

A NEW ERA OF

Care



2012  
*annual report*

VNA  
VISITING NURSE  
ASSOCIATION



# FROM THE *president*



The rollout of health-care reform continues to create changes in the way care is delivered from hospital to home, including prescriptive guidelines on care and greater accountability for achieving positive outcomes. The impact is being felt among our hospital partners who, effective October 2012, were being penalized by Medicare for re-hospitalizations, and by VNA in the form of reductions in Medicare payments.

VNA has adapted to these changes and is positioned for future growth. We continue to work with our hospital partners on transitioning care to the home while reducing re-hospitalization rates. We have expanded our services to provide health monitoring for seniors, installing telehealth kiosks in several independent living facilities. The telehealth program provides daily monitoring of patient vitals, allowing a VNA nurse to readily detect potential health issues that could occur between regular physician visits.

VNA is also growing new revenue streams to minimize the effects of reduced Medicare payments, and in 2012 grew Companion Care revenues by 30 percent through our awareness and education programs.

In 2012, VNA undertook two major initiatives to improve operating efficiencies. In September, VNA finalized a merger with Easter Seals Nebraska (ESN), bringing together two organizations with a shared vision, while sharing back office operations to lower respective operating costs. In December, VNA finalized an agreement to replace our

electronic medical records, a move that will reduce the administrative work required of our clinical team and yielding annual savings of over \$150,000.

At the forefront of these initiatives is VNA's vision of *improving the life and health of people in our community*. VNA continues to function as the safety net provider for the most vulnerable individuals in the area, and our mission grows with the population served by Easter Seals Nebraska.

VNA is the only in-home care provider that offers public health nurse home visitation and extends care into the community. From school health services to breast cancer treatment assistance, VNA and partnering organizations offer a wide range of community health services designed for individuals as well as the Omaha and Council Bluffs communities.

VNA has long been relied upon to deliver the services necessary for the well-being of our community. And as those needs change over generations, VNA is there.

I am energized by the opportunity to advance the VNA and Easter Seals Nebraska organizations into this changing landscape and look forward to another great year of providing service in our community.

James C. Summerfelt  
President and CEO

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A century of care continues to evolve as VNA blends business efficiencies and community health. In this new era, the model centers on primary care. Individualized patient care plans complement the complete service lines including skilled home care, nursing, hospice and physical, speech and occupational therapies.



## *OUR* VALUES

**Compassion** — We believe in an environment that is healing, caring, positive, spiritual, dynamic, and adaptable.

**Attitude** — We believe that each person must demonstrate a high level of ethical behavior in all interactions with others.

**Respect** — We believe in having a diverse workforce that is highly skilled, motivated, respectful of one another, professional in appearance, and ambassadors to the community.

**Excellence** — We believe in a creative team focused on providing exceptional quality care to our patients and clients.

## *OUR* MISSION

Delivering community-based care that provides peace of mind, quality of life, and independence.

## *OUR* VISION

Improve the life and health of people in our community.

# VNA IN THE *Community*



## EXPERT CARE

Expert care extends from the home into the community through a wide variety of partnerships between VNA and collaborating organizations.

VNA's long-term commitment to community health provides a variety of family services to assist new parents, financial support for breast cancer patients, school and workplace flu and immunization clinics, and classes to combat hunger.

As part of the effort to uplift people across Douglas, Sarpy and Pottawattamie Counties, VNA's long-standing legacy results in a stronger community.

## FAMILY SERVICES

Three programs—designed to enhance the quality of life for vulnerable, low-income women, children and their families—provide a variety of assistance including public health nursing, lactation consultation and social work/family support.

Since 1999, Project WIN (Welcoming Infants into Neighborhoods), Love and Learn Teen Parent Project, supported by Building Bright Futures, and the collaborative prevention effort with the Child Savings Institute, have combined to offer a strength-based approach to improve the health and life of families and the youngest members of our metropolitan area. All programs include a client-driven family service plan, interdisciplinary approach and research-

based curriculum called, “Growing Great Kids.” This curriculum promotes positive parent-child interaction to help young, at-risk families learn the concepts of early bonding; parental empathy and stimulating early brain development. Parents can participate in the program through pregnancy and one year after birth.

