

A Tradition of Caring and Quality Since 1949

2010 Annual Report





MISSION STATEMENT

The MISSION of the Visiting Nurse Association (VNA) is to improve the quality of life of persons in its service area by assisting individuals and families to achieve the highest level of health and independent living appropriate to the persons involved.

The VNA will ensure this outcome by:

- Providing quality health and social services within the constraints of agency resources to individuals and families in the home and community without regard to race, religion, creed, sex, sexual orientation, ethnicity, disability, disease entity, age or ability to pay.
- Collaborating with physicians, other health care providers and community agencies to enhance VNA client services.
- Attracting, managing, and developing sufficient human, physical and financial resources to assure the continued long-term ability of the VNA to offer services and leadership as a home health care provider.
- Adopting and promoting policies on issues which effect the fulfillment of this mission.
- Evaluating programs and services while continuously working to improve processes and outcomes.

VISION

The VISION of the Visiting Nurse Association is to be:

- Recognized as the unequivocal leader in home health services in the community.
- The name that comes to mind when home care is mentioned.
- The provider of exceptional quality care to all clients receiving nursing, physical therapy, occupational therapy, speech therapy, medical social services and home care aide services.
- The agency which most effectively combines caring and compassion with innovation, excellence and efficiency.
- Characterized by open, accepting communication with all community agencies and medical service providers.
- An active partner in local and regional networks.
- The agency which excels in provision of preventive, community, and home care services.

SERVICES

Skilled Home Care Services are provided to persons who have specific health care needs and are under the care of a physician. Services may include:

- Assessment of physical condition, monitoring for complications, evaluating response to treatment and teaching about health care
- Direct assistance with needed treatments and rehabilitative therapy to increase independence
- Assistance with personal hygiene and activities of daily living
- Providing information about, and coordinating with, other community services
- Supportive counseling and emotional support in dealing with illness

Health Promotion Services are provided for the purpose of promoting an optimum level of health. Services may include:

- Educational and supportive counseling for new parents, extended families, and families in crisis
- Supportive listening, counseling, and education regarding health behaviors, wellness activities, and self-help practices that will assist the individual/family to maintain maximum health as long as possible
- Information regarding, and referral to, other community services

Home Care Aide and Homemaker Services are supportive services provided to assist the elderly or disabled to remain at home and to promote physical and emotional health and safety for infants and children. Services include:

- Assistance with personal care, light housekeeping, errands and respite
- Assistance with infant care and homemaking for families with new babies
- Support and guidance in parenting, nutrition, home management and budgeting

Private Duty Services are extended hour services provided to patients in their homes for periods of four to twenty-four hours. Services are dependent on availability of staffing. Services include:

- Skilled nursing
- Personal care
- Respite care

Community Health Services include a variety of services offered to individuals of different age groups, organizations and businesses. These include:

- Wellness Clinics– Health counseling, direct care and screening activities, referral and education provided for the benefit of the well elderly at sites throughout Johnson County
- Community Services– Health consultation, screening and preventive activities provided to organizations, business and other community groups
- Pneumonia and Flu immunization clinics

Personal Emergency Reponse System (Lifeline) is a personal emergency response system that allows an individual to be at home and feel confident that help will be available in a sudden emergency with just the touch of a button

Miscellaneous Health Services include assistance with medication administration, paternity testing, etc.



