



National Advisory Panel

David Adler
Associate Director, Government Affairs
American Health Quality Association

Marjorie Bauman
CEO
Sutter VNA & Hospice

Ellen Brown
Assistant Professor of Public Health in Psychiatry
Weill Medical College, Cornell University

Elizabeth Capezuti
Co-Director
Hartford Institute for Geriatric Nursing
Associate Professor, Division of Nursing
NYU Steinhardt School of Education

Kay Cox
President/CEO
American Association for Homecare

Terry A. Duncombe
President/CEO
Community Health Accreditation Program

Joanne Handy
CEO/President
Visiting Nurse Association of Boston

Christopher Langston
U.S. Program on Aging
The Atlantic Philanthropies

Carolyn Markey
President/CEO
Visiting Nurse Associations of America

Janet McUlsky
Director of Alliance Development
Pfizer Inc.

Maryanne Popovich
Executive Director of Home Care Programs
Joint Commission on Accreditation of
Healthcare Organizations

Carol Raphael
President/CEO
Visiting Nurse Services of New York

Mary St. Pierre
Vice President for Regulatory Affairs
National Association for Home Care & Hospice

Mary Lou Stricklin
CEO
VNA Healthcare Partners of Ohio

Mary Weakland
Quality Measures & Health Assessment Group
Office of Clinical Standards and Quality
Centers for Medicare & Medicaid Services

Kathy Ziegler
Past CEO
VNA of Atlanta

VNAA CHAMP Program

More than 100 years ago Visiting Nurses invented home healthcare in America. Now we are re-inventing geriatric homecare practice with CHAMP, a practice improvement program that understands the challenges that homecare nurses and nurse managers face.

Funded by a \$4.4 million grant from The Atlantic Philanthropies, VNAA's Curricula for Homecare Advances in Management and Practice (CHAMP) Program will provide selected homecare agencies with invaluable training designed by world class leaders in homecare, nursing and geriatric health.

The VNAA CHAMP program is a 10-month multi-mode training program that will include:

- An E-Learning program
- A web-based E-measurement system
- Face-to-face workshops
- Group coaching calls

CEOs will appreciate how CHAMP will improve the quality of patient care, nurse manager satisfaction and nurse retention.

Nurse Managers will appreciate how CHAMP understands their daily pressures.

For more information and current eligibility guidelines, visit our website at www.vnaa.org/champ.



Visiting Nurse Associations of America is the official association created to support, promote and advance the nation's Visiting Nurse Agencies in their mission to serve their communities.

More than 25 years ago, VNAA was created to provide a national voice for the country's Visiting Nurse Agencies. Today, with offices in Boston and Washington, D.C., VNAA has grown significantly and offers many unique services developed for nonprofit homecare providers.

VNAA provides our members with federal government and policy advocacy, expert consultants in regulatory reimbursement issues, discount purchasing programs, professional and clinical educational opportunities, and national media and public affairs campaigns.

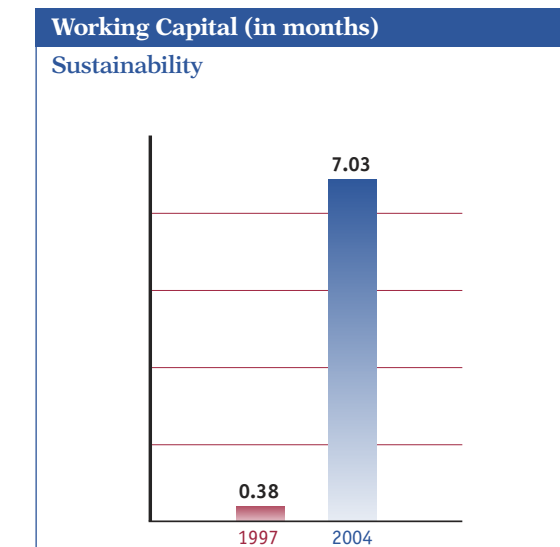
As the voice of home healthcare, every day we strive to build national awareness and support for the VNA mission, helping our members to provide the nation's best home healthcare to more than 4 million patients each year.

This clear mission keeps us focused on our core services—providing nonprofit VNAs with unique programs designed just for them. That's why VNAA is the voice of home healthcare.