## NURSE-FAMILY PARTNERSHIP

The arrival of a new baby can bring stress to any family. That's why VNA collaborates with Promise Partners to offer first-time support to low-income individuals as they transition to parenthood. The federally funded grant program brings nurse-family home visit services to first-time expectant mothers



in Pottawattamie County. It also provides evidence-based community resources and child development, health and safety information to the moms and dads.

### BREAST CANCER SUPPORT

In 2012, 150 individuals received financial support. Much of the requests are for assistance with rent/mortgage, utilities and gas cards. The assistance is provided from the partnership between VNA and Susan G. Komen Nebraska. Through this effort, women who receive breast cancer support can keep up with their treatments and maintain their home.

A new partnership with Susan G. Komen Iowa, allows VNA to expand the support offered to breast cancer patients. Through this effort, 20 women received help to bridge the gap between services. The expansion of the program demonstrates VNA's continued impact on the metropolitan community.

### FLU AND IMMUNIZATION CLINICS

Protecting thousands throughout our community is a major public health initiative and VNA is proud to be the chosen organization for corporate, community and school sites. In 2012, flu immunizations were given to 10,560 adults and 2,333 children.



SHARE OUR STRENGTH'S  
**COOKING  
MATTERS**

NO KID HUNGRY

NATIONALLY SPONSORED BY



### COOKING MATTERS

It isn't easy to feed a family on limited resources. Through this six-week program, chefs, dietitians and food industry professionals provide nutrition education and cooking skills, food budgeting, basic sanitation and planning skills for people in our community struggling to make healthy meals for their family.

This year, the program expanded to include educational grocery shopping tours in local stores and the expansion of classes into Pottawattamie County. Funded through the USDA, Share our Strength, ConAgra Foods Foundation and Walmart, Cooking Matters promotes short and long-term solutions to hunger.

### TOTAL AGENCY CLIENTS SERVED BY PROGRAM

Childbirth education.....	73
Immunization Clinics — Flu Prevention	
Adults.....	10,560
Children.....	2,333
Immunization Clinics — Other	
Adults.....	192
Children.....	456
Lactation Consultation .....	475
Love & Learn teen home visitation program .....	400
Physician ordered newborn care.....	1,948
WIN – Welcoming Infants in Neighborhoods (home visitation) .....	235
VNA – CSI home visit services for at-risk families .....	176
Cooking Matters .....	768
School Health Program (students).....	17,235
School Health program (schools).....	49
Shelter Nurse Program .....	3,097
Social Work Services for at-risk, immigrant and refugee families .....	1,238
Breast Cancer Patient Support Program .....	183

# HEALTH CARE IN *Your Home*

## SKILLED HOME CARE

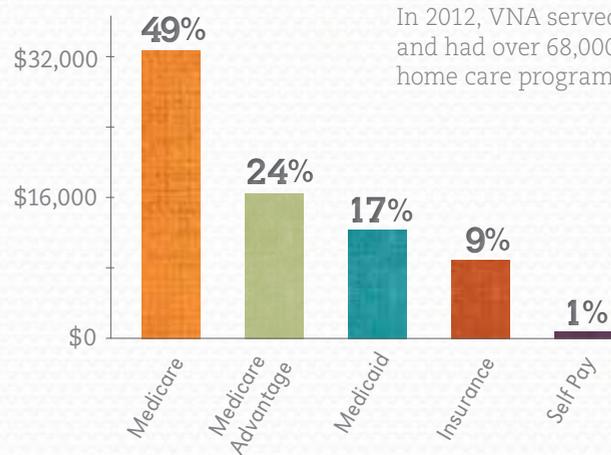


With the goal of helping patients remain independent in their homes, VNA's skilled home care supports a variety of medical needs and case management. These services are cost-effective for patients and often allow for a faster recovery time.

A team approach to care is the foundation of VNA's home care program. The focus on a Primary Care Model means patients receive an individualized plan of care led by a nurse case manager. Nurses then collaborate with various health care disciplines and are responsible for individualized patient outcomes.

