors Plan for the Future of Visiting Nurse

In 2012 Visiting Nurse Health System received three planned gifts totaling more than \$2.5 million. These individuals held values that encouraged them to allocate a portion of their estate to Visiting Nurse because they recognized the value we bring to our partners, the community, and especially our patients.

If you have made a planned gift to Visiting Nurse or would like to talk to us about doing so, please let us know by calling our Advancement department at 404–215–6010.

# Randi Veie Rosvoll \$1,500,000

A native of Trondheim, Norway, Dr. Rosvoll quietly made her decision to support Visiting Nurse as her life experiences unfolded. Her dream of becoming a nurse led to a career as a pathologist. She also taught at prestigious universities, authored numerous publications and manuals, adored her Cavalier King Charles Spaniels, and served as the matriarch and role model for her large extended family. Dr. Rosvoll's best friend had received exemplary care at the Hospice Atlanta Center. Later, after years of living with Alzheimer's disease, Dr. Rosvoll was admitted into the Visiting Nurse home hospice program.

# Mrs. Elkin Goddard Alston \$500,000

Mrs. Alston's bequest will be used as a cornerstone gift for the new Preservation Fund, created to support ongoing maintenance and capital improvements for the Hospice Atlanta Center. Born in Atlanta, she served her country alongside her husband, Philip, who was U.S. Ambassador to Australia. She was very active in the Atlanta community, where she was a board member at The Egleston Children's Hospital (now Children's Healthcare of Atlanta), which was the catalyst that helped her build connections between the hospital and hospice programs at Visiting Nurse.

# Mr. Orlando W. Hogan, Jr. \$500,000

Mr. Hogan, known as "W" by many of his relatives and as "Hoag" by most of his friends, was born in Choudrant, Louisiana, and grew up to be a considerate, generous, and kind man. He was a WWII vet who served in the Navy as a supply officer in the South Pacific. In 1957 he formed a company that supplied commercial refrigeration parts and equipment, managing the business until his death at age 95. Mr. Hogan died after a brief time at the Hospice Atlanta Center. His generous gift extends the care he provided to others throughout his lifetime.

# Visiting Nurse Health System

Serves 26 counties in greater Atlanta

Approximately 49 hospitals served

60% of our patients are seniors age 65 and over

The population over age 65 is projected to triple by 2030 in our primary service area

Number of Underinsured Patients Served

2,441

Three out of every four staff are medical professionals.



In 2012, our volunteers donated more than 17,000 hours. Board members, foundations, corporations, and individuals gave \$5.3 million to support patient care, capital improvements, and innovative healthcare solutions. Many of the people we serve would not have access to the care they need without this generous donor support. To everyone who helped us fulfill our mission, we offer our heartfelt thanks.

### Donors

Following is a list of contributors who gave \$1,000 or more between January 1, 2012 and December 31, 2012.

#### \$1,000,000+

Estate of Dr. Randi V. Rosvoll †

#### \$500,000 - \$1,000,000

Estate of Mrs. Elkin Goddard Alston † Estate of Mr. Orlando W. Hogan, Jr. †

#### \$250,000-\$499,999

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Serving greater Atlanta inside I-285

Launched in 2010

Dr. Dorothy E. Mitchell-Leef

HouseCall served 262 patients in their homes in 2012

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† Deceased

## October 1 – December 31, 2012

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29 adults 63 children

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1,684 people attended 51 presentations

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342 Home Healthcare clinicians completed 8,878 training courses and 4,640 web-based training hours, earning 4,000 Continuing Education Units in major educational offerings such as:

Prevention of Re-Hospitalization of the High-Risk Patient

Improving Patient Outcomes by Improving Customer Satisfaction

Declotting of a Coram Catheter Occlusion in the Home

Management of the High-Risk Diabetic Patient

Importance of Medication Reconciliation in the Prevention of

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September 28, 2013

Hospice Atlanta Center 1244 Park Vista Drive Atlanta, GA 30319 404.869.3000





