Stepping Up
To Provide the Best Healthcare at Home in a Changing Healthcare Environment

2014 ANNUAL REPORT
Dear friends of Visiting Nurse,

For more than 65 years, Visiting Nurse has "stepped up" as Atlanta's safety-net provider of high-quality, compassionate healthcare at home to the most vulnerable in our community, regardless of their ability to pay.

We continue to serve more uninsured and low-income patients, and those with more acute and costly care needs, than any other provider—delivering a total of $1.9 million of such care in 2014. We are the only home healthcare organization in Atlanta providing long-term care services that, annually, allow more than 5,000 low-income, chronically-ill seniors and disabled children and adults to live independently at home. We also offer unique programs and services to meet the needs of our aging community, such as end-of-life care at the extraordinary Hospice Atlanta Center.

Compared to similar providers in metro Atlanta, in 2014 Visiting Nurse delivered far more services...
- With fewer hospital and emergency room readmissions;
- At higher satisfaction levels, where patients rate our care 9 or 10 (10 is best);
- And, at far lower cost than Atlanta alternatives: Our long-term care costs 71% less, our nursing and therapy services cost 33% less, and our palliative and hospice care costs 45% less.

Advances in medical care, a growing senior population with a longer life-expectancy, continuous regulatory action, and significant cuts in Medicare reimbursement mandated by the Affordable Care Act offer ongoing opportunities to step up how we operate our business. Visiting Nurse has never met a challenge we couldn’t handle, and moving forward we will devote more resources for: advanced clinical training and education; enhanced care coordination solutions for patients at highest risk for re-hospitalization; and technology innovations to streamline our delivery of the best care possible. This focus will enable Visiting Nurse to remain the provider of choice for our hospital partners and a reliable care option for our community’s most vulnerable patients—those without financial means and those with complex, costly diagnoses.

We are deeply grateful to all Visiting Nurse stakeholders—from Board members, donors, staff and volunteers, to the greater Atlanta community. Your support and enthusiasm fuel our passion to provide the best healthcare at home that our patients deserve.

Sincerely,

Mark Oshnock
President and CEO

Bill Henagan
Chair, Board of Directors

On the cover, (L-to-R): the Pet Peace of Mind program cares for hospice patient’s pets; mobile technology enables in-home monitoring; hospice nurse cares for a pediatric patient; clinician comforts his patient at Hospice Atlanta Center. (NOTE: Some patients may be portrayed by volunteers.)

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**“Stepping Up” Since 1948**

An Atlanta Institution Keeps On Caring

Nearly seven decades ago, Visiting Nurse Health System began serving patients in Fulton and DeKalb counties. Since that humble beginning as Atlanta’s first home healthcare provider, Visiting Nurse has “stepped up” to offer Atlanta several other firsts:
- first hospice provider
- first hospice inpatient unit, the extraordinary Hospice Atlanta Center
- first pediatric hospice provider
- first specialized Alzheimer’s care program at home
- first electronic patient record
- first telemonitoring
- first protocol for patients at highest risk of hospital readmission.

Through cycles of economic prosperity and challenges, and across changes in the political landscape, Visiting Nurse has solidified our standing in the healthcare field by rolling up our collective sleeves and fighting the good fight. Yet during this complex time of transition in the healthcare industry, the road ahead promises to challenge us like never before. Our dedication and vision ensures we are one step ahead of that challenge.

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**2014 Use of Funds**

- Home Healthcare: 65%
- Hospice: 23%
- Care Management: 11%
- Alzheimer’s Respite Care: 1%

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**Financial Summary**

**2014 Source of Funds**

- Medicare: 62%
- Commercial Insurance: 21%
- Medicaid: 9%
- Government Contracts: 5%
- Donor Support (net): 3%

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OUR ANNUAL CAMPAIGN: 
Honor the Moments of Life

Did you know that there are 525,600 moments in the year of life? At Visiting Nurse we are asking the community to help us raise $1 for each of these precious moments. Our 525 Campaign will help us establish long-term, ongoing annual support for our hospice program and ensure that those without the ability to pay will have access to our care.

We kicked off the 525 Campaign at our annual fall gala, where we also debuted our short video, Making Moments Count. The video illustrates, in touching vignettes, what our hospice program means to our patients and their families throughout greater Atlanta.

