



Advancing Nonprofit Home Healthcare and Hospice

Visiting Nurse Associations of America Announces New President and CEO Tracey Moorhead

The Visiting Nurse Associations of America (VNAA) Board of Directors announced today that Tracey Moorhead will be its new President and CEO effective March 4.

"The VNAA represents a wide range of nonprofit community-based home health and hospice organizations, and our focus is to build patient-centered services that our communities depend upon as an integral part of health care reform," says Lynn C. Jones, President of the Christiana Care Visiting Nurse Association in Delaware, and Board Chair of VNAA. "We are absolutely delighted to have Tracey as our new leader. This is a time of great opportunity for community-based providers to play a lead role in the development of better and lower cost models of care."

Moorhead has been President and CEO of the Care Continuum Alliance since 2005 and led the organization through a profound period of change and growth, and positioned it as a leading voice within the industry. Prior to this role, she held positions with the Alliance to Improve Medicare and Healthcare Leadership Council. She holds master's and bachelor's degrees from The George Washington University in Washington D.C.

The VNAA Board believes that Moorhead's exceptional leadership and energy will continue to bolster VNAA members' ability to provide community-based care to low-income vulnerable patients.

"The home care and hospice provider members of VNAA are a critical element in new care delivery models and to achieving quality improvement goals," Moorhead said. "I'm honored to work with such dedicated providers and look forward to raising awareness of the quality and value of their services."

"Tracey will bring a great deal of personal passion to the VNAA's work to further develop health care services that help our patients to live the lives they want at home," said Jim Faucett, President and CEO of Hospice of Houston, and a member of the search committee.

Added Tim Veach, QA/Compliance Officer at Intermountain Health System in Utah, and a member of the VNAA Board: "We are thrilled to have Tracey as our new CEO, as she brings a great understanding of the interdependencies of hospital, physician, and home based services, that when coordinated will represent key success factors in new payment models that support high-quality, value-based care."

For more information, contact Kathleen Sheehan, 202-591-5319/ksheehan@vnaa.org

About Visiting Nurse Associations of America: A national association that supports, promotes and advances nonprofit providers of home and community-based healthcare, hospice and health promotion services to ensure quality care for their communities. VNAA members share a mission to provide cost-effective and compassionate care to some of the nation's most vulnerable individuals, particularly the elderly and individuals with disabilities. Visit <http://www.VNAA.org> today.

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