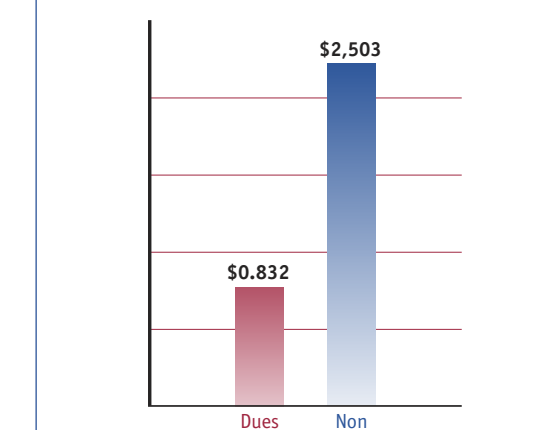
Carolyn Markey
Carolyn Markey, CEO

the voice of home healthcare

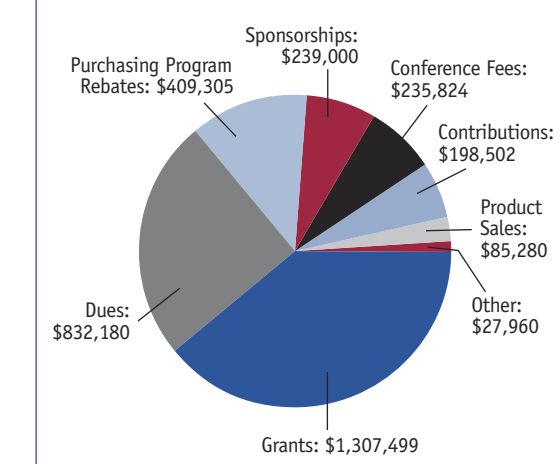
VNAA Financial Performance



2004 Revenue (in millions)
Diversification = Low Dues, More Services



2004 Total Revenues



For more financial details, go to www.vnaa.org.

VNAA thanks

the individuals, businesses, foundations and VNAs whose generous support helps fund the VNAA mission.

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| Pamela Bataillon, Omaha, NE
Nicholas Berich, Muskego, WI
Mary Camp Residuary Estate
Emilie M. Deady, Washington, DC
Efan, Inc., Elkhorn, NE
N. and S. Faigin, Claremont, CA
Friends of Flat Rock, Englewood, NJ
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Mary Linn Hamilton, East Greenwich, RI
Laura Harting, Hobart, IN
Bridgett Hodge, Midwest City, OK
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Jane McHenry, Davis, CA
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Carolyn Markey, Boston, MA
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Nancy Young, Alexandria, VA | VNAcare, Glendale, CA
VNA & Hospice, Claremont, CA
Ramona VNA & Hospice, Hemet, CA
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VNA Community Healthcare, Guilford, CT
VNA of South Central CT
VNA Health Care Inc., Hartford CT
United VNA, Trumbull, CT
VNA Corp. of Colorado
Christiana Care VNA, New Castle, DE
Visiting Nurse Health System, Atlanta, GA
VNA of Fox Valley, Aurora, IL
Visiting Nurse Associates, Evansville, IN
VNA & Hospice Western New England
VNA Care Network, Worcester, MA
VNA of Boston
VNA of Cape Cod
Medstar Health VNA, Calverton, MD
Community Health & Nursing, Brunswick, ME
HomeHealth, Saco, ME
Visiting Nurse Association, Oak Park, MI
Borgess VN & Hospice, Kalamazoo, MI
Minnesota Visiting Nurse Agency
Serve Link Home Care, Trenton, MO
VNA Corporation, Kansas City, MO
VNA of the Midlands, Omaha, NE
VNA of Northern NJ, Morristown, NJ
VNA Central Jersey, Red Bank, NJ
VNA of Somerset Hills, Bernardsville, NJ
VNS of New York, New York City
Dominican Sisters Family Health, Ossining, NY
VNA of Western NY, Williamsville, NY
VNA Healthcare Partners, Cleveland, OH
Clarion Forest VNA, Knox, PA
Home Nursing Agency, Altoona, PA
Berks VNA Wyomissing, PA
VNA of Rhode Island, East Greenwich, RI
Kent County VNA, Warwick, RI
VNA of Houston, TX
Community Nursing Service, Midvale, UT
Rutland Area VNAH, VT |
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- AARP
 The Atlantic Philanthropies
 Briggs
 Byram Healthcare
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 Glaxo SmithKline
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 MetLife Resources
 Monster
 Novartis Nutritional
 Pfizer, Inc.
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 Sterling Medical Services, Inc.
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 United Way
 VaxServe

“...to support, promote and advance VNAs in their mission to serve their communities.”



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Visiting Nurse Associations of America

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240-485-1818 (fax)

www.vnaa.org

VNAA provides our members with products, resources and support they need to accomplish their non-profit business goals.



Professional Development & Networking

VNAA Annual Meeting

More than 500 homecare leaders and professionals convene annually to network, explore industry trends, and participate in leadership and educational workshops.

Financial Managers Group

The leading forum for VNA financial managers to discuss nonprofit financial opportunities and challenges specific to VNAs.

VNA Listserves

Convenient online email system for VNA employees across the country to share ideas and search for information.

Member Update

The leading weekly e-newsletter for VNAs, keeping them informed of homecare developments and topics.

www.VNAA.org

The only website dedicated just to VNAs. Sign up for listserves, exclusive clinical stories for VNA nurses and clinicians, online courses, regulatory information, and much more.

Educational Programs

Educational Workshops

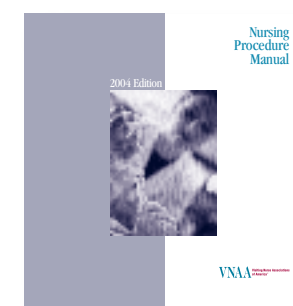
Last year VNAA provided more than 1500 CE credits to VNA staff nationwide, offering educational sessions such as Innovations in Nutrition for Cancer Patients, Preventing Hepatitis A in Your Community and Meningitis Prevention Training and Clinic Development.

