



VISITING NURSE
HEALTH SYSTEM

faces of caring

2011 ANNUAL REPORT





Dear Friends and Supporters:

For nearly 25,000 patients each year, we are the face of care they see when they are in need. Our nurses, therapists, social workers and aides bring expert and compassionate clinical care to people in their homes when they need it most.

As Atlanta's largest nonprofit provider of healthcare at home, we are uniquely suited to help our patients manage their health and recover from illnesses and hospitalizations. We employ over 700 nurses, therapists and aides. We have the most in-depth training program of any home healthcare organization in Georgia, including for-profits. And our employees stay. We have 228 employees who have been with us for five years or more and 131 who have been here 10 years or more.



But numbers don't tell the whole story. It's what is in our employees' hearts that makes the difference. As the president and board chair, we take great pride that our employees truly believe in and embody our mission, which is to improve the lives of those we serve. Our clinicians consistently go above and beyond to help our patients and their families.

The work we do is so valued by our employees that they nominated Visiting Nurse Health System as an Atlanta Journal-Constitution Top 100 Workplaces. We received the award based on the number and quality of employee surveys returned to the newspaper. Employees cited vision of management, congeniality of coworkers and positive overall atmosphere as reasons why they consider Visiting Nurse a good place to work. But the main reason they gave— the thing that gets them out of bed every morning — is the satisfaction they get from knowing that they are making a real and meaningful difference in people's lives. Employees routinely describe their work here as more than a job — they refer to it as a passion, a calling, a chance to give back.

We want to thank all of our employees who give of themselves to help those we serve. Your amazing dedication, caring and skills enrich the lives of all you touch. And, of course, we extend our sincere gratitude to all our donors who make this work possible.

Sincerely,

Mark Oshnock
President and CEO

Jay Harris
Board Chair



“It’s difficult for us to get to a doctor’s office, so this suits us well. We have the utmost confidence in Visiting Nurse, and the people who come out to care for us are always so warm and approachable.”

Ralph and Mary Jo Bugg

The Face of Primary Care in the Home Making a HouseCall™

When seniors can't make it to the doctor, we bring the doctor to them. Many seniors suffer from decreased mobility, making it difficult or virtually impossible for them to get to their physician's office. In 2011 we expanded a unique program we created to serve this medically-fragile population. Through HouseCall, our physician and nurse practitioners visit patients in their homes, bringing personalized, face-to-face, office-quality care to their door. Our services include physical exams, medication management, symptom treatment, safety assessments and diagnostic tests and procedures. This service – the only one of its kind in Georgia – is available to seniors residing inside I-285 who have low mobility, suffer from a disability or chronic illness and are enrolled in Medicare part B.

In 2011 we served 150 patients, dramatically reducing avoidable hospitalizations, re-hospitalizations and emergency rooms visits among this group. This powerful program would not be possible without the generous support of the community. We particularly want to thank our 2011 donors, the Jesse Parker Williams Foundation (the original funder) and the J.B. Fuqua Foundation. Their support has allowed us to fulfill our mission of improving the lives of those we serve.

“There is something special about going into a person’s home. You cross a boundary in some ways, and it becomes much more personal. You are more engaged with the patient, get to know their family and get to see their environment.”

Edward A. Espinosa, MPH, DO
HouseCall Medical Director



“Since I got out of the hospital three weeks ago, Erica has been coming every day. She knows what she’s doing, and she has taken real good care of my leg.”

Lavone Jackson

The Face of Serving the Underinsured Caring for the Grady Population

Atlanta’s two large nonprofits that serve the underinsured and uninsured population have come together to create a natural partnership. In 2011, Visiting Nurse Health System was selected as a preferred provider of home healthcare services for Grady Health System. While we have many hospital partners, the Grady relationship fills a unique and urgent need.

Many Grady patients lack adequate insurance coverage and access to healthcare; their recovery is made more challenging by their circumstances. As a result, many are re-hospitalized and/or experience poor outcomes. Visiting Nurse is trying to break that cycle of re-hospitalizations by bringing quality healthcare to Grady patients in their homes, helping them safely and effectively manage their recoveries and their ongoing conditions. We served almost 700 patients discharged from Grady in 2011 and expect that number to grow to 1,000 in 2012. We were able to **reduce readmission rates by 20 percent among the patients we served**. This partnership is providing a significant benefit to Grady in helping the hospital improve its discharge procedures, to the patients by allowing them to recover in their homes, and to the community by reducing healthcare costs.