2010 BOARD OF DIRECTORS

Steven C. Anderson

Jeff Jarrett

Jean VanRybroek

Brad Langguth

President

Vice-President

Secretary

Treasurer

Chris Ameling

Joe Campanelli

Ellen Cram

Michael Lensing

Chris McLean

Patricia Pezzella

Dr. Minyon Rittgers-Easton

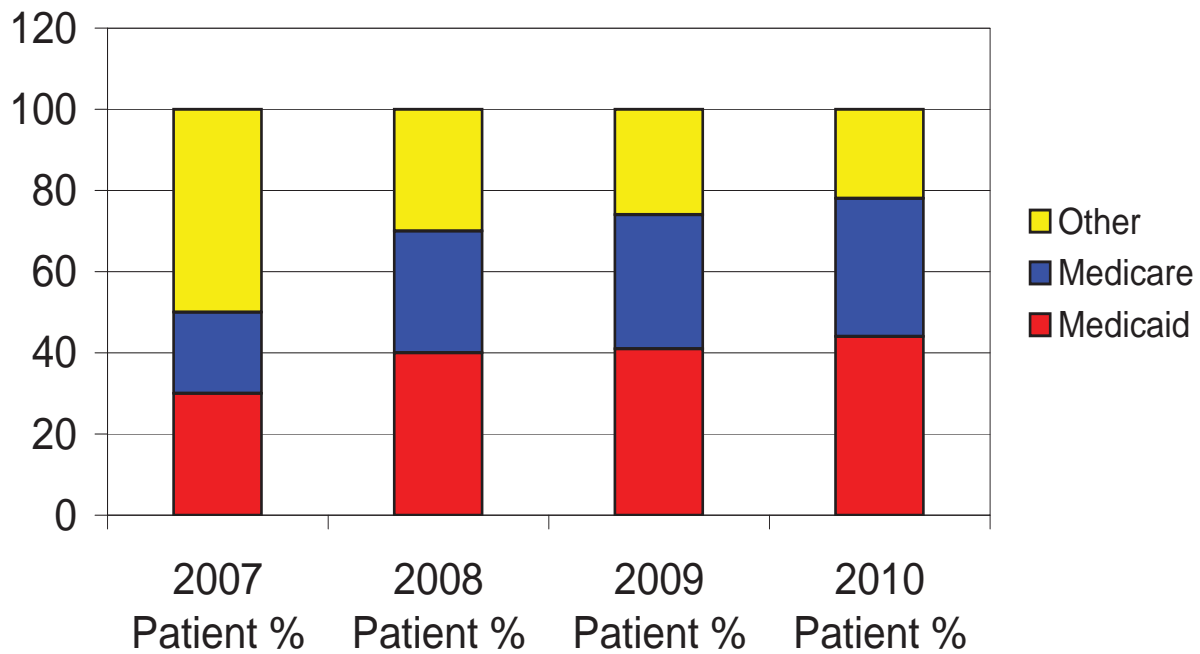
Marcia Wenberg

2010 STATISTICS

Total Individuals Served (unduplicated)		992
Skilled Home Care Services	479	
Health Maintenance/Promotion Services	510	
Private Duty Services (7366 hours)	3	
Total Home Visits		25,235
<i>By Program</i>		
Skilled Home Care Services	14,306	
Health Promotion Services	9,376	
Private Duty Services (7366 hours)	1,553	
<i>By Fee Source</i>		
Medicaid	9,624	
Medicare	3,701	
Other	11,910	
<i>By Discipline</i>		
Nursing	10,156	
Home Care Aide (4575 hours)	4,005	
Homemaker	6,587	
Physical Therapy	1,561	
Social Work	485	
Occupational Therapy	457	
Dietitian	-	
Speech Therapy	225	
Other	1,759	
Community Services		
Eldercare Session	271	
Eldercare Contacts	2,627	
Community Service Hours	114	
Influenza and Pneumonia Vaccinations	4,884	

2010 SKILLED STATISTICS

Skilled Unduplicated Census by Payer



Payer	2007 Patient %	2008 Patient %	2009 Patient %	2010 Patient %
Medicaid	30	40	41	44
Medicare	20	30	33	34
Other	50	30	26	22