VNAA CHAMP Program

The nation's first geriatric practice improvement program, funded by a \$4.4 million grant from The Atlantic Philanthropies.

2004 Nursing Procedure Manual

The VNAA Nursing Procedure Manual is a nationally recognized procedure manual for home health care. The VNAA Quality Improvement Committee reviews and updates all procedures, ensuring the highest clinical standards.



Medicare Transition Drug Card Training

trained nearly 800 senior clinicians at 220 VNAs across the country.

Discount Purchasing Program

VNAA offers our members 24 different discount purchasing programs, providing significant savings on a wide range of homecare products and services.

More than 120 VNAs take advantage of this successful program, designed to offer services and prices that significantly lower operational costs.



Carol Raphael, CEO of VNS of NY and Carolyn Markey, CEO of VNAA, testify at a Congressional hearing on national long-term care policy.

Government Affairs

In today's complicated healthcare environment, government advocacy is a critical component of our agenda. As the voice of home healthcare, VNAA advocates for regulations and legislation that support the unique interests of VNAs and their nonprofit mission.

Reimbursement & Regulatory Consulting

Spearheaded by a former senior CMS official, VNAA provides one-on-one consulting free to VNAA members.

Federal Advocacy & Lobbying

Partnering with some of the nation's top lobbying firms, VNAA educates national policymakers and lobbies for federal laws that will support the unique interests of VNAs.

Annual Lobby Days allow VNAs to come to Congress and meet with national leaders to discuss issues important to their VNA.

Governmental Updates

VNAA provides weekly reports to our members, keeping them informed of the latest legislative and regulatory news.

Policy Guidance & Education

VNAA helps our members understand and implement regulatory changes by providing teleconferences, presentations, and online resources such as VNAA's Online Medicare Law Center.

Recent Accomplishments

- Successfully lobbied for "National VNA Week" legislation
- Produced VNAA Medicare Data Study documenting how VNAs provide a disproportionate amount of uncompensated care
- Testified in Congressional Hearing on Post Acute Care
- Produced first-ever VNAA Benchmarking Report
- Secured Medicare PPS Outlier Payment Increases
- Lobbied for Increased Payment Rates for Immunization
- Won a delay in Recovery of Medicare M0175 Overpayments
- Supported a delay in Home Health Conditions unfavorable to VNAs
- Advocated for CBSA Wage Index Phase-in
- Defeated burdensome HHQI Measures
- Won approval of improved HHQI Risk Adjustment
- Intervened in Several Systems-Based CMS Payment Delays



Jon Spampinato, Director of Communications & Corporate Relations at VNAA, discusses VNAA's Medicare Drug Card Training program at a national press conference with former U.S. Senator Bob Dole.

Membership & Boards

- Leadership 18
- CHAP (Community Health Accreditation Program) Board of Directors
- National Influenza Vaccine Summit
- Home Health Nurse Editorial Board
- Co-Chair, CDC Community Immunizers Working Group
- NFID-National Influenza Vaccine Summit Collaboration Task Force
- National Partnership for Immunization
- National Coalition for Adult Immunization
- Access to Benefits Coalition
- Coalition to Prevent DVT
- The National Consumers League's SOS Rx
- Partners for Understanding Pain
- Medicare Today Coalition
- Home Care Coalition

Public & Corporate Relations

Everyday we increase support for the VNA mission by educating consumers, healthcare practitioners, and corporate leaders about the vital work that VNAs are providing across the United States.

Media Outreach and Support

VNAA creates national media opportunities and campaigns, and provides support to empower our members to become better advocates in their communities. Members receive a National VNA Week media kit, and free access to media outreach software.

Alliances

Strategic partnerships and alliances increase our strength and visibility, making us a more effective voice for our members. VNAA serves on some of the industry's most important leadership boards and committees, including CDC Flu Summit and Leadership 18.

Weekly National Newsletter

Member Update is the only national publication dedicated to publishing stories from VNAs, providing our members with national exposure.

Community Affairs Listserve

This online tool allows VNA marketing and communications managers to exchange media opportunities and marketing ideas with peers across the country.

Online Corporate Sponsors

This new program allows VNAs to tap into support from leading healthcare companies in America. Our award-winning website, www.vnaa.org provides members with exclusive clinical and managerial stories from industry leaders such as Johnson & Johnson and Lysol.

Recent Accomplishments

- Grandparent's Day Drug Card Seminars in media markets across the country brought the VNA message to millions of Americans.
- Partnership with Johnson & Johnson provides VNA clinicians with exclusive clinical education content at the VNAA Online Wound Care Center.
- Reckitt Benckiser, makers of Lysol™ products, donated several thousand cases of infection control products to VNA hospices and community care centers.
- VNAA's National Tetanus Campaign increased national awareness of VNA community immunization efforts.
- "Preventing Tetanus and Diphtheria Hispanic Outreach Program" allowed VNAA to reach out to Hispanic populations across the country with Spanish-language media interviews.