We want to thank the Robert W. Woodruff Foundation for supporting this partnership. Our work with Grady will continue to positively change the care to Atlanta’s underinsured.

“I love working in this program, getting out to different homes and meeting people. And it feels good to help people recover in their own homes when they might otherwise end up having to go back to the hospital or to a nursing home.”

Erica Brinson
Licensed Practical Nurse
Visiting Nurse Health System



The Face of Compassionate End-of-Life Care

Support for the Hospice Atlanta Center

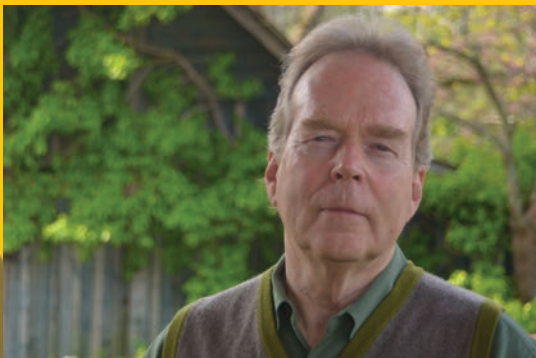
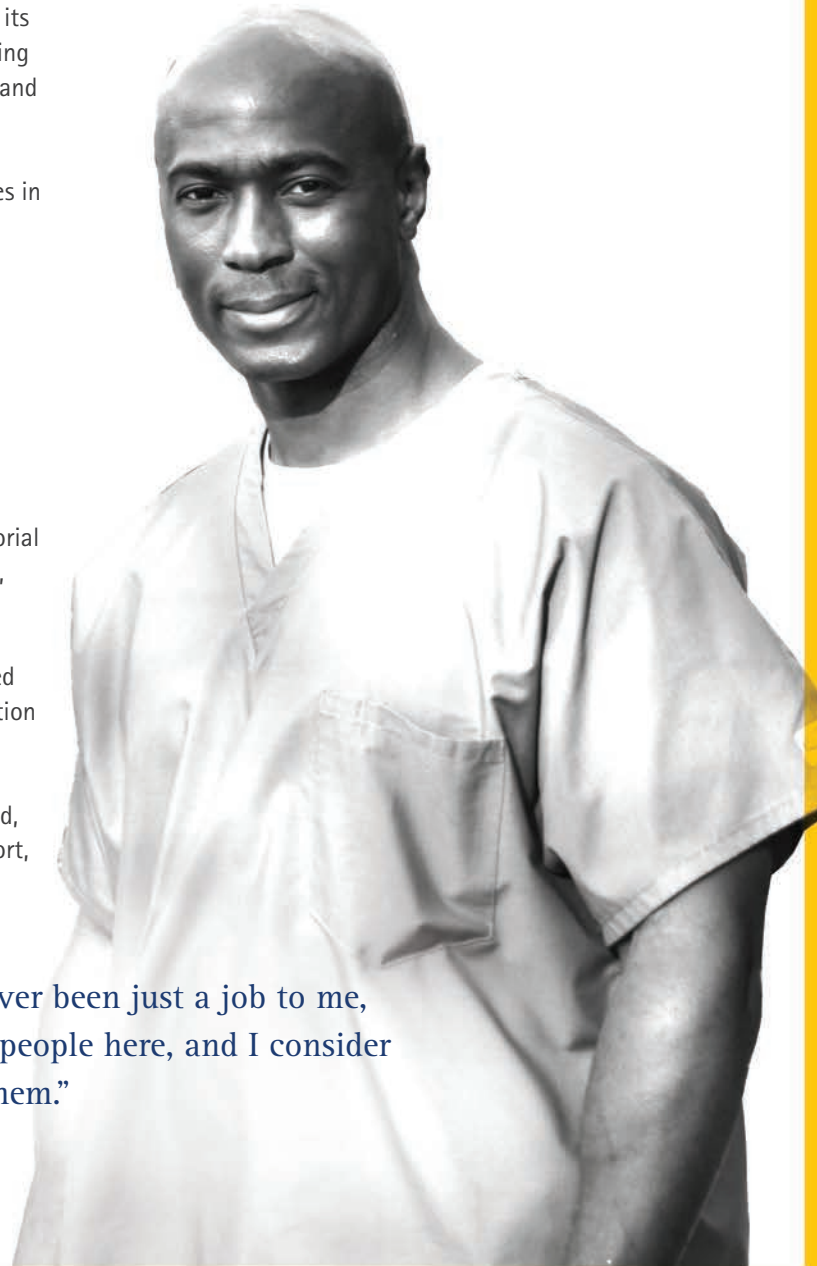
Since the Andrew and Eula Carlos Hospice Atlanta Center opened its doors in 1996, it has been the last home for many patients, allowing them to live out their final days surrounded by family, in comfort and with dignity. Our interdisciplinary care team of physicians, nurses, aides, social workers, chaplains and trained volunteers provide physical, emotional and spiritual care to patients and their families in this beautiful and tranquil facility.

