

INTRODUCTION

Did you know that there are alternatives to doctors' offices and hospitals for high-quality healthcare and personal assistance? Allow us to introduce ourselves: we're the Visiting Nurse Association (VNA) — a reliable healthcare organization with the most comprehensive programs and services in Omaha, Council Bluffs and surrounding communities.

Our purpose is to optimize the physical and emotional health of patients to help them maintain their functional independence wherever they call home. Our compassionate staff provides care to all individuals regardless of age, color, creed, neighborhood, complexity of care, or ability to pay. Services include:

- Home Care
- IV Therapy/Pharmacy
- Hospice & Palliative Care
- Community/Public Health
- Services for Families with Babies and Young Children
- Rehabilitation Therapies (Physical, Occupational, Speech)
- Medical Social Work
- Home Health Aide & HomeMaker/Companion Services
- Telehealth and Safety Products
- HomeAide — Senior Care Services

By offering these high-quality services, the Visiting Nurse Association works to foster peace of mind, quality of life and independence.

Please review the enclosed information for a more in-depth look at what we offer and call Mary Lou Brasee, Vice President of Marketing and Development at (402) 930-4022 or mbrasee@thevnacares.org to arrange an interview.

Established more than 110 years ago, the Visiting Nurse Association is a true pioneer in high-quality healthcare.

Thank you for your interest.

QUESTIONS?

Below is a list of questions that may help you develop a better understanding of the Visiting Nurse Association:

- How long has the VNA been serving the community?
- What communities are served by the VNA?
- What services does the VNA offer?
- Are VNA caregivers available 24 hours a day, including weekends?
- What are the screening/hiring processes for VNA caregivers?
- Are the employees insured and bonded?
- Are patients' special needs, such as language preferences, accommodated?
- What systems are in place to assure that quality care is provided by the VNA?
- What is home health care?
- What kind of experience does the VNA have in home health care?
- What are the advantages of home health care?
- Who uses home health care?
- What is hospice?
- When and why would a patient require hospice care?
- What is community/public health and what services does the VNA provide?
- Does the VNA offer homemaker/companion services?
- What rehabilitation services are offered by the VNA?
- Is the VNA Medicare certified and Joint Commission accredited?
- How are the VNA services funded?
- How would a person refer a friend, relative or himself/herself to the VNA?
- Does the VNA have opportunities for volunteers?
- How can someone support the VNA through donations?

VNA'S BEGINNINGS IN OMAHA & COUNCIL BLUFFS

A declaration of war on misery

As the 19th century drew to a close, Omaha and Council Bluffs still bore the look of frontier towns. They brought easterners seeking new opportunity and immigrants in search of a better life. In these bustling cities of promise, they found the roads paved not with gold but dirt.

For most, workdays were long and wages were low. Health insurance was decades away and hospitals were primitive and costly. Doctors had just found the link between germs and disease, and contagious illnesses were a deadly predator. The only inoculations were for anthrax and rabies. It was not a time to be sick or poor — to be both could be fatal.

Life expectancy at that time was 44 years of age, but only for white females. It was less for everyone else. Medicine meant mostly “patent medicine,” which carried wild claims and rare cure. Tuberculosis was rampant and influenza was a death sentence. Diarrhea caused not just discomfort but infant mortality.

In 1896, Anna Millard Rogers founded the Visiting Nurse Association and declared war on misery. Her army was a dedicated and innovative band of visiting nurses who, as we now know invented home healthcare.

The VNA reaches out to all individuals in our communities regardless of age, race, sex, creed or ability to pay. All people are treated with dignity and respect. To truly help the sick, we must first gain their trust. It allows us to help people when illness makes them vulnerable and afraid, and it lets us care for them as people, as well as patients.

The VNA is strong and stable. We've built many collaborative relationships and deliver a wide range of programs. Our staff brings vast energy and commitment to our work — to comfort and care for those in need. The need comes in many faces, including the ill, the injured, the aged, the newborn, and the homeless. What has not changed in more than a century is our mission: to foster the dignity and well-being of the residents of our community. VNA is **The Face of Care**.

ABOUT THE VISITING NURSE ASSOCIATION

The Visiting Nurse Association supports the dignity and well-being of Omaha and Council Bluffs residents by delivering the highest quality home care, IV therapy, hospice, and community/public health services wherever our clients call home. Our compassionate staff provides care to all individuals regardless of age, color, creed, neighborhood, complexity of care, or ability to pay.