Our multidisciplinary approach to care, case management and coordination of services puts VNA at the forefront of a national effort to implement a team health care model.

### HOME HEALTH VISITS BY FUNDING SOURCE



“We have always had positive experiences when using VNA. They cared for my mom when she was living with us. They seem to go the extra mile in providing care.”



## COMPANION CARE

### Innovative ways to assist aging baby boomers

VNA continues to evolve its services to meet the needs of the rapidly growing senior population, who want to live comfortably and independently in a safe home environment. In its seventh year, Companion Care is a key component of the continuum of care providing homemaker, companion and personal care services.

Whether it's providing personal care and help with activities of daily living for an elderly couple, providing respite for a son that is caring for his aging father, or adding homemaker services for a patient during rehab, VNA Companion Care is keeping individuals safe in their own home. The expansion of services supports VNA's mission to deliver a full service line of in-home care.

## HOME HEALTH TECHNOLOGY

A continued partnership with Honeywell HomMed allows VNA staff and clinicians to monitor patients' health conditions on a daily basis, improving outcomes and efficiencies and reducing costs. The system records vital signs and encourages patients to take an active role in the management of their health.

In 2012, the VNA Telehealth program placed monitors in the homes of 1,040 Nebraska and 172 Iowa home care patients. Daily monitoring

plays a key role in reducing costly emergency room visits and can prevent hospitalization due to early detection of health conditions and quick intervention.

Through a partnership with Immanuel Communities, VNA provides an innovative wellness program to residents, which includes health-monitoring kiosks. In 2012, the program added two new communities: Immanuel Village and Immanuel Courtyard. This program allows residents to maintain their independence and identify health changes for early intervention.

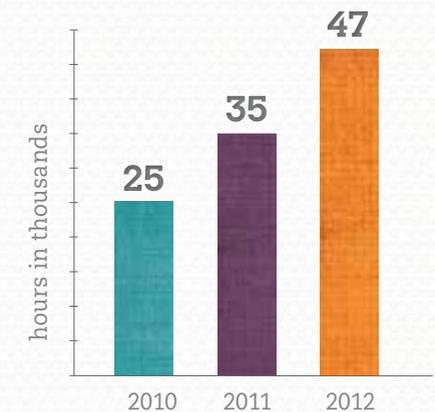
## INFUSION THERAPY

Patients can receive IV care in the comfort of their homes with VNA's infusion therapy service. Available 24 hours a day, seven days a week, nurses, pharmacists and registered dietitians assist patients with various types of infusion therapies such as antibiotics, chemotherapy or hydration.

Nurses attend an annual infusion skills lab to review policy updates and changes in sterile line care to reduce infections. In 2012, the infusion nursing team maintained blood associated central line infections were significantly below the national average of 2 percent.



## VNA COMPANION CARE BILLABLE HOURS



Billable hours in Companion Care increased 34% from 2011 to 2012.

# MAKING THE RIGHT DECISION AT THE *right time*



## HOSPICE AND PALLIATIVE CARE

Facing a terminal illness isn't easy for the patient or their family. Through VNA's hospice program, a variety of services ease the burden.

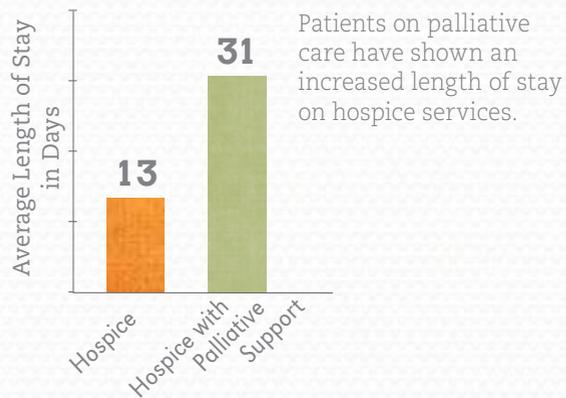
From physical therapy and nursing care to acute care and bereavement counseling, staff provide compassion and support during a difficult time. VNA staff focus on pain management with an emphasis on quality of life. In addition, staff addresses the physical, social, spiritual and emotional needs of the patient and family.