A capital effort was initiated to fund needed improvements to the Center. The generous response from our Board of Directors, foundations and individuals was a testament to the value they believe this extraordinary Center brings to the community. The donations funded safety and security improvements, including an updated fire sprinkler system and heating and air conditioning repairs, and aesthetic improvements, including remodeling the Children's Room, the Community Room and the Library. The memorial garden was redesigned and landscaped to include a new fountain, seating areas, curved paths and memorial benches and pavers.

In addition, donations provided initial capital for the newly created Preservation Fund, which will be used to support repair or renovation projects in the future. We want to thank the many donors who contributed generously to these improvements. In particular, our gratitude goes out to The Tull Charitable Foundation and the David, Helen and Marian Woodward Fund. Thanks to this generous support, we will be able to continue our mission of providing excellent, compassionate end-of-life care.

“Working at the Hospice Atlanta Center has never been just a job to me, it’s always been personal. I love caring for the people here, and I consider it an honor to be able to share this time with them.”

Ronald Scaife
Certified Nurse Assistant
Hospice Atlanta Center



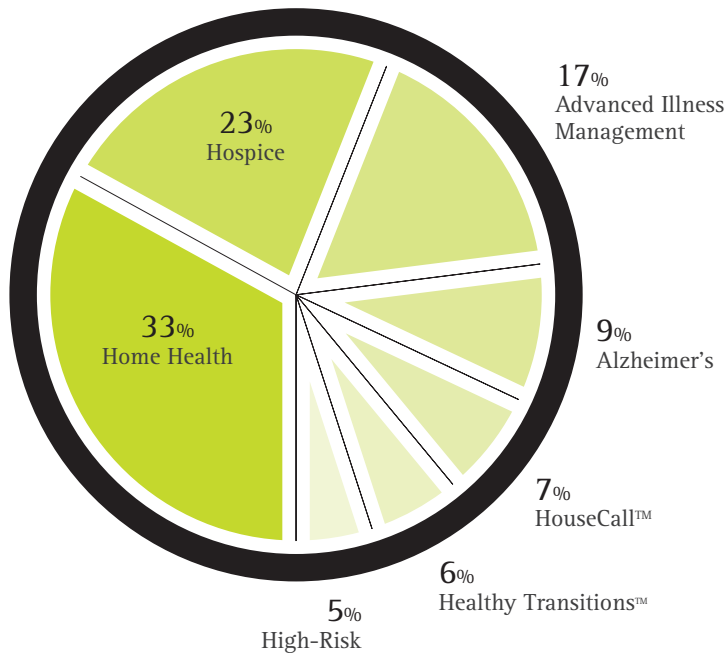
“I think of this Center as God’s weigh station where loved ones at the end of their journey are compassionately cared for by angels.”