OUR SERVICES

For more than 110 years, the VNA remains true to its mission to develop and maintain innovative programs that bring comfort and healing to the sick, frail, young, injured, and the dying. Our overall goal is to provide peace of mind, quality of life, and independence for the client, their family, and their loved ones. Programs and services include:

- **Home Care** — The VNA understands what it takes to help patients remain independent in their own environments. Our home care services are provided to individuals with an injury or illness who need additional care and support. We treat diverse medical needs, provide individualized patient care, and case management. By keeping patients in their homes, we are able to reduce emergency room visits, hospital stays, and prevent or delay long-term care. Home care services include: skilled nursing, rehabilitation therapies, medical social work, home health aide, and nutritional services.
- **IV Therapy/Pharmacy** — With just one phone call, the VNA can provide IV medication, supplies, equipment and specialized nurses to care for patients in their own home. The VNA Home IV Therapy team collaborates with the patient, family, and physician to develop an individualized plan of care. Emphasis is on patient and family education. This approach promotes safety and compliance, thereby, improving health and independence.
- **Hospice & Palliative Care** — Hospice is a philosophy of care provided to patients with a life-limiting illness who have chosen a palliative approach to their care. VNA Hospice focuses on the patient's quality of life by allowing them to remain pain free and comfortable, surrounded by loved ones. Our team is dedicated to providing quality care for the whole person—physically, emotionally, socially, and spiritually. Services include: physician directed care, intermittent nursing care, home health aide, physical, occupational and speech therapies, medical social work, spiritual and emotional support, bereavement services, volunteers, and medications for symptom management and pain relief.
- **Community/Public Health** — The VNA is known for its expertise in providing community/public health services to those living at home, in transitional housing, correctional facilities, and to children and adults living in homeless shelters. Programs include: flu prevention, services for families with babies and young children, shelter nursing, school nursing, and immigrant/refugee outreach.

- **Services for Families with Babies and Young Children** — The VNA enhances the health and quality of life for women, children and families, especially those in vulnerable situations. The services are designed to help parents provide a safe environment for their child by educating them in childbirth, breastfeeding, nutrition, normal child development, infant care, parenting skills, appropriate use and compliance with medical care, and school health services.
- **Rehabilitation Therapies** — the VNA provides home-based physical, occupational and speech therapy. The goal of rehabilitation therapies is to decrease dependence on caregiving and increase functional abilities to keep patients independent in the comfort of their own homes.
- **Telehealth & Safety Products** — The VNA offers a variety of health and safety products that provide a vital safety net for persons wishing to continue living at home in familiar and comforting surroundings. Caregivers have peace of mind knowing their loved ones are safe and secure thanks to the most advanced monitoring services available, and a 24-hour connection to professionals. Services include the HomMed daily in-home health monitor, Lifeline Medical Alert Service, and MD2 medication administration system.
- **HomeAide-Senior Care Services** — HomeAide provides homemaker/companion and personal care assistance for individuals who may not require extended medical care at home, but who can benefit from help with daily living activities. Our caregivers provide such things as meal preparation, laundry, light housekeeping, or getting to and from appointments.

Many VNA services are reimbursed under Medicare, Medicaid, Veterans Administration benefits, private insurance, and self-pay. Services may be provided at a reduced fee for those unable to afford healthcare.

The VNA provides service in Douglas and Sarpy Counties, and parts of Washington, Cass and Saunders Counties in Nebraska. In Iowa, the VNA provides service in Pottawattamie County and parts of Harrison and Mills Counties.

VOLUNTEER OPPORTUNITIES

THE REWARDS OF BEING A VNA VOLUNTEER

A variety of rewarding opportunities awaits VNA Volunteers. Our volunteer opportunities have flexible hours that fit into busy schedules, and as a VNA Volunteer, you will be making a difference in the lives of many people in our community.

VNA volunteer opportunities include:

- VNA Teens — (age 14–19) have the opportunity to make a difference in the lives of hospice and nursing home patients.
- Hospice Volunteers — assist hospice patients and their families by offering companionship, as well as caregiver relief.
- Flu Clinic Volunteers — assist VNA nurses with community flu clinics.
- Office and Clerical Volunteers — assist with day-to-day operations at the VNA office.
- Patient Advocate/Visitation Volunteers — provide companionship and conversation, as well as serve as advocates for patients who are living in area care facilities.
- Project Next Step Volunteers — assist individuals as they transition from homelessness to independence by picking up and delivering donated items to individuals and families beginning the “next step” in their lives.
- Special Event Volunteers — Volunteers are needed throughout the year to assist with VNA special events. Help is needed from planning to setting up so volunteers can choose what works best for their interest and schedule.