One of the goals of our program is to increase the education in our community about hospice services. Too often families choose hospice when a loved one is a few days or a week from the end of their life, and do not have the opportunity to take advantage of the benefits of the program. VNA hospice provides the patient with access to pain and symptom management, therapists, and home health aides, while supporting the whole family through medical social workers, spiritual counseling and bereavement services.

Several accomplishments for enabling families to benefit from the full range of hospice included:

- The expansion of palliative care evaluations for potential hospice patients. In 2012, those efforts resulted in more than 86 referrals and an increase in hospice stays and service.
- General inpatient care – medical director daily evaluations allowing the hospice team to care for patients with complex needs and decrease acute care inpatient stays.
- Community education – made available through the palliative care program at the University of Nebraska Medical Center, providing patients with choices for end-of-life care.
- VNA staff participated in continuing education seminars on topics such as care of the heart transplant patient, pain management in the dementia patient and pediatric hospice.

## HOSPICE AND PALLIATIVE CARE BY LENGTH OF STAY





## HOSPICE VOLUNTEERS

At the core of VNA are its many volunteers who supplement the great work of VNA staff. These volunteers provide companionship and respite services to patients, their families and caregivers.

In 2012:

- 58 hospice volunteers provided a variety of services, including making Memory Bears, assisting with memorial services, and the men’s cooking class.
- Training sessions were held quarterly on hospice, communication skills and grief and loss, to enhance their skills as a volunteer.
- A total of 872 direct patient care hours made an incredible difference in the lives of patients and their families.

“...We couldn’t have asked for better support or care. The VNA was heaven sent. We were able to keep mom at home and she passed away peacefully. Such a blessing. Thank you.”

## HOSPICE CARE FINANCIALS

### Hospice Financial Performance 2012

Total cost per day per patient .....	\$202.34
Pharmacy cost per patient day .....	\$11.37
Durable Medical Equipment (DME) cost per patient day .....	\$4.77

### Financial Accomplishments 2012

Revenue budget .....	\$5,236,589
Expense budget .....	\$4,830,202
YTD Operating Income .....	\$406,387

## HOSPICE REFERRALS BY SOURCE

Hospitals .....	304
Physician Referrals .....	176
Nursing Facilities .....	112
Other .....	120
<b>TOTAL .....</b>	<b>712</b>

# NEW ADDITION *Similar mission*



## EASTER SEALS NEBRASKA

With similar goals to improve the lives of people in our community, Easter Seals Nebraska and VNA merged to strengthen and provide services to more individuals.

Through shared back office operations such as administration, staff, I.T. and phone systems, more dollars are available for health care services.

The merger is a good model for non-profits and allows for synergies between programs. For example, Easter Seals Nebraska patients suffering from spinal cord injuries or cerebral palsy can now receive VNA medical rehabilitation services such as physical and speech therapy. These services – along with Easter Seals Nebraska signature programs – enable people with disabilities to be independent and work in their chosen profession.

## AGRABILITY

Jeff Potter thought he had to give up farming and raising cattle near Kearney. But rural specialists from Easter Seals Nebraska designed a vocational rehabilitation plan to equip a flatbed bale mover. It is essential for digging post holes, has a hydraulic lift and has a feed box attachment to distribute food to his cattle. Now, Jeff is working again and able to support himself without any form of public assistance.

AgrAbility helps farmers and ranchers with disabilities receive rehabilitation education, services and adaptive equipment, and encourage veterans to begin or continue in agriculture production.



## LINCOLN SENIORS TRANSPORTATION PROGRAM

With many seniors living longer, they often outlive their ability to drive safely. But they still have places to go. More than 1,100 rides—through the Lincoln Seniors Transportation Program—helped seniors get there.

Prior to this program, seniors used taxis or other non-medical, privately owned transportation companies. With the Lincoln Seniors Transportation Program, seniors receive cost-effective, curb-to-curb service. Since it started in 2007, the program continues to grow.