Robert Thiebaut
Longtime benefactor of the Hospice Atlanta Center

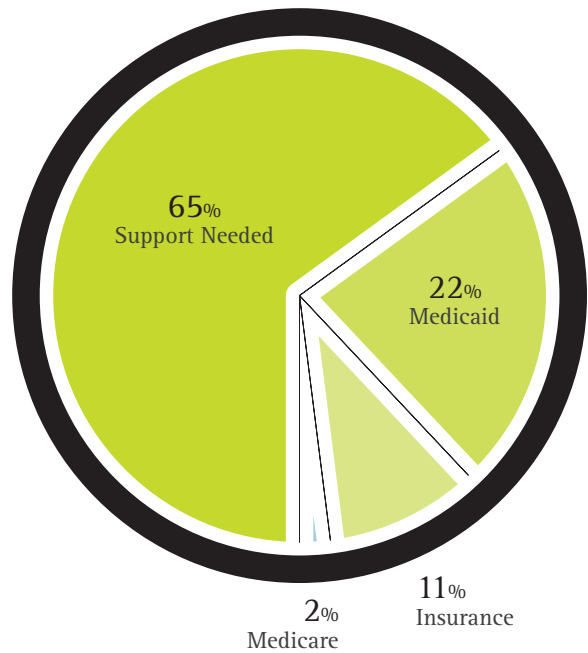
Financials

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 \$5.3 million in 2011. In addition, Long-term Care at Home services provided \$6.6 million of services in metro Atlanta in collaboration with various government and community organizations. All amounts reflect results for the year ending 2011.

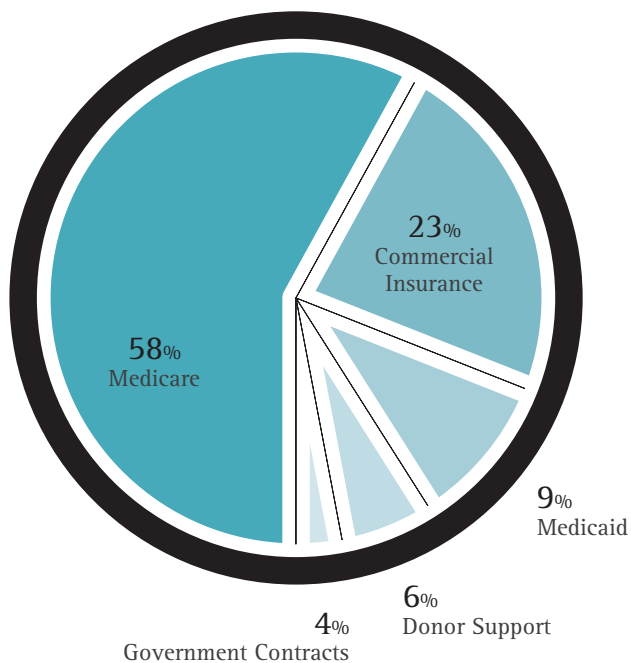
2011 COST OF SERVICES PROVIDED TO UNDERINSURED: \$5.3 MILLION



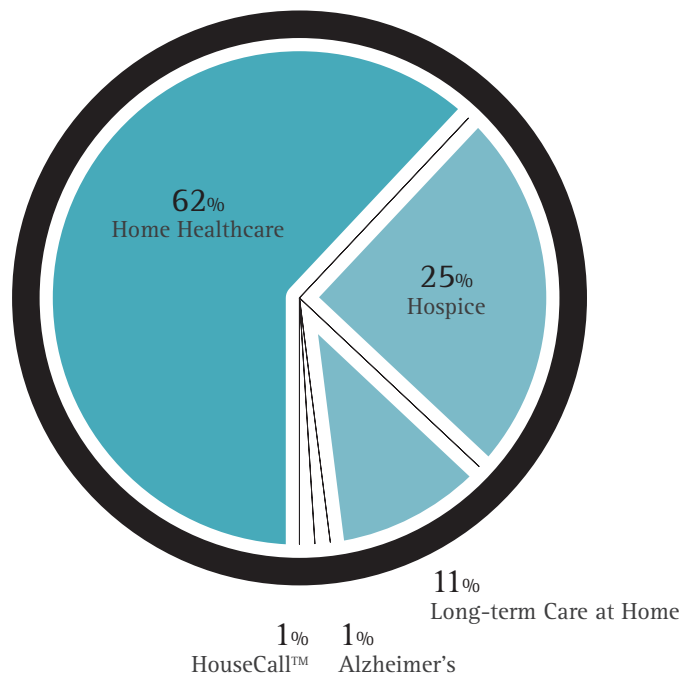
2011 SOURCE OF FUNDS FOR UNDERINSURED: \$5.3 MILLION