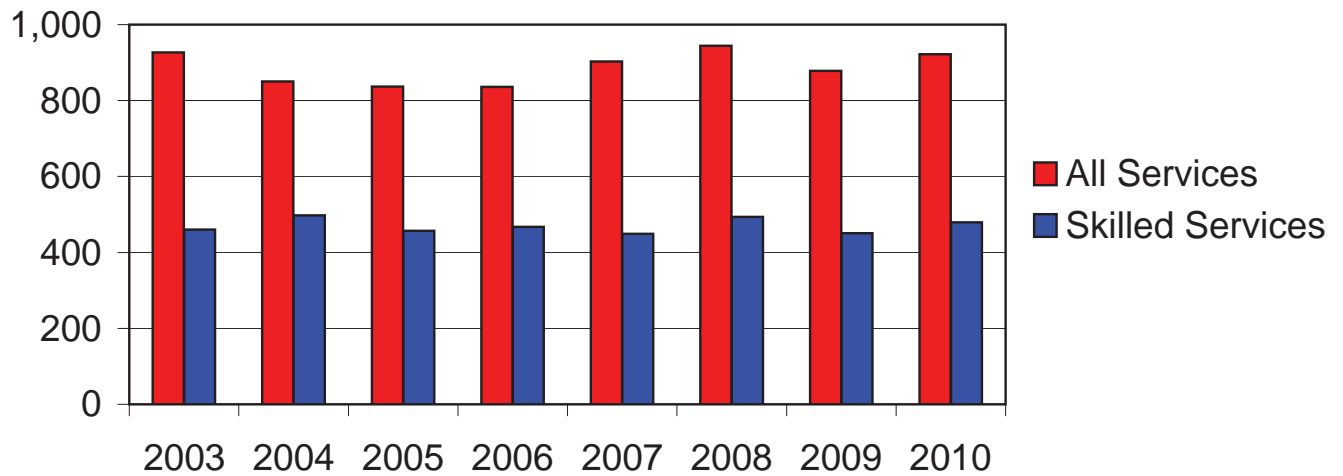
2010 Medicaid Under-Reimbursement

Cost of Skilled Home Visits (* 2010 Medicare/Medicaid Cost Report)

RN	\$108.17
Physical Therapy	\$142.50
Home Care Aide	\$38.74

	Medicaid	Variance Cost/Visit	Visits	Gain/Loss
RN	\$ 76.52	\$ (31.65)	4587	\$ (145,179)
PT	\$ 120.95	\$ (21.55)	285	\$ (6,142)
HCA	\$ 39.33	\$ 0.59	2272	\$ 1,340
LOSS				\$ (149,981)

Unduplicated Census

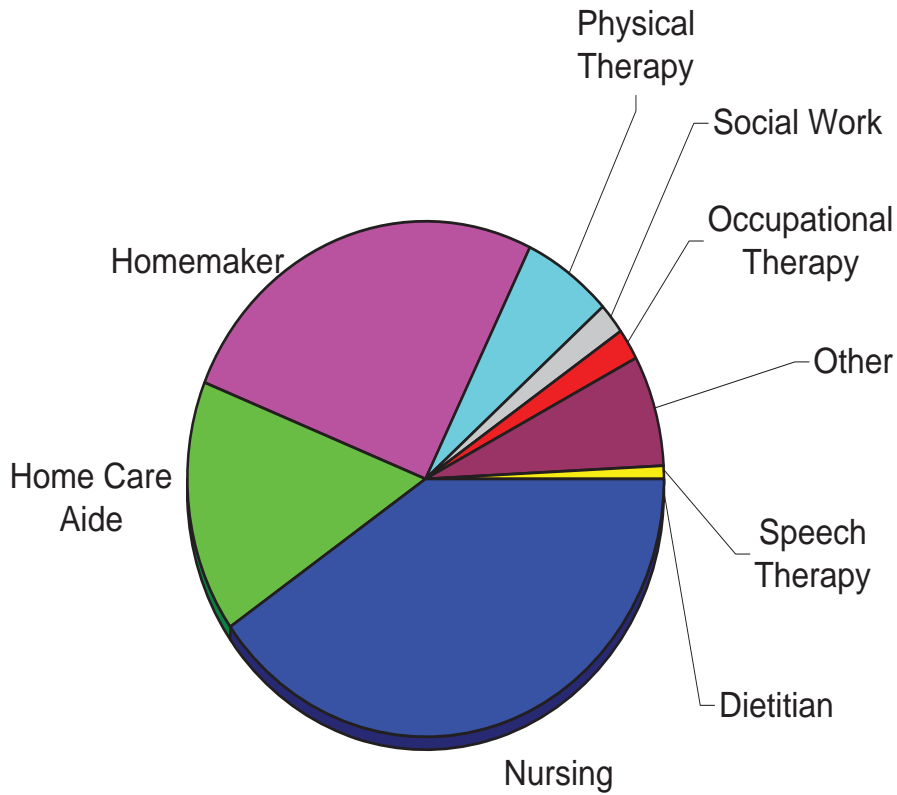


All Home Based Services Unduplicated Census	
Year	Patients
2003	927
2004	850
2005	837
2006	836
2007	903
2008	944
2009	878
2010	922

Skilled Homecare Services Unduplicated Census	
Year	Patients
2003	460
2004	498
2005	457
2006	467
2007	449
2008	494
2009	451
2010	479