## WORKFORCE DEVELOPMENT

The Ticket to Work Program helps people who receive Social Security disability benefits become economically self-sufficient. The program helps prepare people for employment, gives access to job opportunities and educates about incentives and services which help them return to work, retain a job or advance in their industry. In 2012, 72 percent of the individuals assigned to this program are now working full time and are either not receiving benefits or are working towards ending their cash payments.

## LOAN PROGRAMS

Without reliable transportation, a MS client couldn't travel 20 miles to her physical therapist. Those sessions, and work with a NuStep cross trainer, were critical for her to maintain lower extremity strength and endurance necessary for her to keep her job.

A loan from the Nebraska Alternative Financing Program – which provides low or reduced interest loans to Nebraskans with disabilities who need assistance with technology devices and services – allowed this client to purchase a NuStep for her home. Now, she focuses on maintaining her strength.



## SUMMER CAMPS

There is no better place for children and adults with disabilities or other special needs to socialize, stay active, learn self-confidence and gain independence than through summer camp. In 2012, Easter Seals Nebraska had 195 people attend the summer camps.

While the campers are busy horse-back riding, swimming, canoeing, fishing, doing arts and crafts, repelling on the ropes course and many other activities, their families are offered respite knowing their loved one is in a safe, barrier-free environment with around-the-clock nursing support.

### TELEWORK LOAN PROGRAM

**10**  
Loans Approved

**\$166,870**  
Total Dollars  
Loaned

### AFP LOAN PROGRAM

**12**  
Loans Approved

**\$157,725**  
Total Dollars  
Loaned



# VNA COMMUNITY *Support*

For more than 100 years, people throughout the metropolitan area have supported VNA through annual fundraising events. Donations provide financial support for the health care services to improve the lives of people in our community.

## ART AND SOUP

Celebrating 15 years, this signature event brought 48 artists and 28 restaurants together to raise money for public health services benefitting children and adults in the metropolitan area. More than 1,000 people enjoyed art, jewelry, paintings and sculptures; with 50 percent of the proceeds going to support VNA programs. This year, the event raised more than \$140,000. It also gave guests an opportunity to sample some of the area's best restaurants.

## EASTER SEALS NEBRASKA WINE EVENT

Recognized as a premier event for Easter Seals Nebraska, this year's fundraiser featured wine-related activities, a vintner's reception and dinner, silent and grand auctions. More than 500 people enjoyed the event and raised \$255,000 to ensure individuals with disabilities have opportunities to live, work and play in their community.

To meet the growing need for services, the money raised from the wine event will assist with the expansion of the camping and respite programs.

*“Thank you so much for teaching me about my son, Stevie. I have learned a lot this year about him and myself. What I like about you is that when I ask you something, you know what to tell me because you are Stevie's nurse. What I learned from you is that I can love myself, and that I can be anything that I want to be if I can get my head in the game. I really appreciate you, your helpful, giving ways, and your generous heart and unselfishness displays. I thank you for your kindness; I will not soon forget. You are one of the nicest people I have ever met.”*





## COOKING FOR VNA

Council Bluffs' community leaders showcase their hidden culinary talents in this annual event. More than 200 people got to taste their unique dishes and raised money for VNA's services and programs. In Pottawattamie County, VNA provides education and parenting support for young families, their infants and children. In 2012, the event brought in \$12,700 to help moms and dads give their children the best start in life.