Volunteer Events:

As a way of bringing together volunteers from all agency programs to meet and share their experiences, the VNA hosts an annual Recognition Banquet and a Holiday Tea. We also hold a number of informational gatherings for volunteers throughout the year.

For more information on any VNA Volunteer program, please contact Joannie Bowers, Volunteer Coordinator, at (402) 930-4177, or jbowers@thevna-cares.org.

THE VNA LEADERSHIP TEAM

James C. Summerfelt

President & CEO

James C. (Jamie) Summerfelt is the President and CEO of the Visiting Nurse Association (VNA). The VNA has been the leader in providing community/public health, home care and hospice services to the residents of Omaha and Council Bluffs since 1896. Mr. Summerfelt's vision is for the VNA is to be the overwhelming choice as the healthcare organization which provides services wherever our clients call home and whatever their ability is to pay. The VNA and Mr. Summerfelt have been recently recognized for the VNA's successes in areas from tele-healthcare to staff recruitment and retention from both local and national organizations. The VNA also has received industry leading reviews from its customers with a 98% recommendation rate from satisfied clients and less the 14% readmission rates to the hospitals.

With nearly 28 years of leadership experience in the home healthcare industry, Mr. Summerfelt joined the VNA team as President and CEO in June of 2004. Since that time, the VNA has undergone Board restructuring, merger of Omaha and Council Bluff's VNAs and the creation of HomeAide (a new business for personal care for older adults which helps them stay safely in their homes). Prior to the VNA, he worked for Saint Mary's Medical Center in Reno, Nevada as Vice President of Professional and Support Services including homecare and hospice.

Mr. Summerfelt received his Bachelor's Degree in Education from Northwestern University where he also played Big Ten football. He received a Master of Science in Physical Therapy and Master of Arts in Education from the University of Alabama in Birmingham. Moving back to Chicago, he established his own physical therapy business that he eventually merged with a national healthcare provider and proceeded to establish homecare businesses in nine different states. Mr. Summerfelt's passion for home healthcare brought him to Omaha. The VNA offers him the opportunity to lead a not-for-profit, mission-driven, community-based healthcare organization in Omaha/Council Bluffs that has a 112-year history.

Mr. Summerfelt is a Board of Directors Member and Board Vice-Chair for the Visiting Nurse Associations of America (VNAA) and Hospice House — The Josie Harper Residents. He also serves on the Board of Directors for Hospice of Southwest Iowa. In addition, he is a member of Building Bright Futures Steering and Policy Committee, Chamber of Commerce Destination North Omaha Project, Partnerships in Aging, Our Healthy Community Partnership, United Way of the Midlands Vision Council, Downtown Rotary, National Association for Home Care, American College of Health Care Executives, and American Physical Therapy Association.

Mr. Summerfelt and his wife, Maggie, have three children.

Eric Rein

Vice President of Finance/CFO

Eric Rein is the Vice President of Finance and Chief Financial Officer of the Visiting Nurse Association. Eric started with the VNA in 1997 and has more than 10 years of experience in the home healthcare and hospice industry.

Eric has a bachelor of science in business administration with an emphasis in accounting from the University of Nebraska at Lincoln, and is a Certified Nonprofit Accountant. He is a member of the Healthcare Financial Management Association, and also a member of the Home Care and Hospice Financial Managers Association.

Bridget Caniglia, RN, CRRN

Vice President of Home Care

Bridget Caniglia is the Vice President of Home Care for the Visiting Nurse Association. With more than 14 years of nursing experience in rehabilitation, skilled nursing, and acute care settings, she joined the VNA and assumed this role in 2005.

Bridget is responsible for the overall operations and delivery of clinical services provided by our home care team. Home Health Care has a priority focus of assisting clients in remaining safe and independent in their own home through a multidisciplinary team approach, individualized specialty care and case management.

Bridget received her BSN from Nebraska Methodist College of Nursing in 1993. In addition, she became a Certified Rehabilitation Registered Nurse in 1998. In 2008, Bridget and the VNA home care management team participated as a pilot agency in the Visiting Nurse Association of America's improvement program, CHAMP (Curricula for Homecare Advances in Management and Practice). This program assists home health agencies in establishing and implementing best practices in geriatric care with a quality improvement focus for front line managers.