2010 STATISTICS

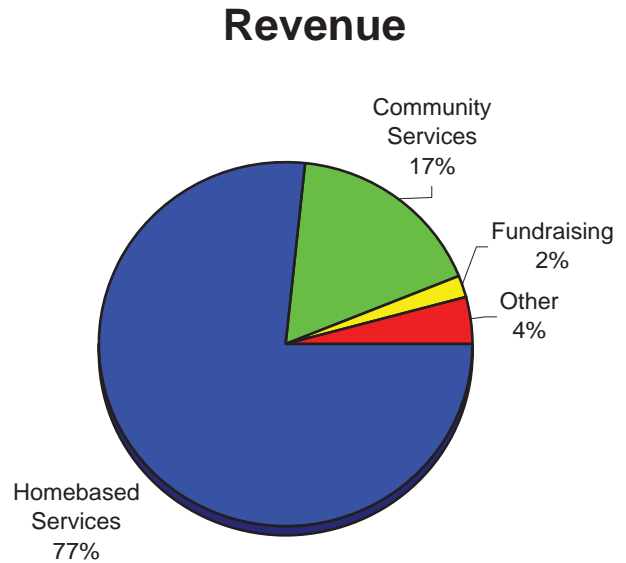
Visits by Discipline



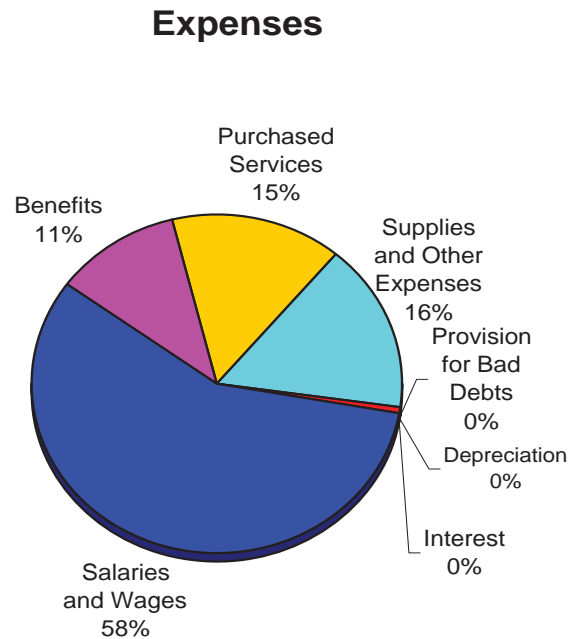
Discipline	Total Visits
Nursing	10,156
Home Care Aide	4,005
Homemaker	6,587
Physical Therapy	1,561
Social Work	485
Occupational Therapy	457
Other	1,759
Speech Therapy	225
Dietitian	0
	25,235

2010 FINANCIALS

Revenue	
Homebased Services	\$ 1,898,769
Community Services	\$ 425,977
Fundraising	\$ 50,362
Other	\$ 104,515
	\$ 2,479,623



Expenses	
Salaries and Wages	\$ 1,370,719
Benefits	\$ 268,589
Purchased Services	\$ 359,229
Supplies and Other Expenses	\$ 383,530
Provision for Bad Debts	\$ 5,710
Depreciation	\$ 10,434
Interest	\$ 144
	\$ 2,398,355





VNArt Auction 2010

This year's VNA ART Fundraiser was held on October 10th at the Brown Deer Golf Course in Coralville, IA.

Many guests attended and enjoyed refreshments while perusing 89 pieces of artwork including paintings, photography, ceramics, sculpture, glass, jewelry, and decorative works all donated by local artists and available by silent and/or live auction.