*Previous page: Naava Naslavsky and her spouse at Art and Soup.*

*Top left: Chef Elaine Fenner with a patron at Cooking for VNA.*



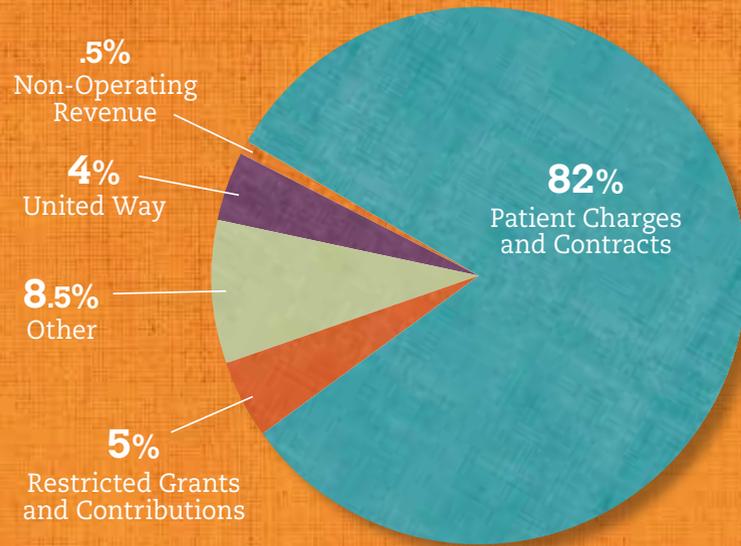
## MEMORY TREE

The holiday season is often a time of reflection. Each year, VNA decorates a tree with special ornaments as a tribute to individuals who received hospice care. Nine local Art and Soup artists created individually designed ornaments for those who donated in honor of a loved one. In 2012, donations from memory tree ornaments reached \$8,000, supporting hospice and palliative care.

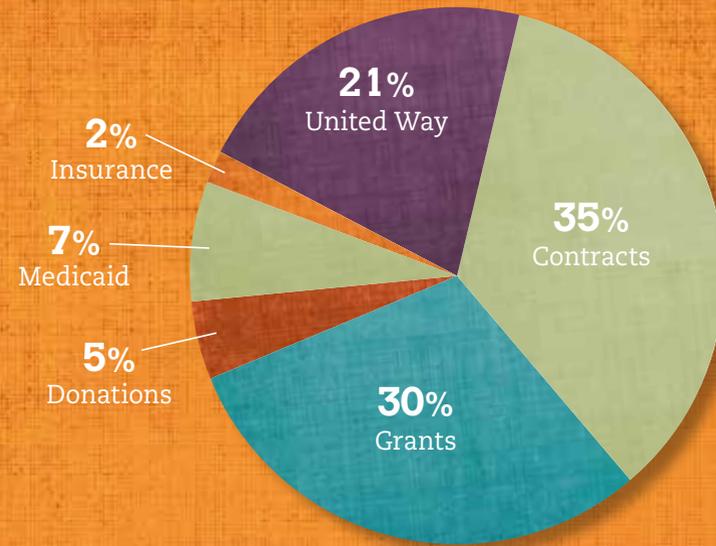
## GRANT FUNDERS

American National Bank  
Amis Family Foundation  
Building Bright Futures  
ConAgra Foods Foundation  
Dodge Trust  
Enrichment Foundation  
Federal Transit Administration  
Gilbert M. and Martha H. Hitchcock Foundation  
Harper Family Foundation  
Iowa Department of Public Health  
Iowa West Foundation  
Lincoln Community Foundation  
Lincoln Financial Foundation  
Lozier Foundation  
Mammel Family Foundation  
Nebraska Department of Health & Human Services  
Nebraska Department of Labor  
Nebraska Vocational Rehabilitation  
Oliver and Ferrol Barklage Foundation  
Peter Kiewit Foundation  
Pioneer/DuPont  
Promise Partners  
Respite Resource Center/Eastern Area for Nebraska Respite  
SeaChange/LodeStar Fund  
Share Our Strength  
Sherwood Foundation  
Social Security Administration  
Susan G. Komen – Iowa Affiliate  
Susan G. Komen – Nebraska Affiliate  
United Way  
United States Department of Agriculture (USDA)  
Valero Texas Open  
William & Ruth Scott Foundation