2011 SOURCE OF FUNDS: \$54 MILLION

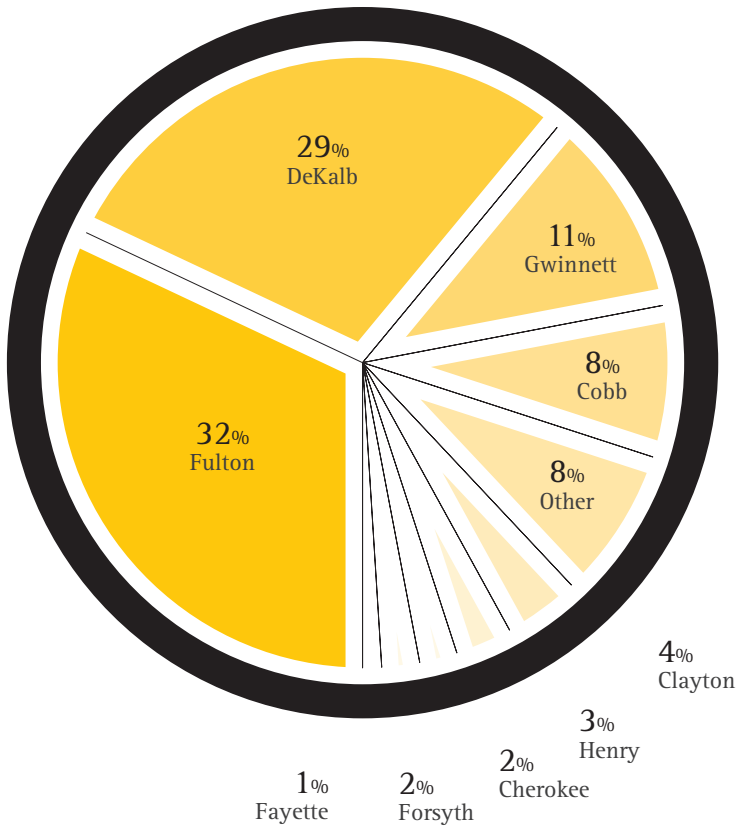


2011 USE OF FUNDS: \$54 MILLION

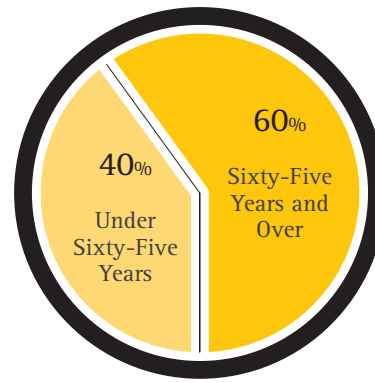


Patient Demographics

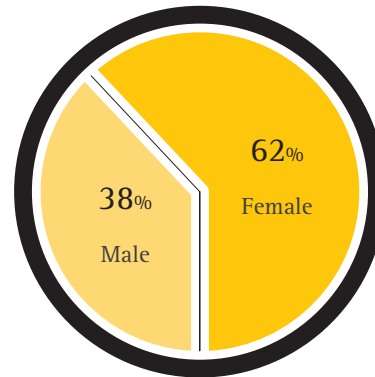
PATIENTS SERVED BY COUNTY



AGE

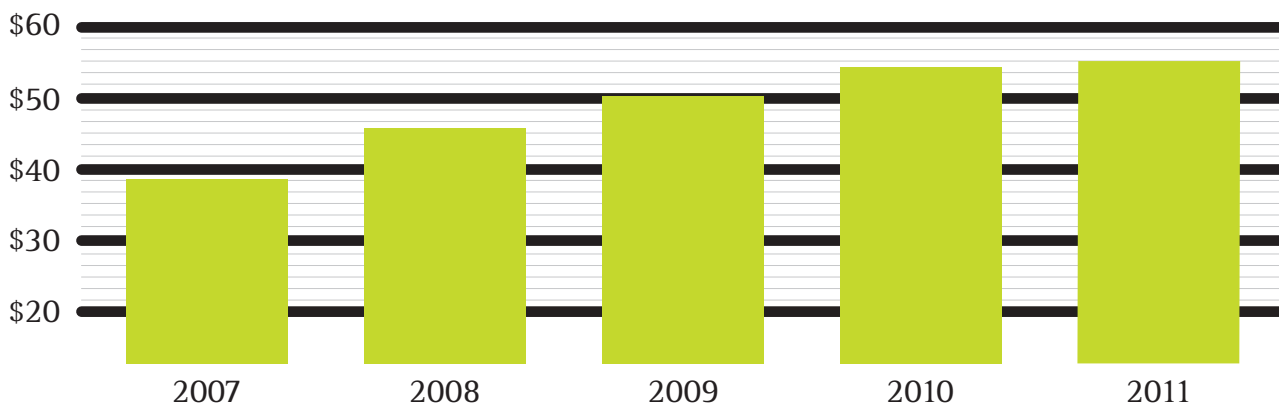


GENDER



	Number of Patients Served	Average Length of Stay (Days)
Home Healthcare	17,601	37
Hospice	1,759	36
Long-term Care at Home	4,888	1,581
Other Programs	750	NA
Total	24,998	

NET REVENUES IN MILLIONS



In 2011, 300 volunteers donated nearly 16,000 hours. Board members, foundations, corporations and individuals gave **\$4.4 million** to support patient care and invest in 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, please accept our heartfelt thanks.

Donors

Following is a list of contributors who have given \$1,000 or more during the period between January 1, 2011 and December 31, 2011.

\$500,000+

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\$250,000-\$499,999

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\$1,000–\$4,999

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A complete donor list may be found at vnhs.org. If your name has been omitted or reported incorrectly, please accept our sincere apology and notify the Office of Advancement at (404) 215-6010.

Big-To-Do

We celebrated the 20th anniversary of the Big-To-Do in big style, raising more than \$100,000 to support our Children's Program. More than 600 guests enjoyed fine weather and fun activities at Zoo Atlanta.

The event welcomed more corporate sponsors than in past years. They included: Aaron's, Arrow Exterminators, Brown Bag Marketing, The Coca-Cola Company, Dignity Memorial, Global Payments, Habif, Arogeti & Wynne, The Ice Box, Kimberly-Clark, King & Spalding, Kroger, McKesson, Georgia Regional Mustang Club, Northside Hospital, Palliative Pharmacy Solutions, Print Partners and Verizon Wireless.

Sincere thanks go to our event chair, Ashley Gelber, and her hard-working event committee.



In the Moment - A Celebration of Life