To watch the video and make a donation to the 525 Campaign, please visit vnhs.org/525600.

OUR EXPANSION CAMPAIGN: 
Invest in the Future of Visiting Nurse

Our organization has launched a special $8 million campaign initiative to ensure that Visiting Nurse will remain a visible facet of greater Atlanta’s healthcare landscape. This campaign will provide the capital and capacity-building investments needed to ensure that Visiting Nurse is prepared to deliver the increasingly complex care that our patients require and our hospital partners rely upon to us provide.

The campaign includes investments in:
- Advanced training and education for our organization’s most valuable asset—our nursing professionals ($1.5 million),
- Care coordination services, such as health coaches, pharmaceutical and nutritional assessments and patient education for high-risk and chronically ill patients ($5 million),
- Technology upgrades and enhancements, which will support a mobile workforce and facilitate the efficient delivery of home-based care ($3.3 million), and,
- Hospice Atlanta Center, our region’s first hospice facility, which has helped thousands of terminally ill patients and their families for more than 19 years ($2.7 million).

OUR COMMUNITY OUTREACH: 
Participate in Awareness Building Events

We introduced three new events to acquaint more residents in greater Atlanta with Visiting Nurse and to raise funding for our hospice program:

- Lemonade Luncheons – We pair an inspiring author with families touched by our outstanding hospice program. Attendees leave the room moved by real-life stories that focus on funding the lemonade in life in the midst of difficult times.
- A Place At The Table – Families helped by Visiting Nurse hospice are invited into fellowship with others over in-home dinners across the greater Atlanta area.
- Gatherings in the Garden – Networking events at Hospice Atlanta Center are designed to better acquaint a wide variety of attendees with our hospice services at the Center.

If you are interested in attending one of these events, please email advancement@vnhs.org or call 404-215-6010.

OUR SIGNATURE EVENTS:
Support Our Hospice Patients and Families

- The BIG-TO-DO – Our yearly family event supports our pediatric hospice program. This year, friends and supporters gathered for a fun day of snow tubing and other winter activities to raise dollars for the less fortunate families in our care. Next year the BIG-TO-DO will return to Zoo Atlanta. Individual and corporate sponsorships are available.
- In the Moment: A Celebration of Life – Proceeds from our annual fall gala benefit hospice services. Individual and corporate sponsorships are available for this special night as we celebrate the work of Visiting Nurse and honor individuals and groups who have made a significant impact on our patients or within the hospice community.

If you are interested in sponsoring any of these events, please email advancement@vnhs.org or call 404-215-6010.

Step Up and Get Involved
Support provided by individuals, foundations, corporations and our Board of Directors allows Visiting Nurse to continue to provide the best patient care to all who need it in our community. We are grateful to everyone who contributes to our mission: to improve the lives of those we serve.

Donors

Following is a list of contributors who gave $1,000 or more between January 1, 2014 and December 31, 2014.

$250,000-$499,999
Mrs. Lou Brown Jewell*
United Way of Greater Atlanta
Lettie Pate Whitehead Foundation, Inc.

$100,000 - $249,999
John and Margaret McCarty Foundation, Inc.
Mr. William Cheney

$50,000 - $99,999
The Luther and Susie Harrison Foundation, Inc.
Abraham J. & Phyllis Katz Foundation
James Starr Moore Memorial Foundation
Ms. Starr Moore* 
Estate of Dr. Randi V. Rosvoll
Estate of Betty B. Screeton

$25,000-$49,999
Mary Allen Lindsey

$15,000-$24,999
The Billie S. Been Foundation, Inc.
Mary Alice & Bennett Brown Foundation
Sartain Labor Family Foundation, Inc.

$5,000-$9,999
Anonymous
Alzheimer’s Society of Atlanta
The Arnold Foundation, Inc.
Atlanta Foundation
Mr. & Mrs. Jonathan Carr
Catholic Foundation of North Georgia Inc.
Mr. & Mrs. W. Lamar Cherry
The Edward Colston Foundation, Inc.

$1,000-$4,999
Anonymous
The 2492 Fund
Mr. & Mrs. F. Duane Ackerman
Ms. Elkin Alston
Mr. & Mrs. John Alston, Sr.
A.S. Turner & Sons, Inc.
AT&T Employee Giving Program
Bank of America Corporation
Bank of America United Way Campaign

2014 Donor Impact

In 2014, through the generous support of our donors...