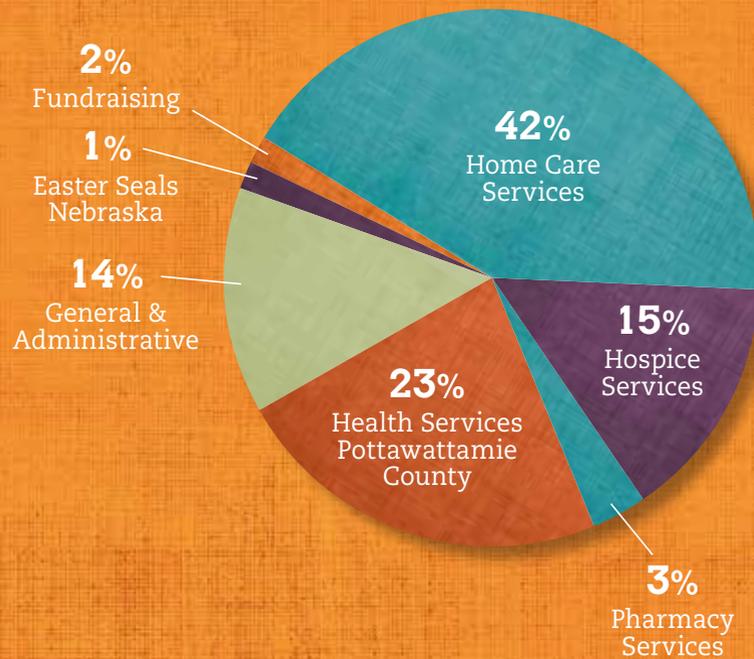
**CONSOLIDATED REVENUE AND SUPPORT:**



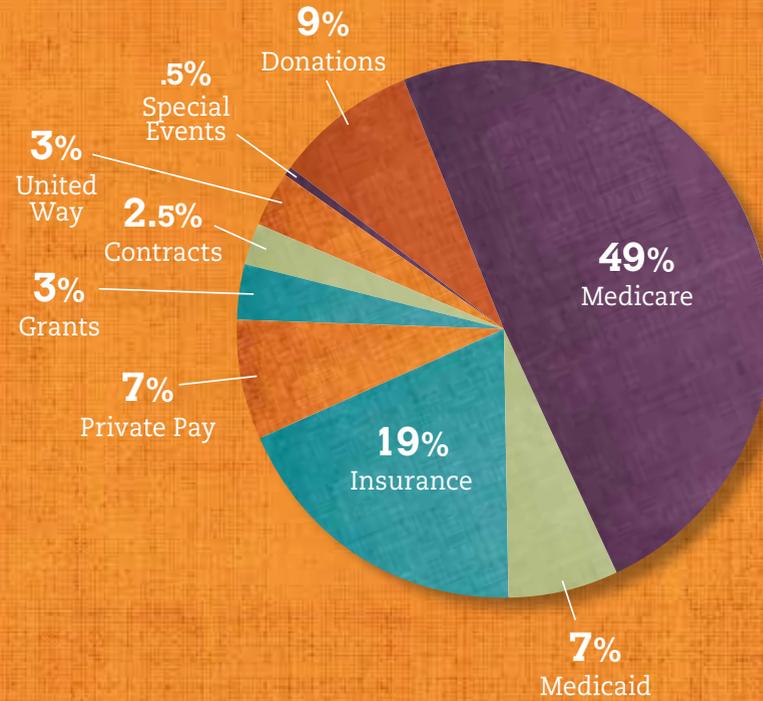
**FUNDING SOURCES:  
Pottawattamie County Public Health**



**EXPENSES:**



**Nebraska and Iowa**



# CONSOLIDATED *financials* 2012

## REVENUE AND SUPPORT:

Patient Charges and Contracts.....	\$18,807,535
Restricted Grants and Contributions .....	\$1,074,597
Other Contributions.....	\$2,024,872
United Way .....	\$933,965
Non-Operating Income .....	\$169,430
<b>Total Operating Revenue .....</b>	<b>\$23,010,399</b>

## EXPENSES:

Home Care Services .....	\$9,694,735
Hospice Services.....	\$3,379,174
Pharmacy Services.....	\$790,364
Health Services / Pottawattamie County	
Home Care Services .....	\$817,724
Contract and Private Pay Services .....	\$1,836,639
Family Support Services .....	\$2,610,749
General and Administrative.....	\$3,180,675
Fund Raising.....	\$378,682
Easter Seals Nebraska.....	\$329,453
<b>Total Expenses .....</b>	<b>\$23,018,195</b>