Our fall benefit, In the Moment – A Celebration of Life, brought 300 guests to the elegant Georgian Terrace Hotel in Midtown on September 24, 2011. The evening honored Dr. Arthur S. Booth, Jr., who was instrumental in creating the Hospice Atlanta Center, our inpatient facility. One of the evening's highlights was the unveiling of a surprise gift for Dr. Booth – a painting of Angel, Arthur's golden lab and near-constant companion.

The evening exceeded its goals, raising \$270,000 for the Hospice Atlanta Center. We are extremely grateful to the Host Committee, led by Martin Moran, MD and Harriet Moran, for their dedicated work. Special thanks to our premier sponsors: Northside Hospital, Eula Carlos, BB&T, H.M. Patterson & Sons, James Starr Moore Memorial Foundation and SouthCare Cremation & Funeral Society.

Party with a Purpose

Wick and Gardiner Garrard, along with the 2011 Host Committee, welcomed more than 150 guests at their home for the third annual Party with a Purpose. Donna O'Brien, Executive Director - Hospice, spoke eloquently about the amazing care we provide to our community despite multiple challenges with reimbursements and insurance changes. The event raised \$14,500 to support home hospice care and in-patient care at the extraordinary Hospice Atlanta Center. Some members of the Chrysalis Club have had personal experiences with the organization's compassionate care services, and others have been active with special events and programs. The Chrysalis Club was launched in the fall of 2009 to build Visiting Nurse Health System's next generation of volunteer leadership. The Garrards are co-founders of the Chrysalis Club, along with Barb and David Ghegan and Paige and Derrick Vohs.



The Chrysalis Club
YOUNG LEADERS OF VISITING NURSE | HOSPICE ATLANTA

October 1 – December 31, 2011

The following people were thoughtfully remembered with a gift in their name:

In Honor of

Mr. & Mrs. Jim Blanchard
Dr. & Mrs. Arthur S. Booth, Jr.
Ms. Gail Boyd & Mr. Ted Bush
Rev. & Mrs. Hal Brady
Dr. Linda Britton
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In Memory of

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Ms. Evangeline Aleksa
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