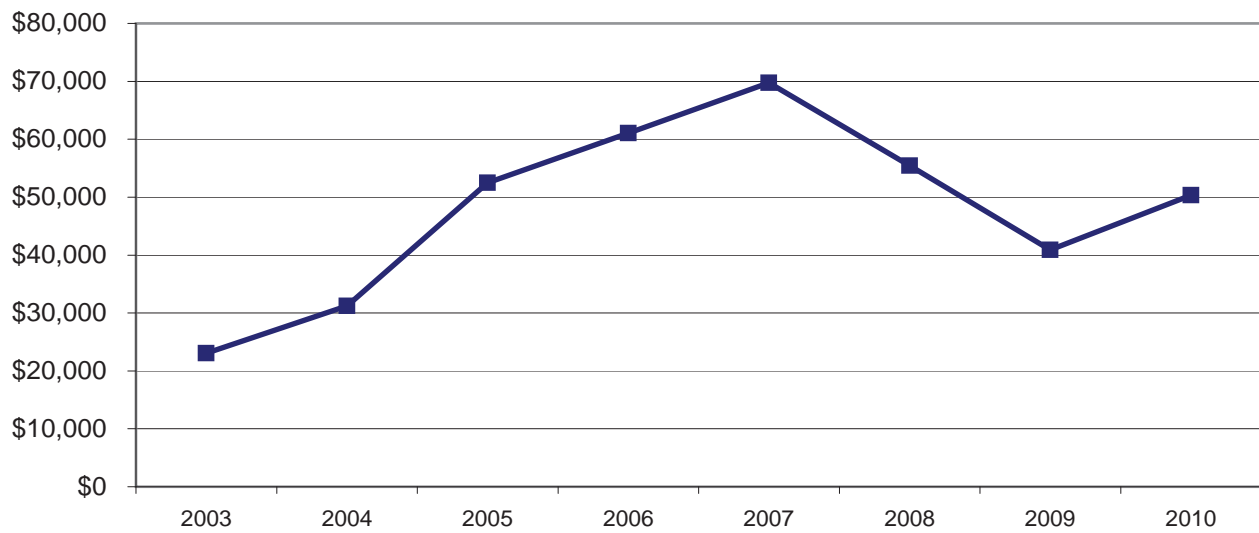
Guests were welcomed by Steve Anderson, Board President for the Visiting Nurse Association (VNA), and by Suellen Novotny, Executive Director of the VNA. Music was provided by local harpist, Kristina Nurnberg. The live auction was conducted by auctioneer Mark Sharpless.

The Visiting Nurse Association wishes to thank all of the generous members of the community who attended our fundraiser, and offer a special thanks to all of the artists who donated their work. Many volunteers gave their time, and much planning went into making this event a success.

The Visiting Nurse Association raised \$14,000 from our event which helped to subsidize the annual Medicaid deficit we experience from under-reimbursement. In 2010 the Visiting Nurse Association experienced a \$149,981 Medicaid deficit.

2010 STATISTICS

Donations and Fundraising



Donations & Fundraising	
Year	Amount
2003	\$23,041
2004	\$31,245
2005	\$52,505
2006	\$61,050
2007	\$69,738
2008	\$55,435
2009	\$40,879
2010	\$50,362

2010 VOLUNTEERS

ADAMS, DEB
AMELING, CHRIS
ANDERSON, STEVEN
ASPREY, JILL
BERG, MARY
BERGLUND, EMILY
CALLAHAN, KIM
CARLSON, JANE
CLARK, SUE
CLEMENTS, JASON
CLEMONS, GINNY
CRAWFORD, DONNA
CREW, DARLENE
DAVIS, BARBARA
DAVIS, JULIA
DIXON, BARB
DOORENBOS, JUDY
FINCHAM, LINDA
FURNER, BEA
GIBSON, KEN
GREEN, JOHN
HAMMER, VIRGINIA
HEMENOVER, BONNIE
HENSCH, HOWARD
HENSCH, JO
JACOBS, VIVIAN
JASPERS, NANCY
KINCADE, LAURENE
KRAL, LARRY
LAKE, DICK
LEE, LOIS
LEHMAN, DEANN
LENSING, MICHAEL

LIPSIUS, ROSE
MADDEN, LAUREN
MATTHEWS, GENE
MCKITTRICK, PEG
MILLER, HARVEY
MILLER, L. MAXINE
MYERS, DORIS
NOBLE, LINDA
NOVOTNY, JOHN
O'DONNELL, GINNY
OLNEY, CAROL
PRESLICKA, DENNIS
REYNOLDS, ELAINE
ROGERS, EARL
ROGERS, SUSAN
ROSENBERGER, CAROL
ROSENBERGER, TOM
ROTH, DIANA
RUTHERFORD, AVONELL
SCOTT, AUDREY
SEEMUTH, MARY
SOPHER, MARY JANE
STANNARD, BARB
STRANIERI, ANNA
TESTRAKE, JOLENE
TOMPKINS, JAMIE
TORMOLLAN, CAROLE
WARNER, DONNA
WEGMAN, KATHY
VANRYBROEK, JEAN
WOODS, BARBARA
YOUNG, LAURA

VNA

A Tradition of Caring and Quality Since 1949

Skilled Nursing
Maternal Child Nursing
Physical Therapy
Occupational Therapy
Speech Therapy
Medical Social Worker
Home Care Aide
Homemaking
Medication Dispensing Equipment
Personal Emergency Response System (Lifeline)
Community Health Services

Certified by

Medicare and Medicaid

Member of

Iowa Association for Home Care

Visiting Nurse Associations of America

Accredited by

Accreditation Commission for Health Care, Inc.

VNA Visiting Nurse Association

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