## FUNDING SOURCES:\*

### POTTAWATTAMIE COUNTY PUBLIC HEALTH†

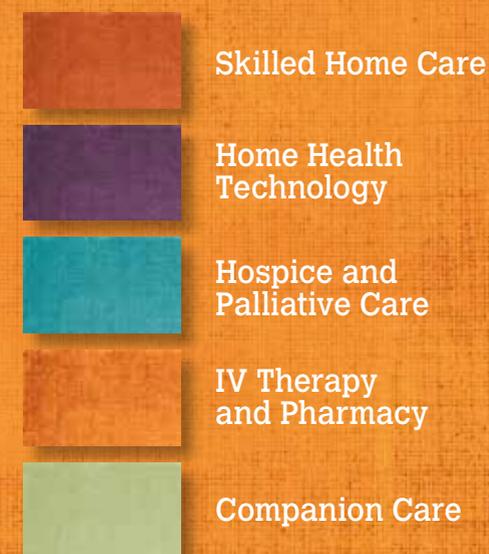
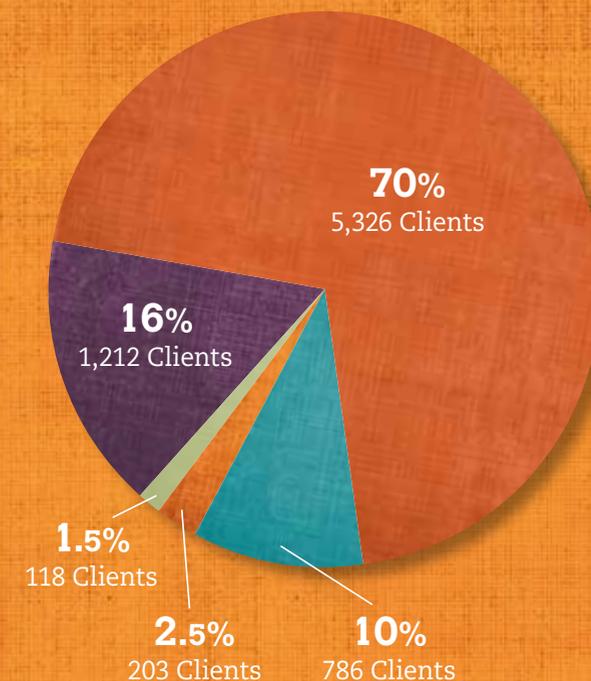
Medicaid.....	\$85,456
Insurance .....	\$21,308
United Way .....	\$243,832
Contracts.....	\$402,222
Federal, State and Community Grants.....	\$347,060
Community Donors and Foundations .....	\$53,284
<b>Total.....</b>	<b>\$1,153,162</b>

### NEBRASKA AND IOWA†

Medicare.....	\$10,681,218
Medicaid.....	\$1,445,339
Insurance .....	\$4,072,752
Private Pay .....	\$1,569,670
United Way .....	\$690,133
Contracts.....	\$529,569
Federal, State and Community Grants.....	\$727,537
Special Events.....	\$105,866
Community Donors and Foundations .....	\$1,865,722
<b>Total.....</b>	<b>\$21,687,806</b>

**TOTAL  
FUNDING .....** **\$22,840,968**

## TOTAL CLIENTS SERVED PER PROGRAM:



\* Intercompany revenue excluded † Interest/other NOT INCLUDED

12565 West Center Road, Suite 100  
Omaha, Nebraska 68144

822 South Main Street, Suite 102  
Council Bluffs, Iowa 51503

Omaha ..... 402-342-5566  
Council Bluffs..... 712-328-3990  
toll-free ..... 1-800-456-8869

email ..... info@theVNAcares.org  
fax ..... 402-342-5587

Visit our websites at  
[www.theVNAcares.org](http://www.theVNAcares.org)  
[www.ne.easterseals.com](http://www.ne.easterseals.com)



VNA is fully accredited by  
The Joint Commission.