Joanie Kush, RN, MS, CHA

Vice President of Hospice & Pharmacy

Joanie Kush is the Vice President of Hospice and Pharmacy for the Visiting Nurse Association. She has been a member of the Hospice Team in various direct care and management roles since 1983. She assumed the role of Vice President in 2000.

Joanie is responsible for overall operations of the VNA Medicare Certified Hospice program and VNA pharmacy. She has also functioned as a consultant assisting two home care agencies with the start-up of a Medicare Certified Hospice program.

Joanie received her Bachelor's Degree in Nursing in 1982 and her master's degree in nursing Administration in 1997, both from Creighton University in Omaha, Nebraska. She received certification as a Hospice Administrator in 2005. The certification program focuses on strategic management principles, quality management and outcomes based hospice service delivery, hospice financial management and compliance and legal issues in hospice.

Joanie is on the Board of Directors for Hospice House — the Josie Harper Residents, which is a licensed inpatient hospice facility. In addition, she currently serves as the president of the Nebraska Hospice and Palliative Care Partnership.

Betty Cernech, MA, RN

Vice President of Community Health

Betty is Vice President of Community Health and, since 1983, has served VNA in a variety of staff and management positions.

Betty is an RN, with a bachelor's degree from Quincy University and a Masters degree from the University of Nebraska at Omaha. She has 40 years of nursing and management experience in hospitals, local public health departments, and the VNA.

The VNA mission reflects Betty's passion for working in the field of public health nursing, especially with vulnerable and at-risk men, women and children of all ages, races and ethnicity.

Bridget Young, RN, BSN, MBA

Vice President of Quality & Accreditation

Bridget Young is Vice President of Quality and Accreditation for the Visiting Nurse Association. She is a member of the leadership team with more than 30 years of home care experience. Bridget is responsible for agency accreditation, clinical regulatory issues, and overall agency quality programs with a strong focus on staff competency and outcomes management.

Bridget has held a variety of direct care and management positions at VNA, including Vice President of Home Care and Vice President of Business Services. She assumed the role of Vice President of Quality & Accreditation in 2004.

Bridget received her BSN from Creighton University in 1975. She received an MBA from the University of Nebraska at Omaha in 1995. In 2006, Visiting Nurse Associations of America (VNAA) named Bridget the recipient of its annual home care award, Administrative Manager of the Year.

Mary Lou Brasee

Vice President of Marketing & Development

Mary Lou Brasee is the Vice President of Marketing and Development for the Visiting Nurse Association and has been with the organization since 2001.

Mary Lou has a bachelor of science in business administration with an emphasis in marketing from Creighton University in Omaha, Nebraska. She has more than 16 years of experience in fund development and marketing. In her career, she ran a capital campaign, raising more than \$1 million for an endowment supporting parochial elementary education, and as division director with United Way of the Midlands, was responsible for raising \$2.5 million annually during the campaign drive.

Mary Lou's responsibilities are directed at branding VNA as the industry leader in expert quality care, cutting-edge technology and superior customer service. She is responsible for the development and implementation of a broad range of marketing programs, as well as public relations. In addition, she is responsible for all fundraising programs, including special events, annual giving, major gifts and planned giving.

TESTIMONIALS

“I would like to thank everyone who was involved in my care. This is a fantastic organization and I feel very fortunate for all they have done for me. They all went beyond the call of duty by being a friend not just a caregiver. These ladies are a great value to patients whose release from the hospital is greatly influenced by their knowledge and warmth.”

— A Happy Client

“My nurse was the best nurse I’ve ever had. She made sure everything was okay, even after her last visit. I wish she was a pediatrician rather than a nurse, so my kids could always go to her!”

— A Happy Client

“I feel that my VNA personnel are very professional and considerate in treating my knee surgery recovery needs. They are knowledgeable and easy to talk with about my treatments. The nurse and physical therapist provided my family and me with comfort in their care and explanations. We have been very fortunate.”

— A Happy Client

“Thank you for the wonderful care you gave my mom. It meant a lot to her to be at home with friends and family when she passed. Your strength helped the whole family get through this difficult time.”

— Family of a Hospice Patient

“It is the best job I have ever had! Public health nursing in the shelters is rewarding. You get to advocate, educate, provide a common-sense approach to health, and you are always encouraging them to achieve their goals.”

— VNA Nurse

“VNA allows its employees to do the small things. We do them with great love. We do them every day, everywhere — over and over and over again... We do make a difference. Miracles happen here. I’m so grateful to be a part of this special miracle network.”

— VNA Nurse