



Stepping Up

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



Dear friends of Visiting Nurse,



Mark Oshnock
President and CEO

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 \$3.9 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.



Bill Henagan
Chair, Board of Directors

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 patients’ 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.)

“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.

Patients Served

by Program

Home Healthcare	20,640
Hospice and Palliative Care	2,365
Long-Term Care	5,505
Total	28,510

by Age

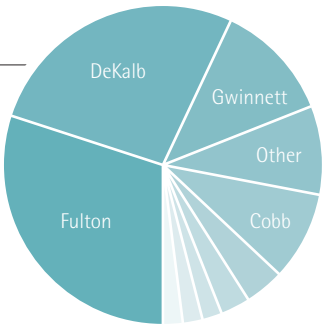
65 and Over.....	61%
Under 65	39%

by Gender

Female.....	60%
Male.....	40%

by County

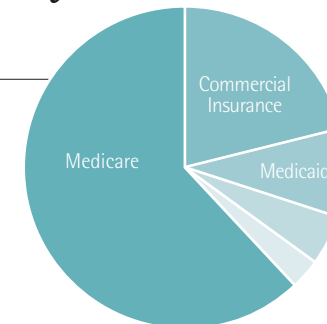
Fulton.....	30%
DeKalb	27%
Gwinnett.....	12%
Other	9%
Cobb.....	8%
Clayton	5%
Henry	3%
Cherokee.....	2%
Fayette.....	2%
Forsyth.....	2%



Financial Summary

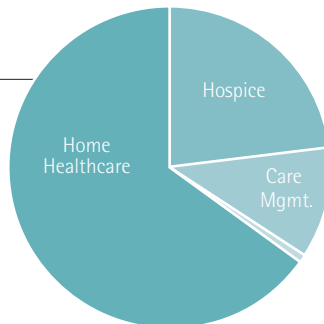
2014 Source of Funds

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



2014 Use of Funds

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



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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 viable 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 us to 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 finding 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.

“STEPPING UP” TO FUND PATIENT CARE

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.

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

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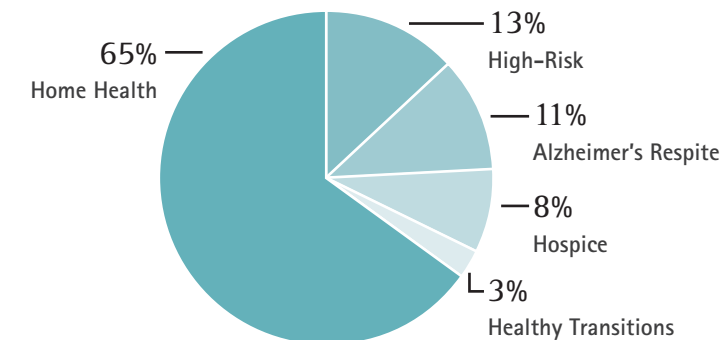
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In 2014, through the generous support of our donors...

- Visiting Nurse provided access to home health and hospice care to 1,981 patients who were either indigent or underinsured.
- 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.
 - Uninsured patients are those for which Visiting Nurse covers the full cost of their care.
 - 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:



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JANUARY 1, 2014 – DECEMBER 31, 2014

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Pediatric hospice patient Jagger C. and family enjoy the BIG-TO-DO, our annual event to benefit our Children's Program.



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Mrs. Joyce Payne
 Ms. Rosemarie Penninger
 Mrs. Margaret Diane Pennington
 Mr. Jack Pennybacker
 Mr. Matthew Pensec
 Ms. Edith J. Petty
 Mr. Larry Phillips
 Mr. Rezin Pidgeon, Jr.
 Mr. Jerome Piwoni
 Mr. Frank Planer
 Mr. Mario Poli
 Mr. David Porter
 Ms. Deborah J. Porter
 Mr. Silas J. Powell
 Ms. Melody Powell
 Colonel Robert A. Prehn
 Ms. Verna Pruett
 Mr. Klaus Putter
 Ms. Rea Queen
 Mr. Larry Quinlivan
 Ms. Bernadine Ralston
 Mr. Scott Rawson
 Mr. Raymond M. Reed
 Mr. Daniel S. Rees
 Mrs. Hilde Reitzes
 Mr. Dieterich Reitzes
 Mrs. Sally G. Renshaw
 Mr. John Reynolds
 Mrs. Diane Reynolds
 Ms. Noama Rhyne
 Ms. Francis Robbins
 Mr. Richard A. Robertson
 Mr. Leonard Rosenstein
 Mr. Colie V. Ross
 Mr. Warren Rouse, Jr.
 Mr. Hubert Rucker
 Ms. Ester Rucket
 Ms. Aleta Jo Rumpf
 Mr. John Rusnak, Sr.
 Mr. Edward T. Salmon
 Miss Keerti Satyanaik
 Ms. Herta Scharlte
 Mrs. Geraldine E. Schroeder
 Mr. Edward Schweers
 Mrs. Anne Schweitzer
 Ms. Hannah D. Scott
 Mrs. Margaret Sego
 Mrs. Mary Louise Shadix
 Mr. Hugh Shingleton
 Mr. Michael Shipley
 Mrs. Linda Lee Showalter
 Ms. Evelyn Shy
 Mrs. Lois Silva

Mr. Leonard Sims
 Mrs. Ramona Mary Sinclair
 Ms. Anna Catherine Sivertson
 Mr. James Slater
 Ms. Marsha Small
 Ms. Bette Jeanne Smith
 Mrs. Evelyn R. Smith
 Mrs. Rosemary Smither
 Mr. John P. Soublis
 Mr. Christopher Southmayd
 Mrs. Gladys Stallworth
 Ms. Marbury Ann Stegall
 Mr. L. K. Steiner
 Mrs. Pamela Stewart
 Ms. Shari C. Stoddard
 Mr. James T. Strain
 Mr. Wesley E. Stroup
 Mr. Steven W. Surbaugh
 Mrs. Doris Swaim
 Mrs. Lydia Taggart
 Mr. Frank Thiebaut
 Ms. Laura A Thigpen
 Mr. Mark Thurman
 Mr. Francis J. Tollon
 Mr. Nicholas Tsuleff
 Ms. Nina Geneva Turner
 Mrs. Bernice C. Utterback
 Mrs. Evelyne Vernon
 Mrs. Deloris K. Wallis
 Mr. Julius Wallis
 Mrs. Carroll Walraven
 Ms. Mildred Wearn
 Mr. George Webster
 Mrs. Juanita Weinberg
 Mrs. Sylvia Weissman
 Ms. Ruth Wheeler
 Mr. LaJune E. Wiggs
 Mr. James (Jay) Wikle III
 Ms. Karen Wilkenloh
 Mrs. Ruby C. Wilkes
 Mr. James E. Williams
 Mrs. Patricia C. Wilson
 Mr. Gregory Winton
 Mrs. Leisa Wolfe
 Mrs. Sally Wood
 Mrs. Patricia R. Yeager



Guests bid for auction items at the fall gala, *In The Moment—A Celebration of Life*, to benefit our hospice program.

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 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 Advancement@vnhs.org.



VISITING NURSE
HEALTH SYSTEM

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Suite E200
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404.215.6000
www.vnhs.org



WE OUR VOLUNTEERS

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.



Junior League volunteer Amita reads to a camper at Camp STARS.



Volunteer Elizabeth greets guests at Hospice Atlanta Center.



Volunteer Patty reads to a Hospice Atlanta Center patient.

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