- We served more uninsured and Medicaid patients than any other home healthcare provider in Georgia.
- We delivered advanced care and better outcomes to patients and families in need: we provided 5,588 patients with access to specialized care programs including Alzheimer’s Respite, Pediatric Hospice, Healthy Transitions and High-Risk.
- We served more uninsured and Medicaid patients than any other home healthcare provider in Georgia.
- We delivered advanced care and better outcomes to patients and families in need: we provided 5,588 patients with access to specialized care programs including Alzheimer’s Respite, Pediatric Hospice, Healthy Transitions and High-Risk.
- We provided more than $3.9 million in care for uninsured patients and for families with special needs. These services were provided in the following manner:

- 65% Home Health
- 13% High-Risk
- 11% Alzheimer’s Respite
- 8% Hospice
- 3% Healthy Transitions

- For Medicaid patients, we receive only 42 cents in reimbursement for every dollar in home healthcare we provide.
- We provided more than $3.9 million in care for uninsured patients and for families with special needs. These services were provided in the following manner:

- 65% Home Health
- 13% High-Risk
- 11% Alzheimer’s Respite
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- 3% Healthy Transitions
In Honor of

Mr. Paul Bodner
Mrs. Tricia Bunzl
Mrs. Eula Carlos
Mr. Robert Cohen
Mrs. Shirley Deering
Mrs. Jennifer A. Exart
Mrs. Marcia Gaddis
Mr. Michael O. Gaddis
Mrs. Denise Galvin
Mr. and Mrs. Gardner Garrard
Ms. Dianne Giebas
Mr. Jon R. Harris, Jr.
Dr. James Hipkens
Ms. Carol Huggins
Mrs. Lon Brown, Jewell
Dr. Sherry McHenry
Ms. Barbara Moore
Mr. Weyman Perry
Mr. Jonathan Quillen
Ms. Geila Rigdon
Ms. Sherry Selmer
Ms. Lany Selmer
Ann Serrie
Mr. Stanley Sharp
Miss Callie Vargas
Hospice Volunteers
Mrs. Lydia Williams
Mr. Clayton Wood
Ms. Sarah Wood
Visiting Nurse Health System Employees

Planned Gifts

Dr. Randi V. Rosvoll
Betty B. Screton

In Memory of

Mr. Harold Abrams
Dr. Jerome Abramson
Mr. James Ackerly, Sr.
Ms. Melissa Affatato
Mr. James E. Adams, Jr.
Mr. James E. Chapman, Sr.
Mr. Craig Carlisle
Ms. Serafina Calzada
Mr. Emilio Cabrera
Ms. Katie Butler
Mr. Charles Burrows
Mr. Charles Butts, Jr.
Mrs. Margaret Bernal
Baby David Tillman Morris
Mr. Jack T. Berry
Mr. Paul Baker
Mr. Steven Venable
Mr. and Mrs. Gardner Garrard
Ms. Cheryl Venable
Mr. Alex Paulson
Mr. Jimmy Perry
Mr. and Mrs. Gardner Garrard
Mrs. Margaret Benning
Mrs. Margaret Butts
Mr. Lynn Binkley

*Member, Board of Directors

**Nightingale Society

Remember Visiting Nurse Health System in your will or estate plans. Learn more about being part of the Nightingale Society by visiting vnhs.org or by contacting us at Advancement@vnhs.org or 404-215-6010.
We have made every effort to list in this report all who gave to Visiting Nurse Health System from January 1 to December 31, 2014. We sincerely regret any errors or omissions, and request that you report corrections to info@vnhs.org.
Thanks to All Who Give Their Time, Talent, Service, Energy and Passion!

Visiting Nurse thanks our community volunteers, corporate and individual sponsors, Board members and members of our Advancement Committee for participating in a variety of activities that support our patients and their families—whether at the Hospice Atlanta Center, in the homes of our patients, at Camp STARS bereavement camps, at special events, or through various fundraising committees and awareness activities.

In 2014, our volunteers provided the following:

250 Volunteers
13,946 Patient Care Hours
1,041 Administrative Hours

Thanks to all of our volunteers who serve with dedication and enthusiasm!

Interested in volunteering? Please call 404-848-7955.