



PRESS RELEASE

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VISITING NURSE ASSOCIATION-OMAHA TO PARTICIPATE IN NATIONAL GERIATRIC MEDICATION MANAGEMENT PROGRAM

Omaha, NE – March 27, 2007 – The Visiting Nurse Association - Omaha (VNA-Omaha) announced it has been accepted in to the Visiting Nurse Associations of America's (VNAA) Curricula for Homecare Advances in Management and Practice (CHAMP) Geriatric Medication Management Course. The VNA-Omaha will be one of 22 agencies participating in the ten-month course, which began in March.

"Because the nation's population is aging, the home healthcare industry has to be a leader in successfully managing geriatric care, including the complicated issues of medication management," said James Summerfelt, VNA-Omaha President and CEO. "By being selected to participate in this national program, we are bringing a vital service to our patients and the Omaha community."

Medication management for older patients is a core aspect of home healthcare. The VNAA's CHAMP program – funded by the Atlantic Philanthropies and designed by renowned homecare, nursing and geriatric health experts – will help improve the practice across the nation. The program will address a wide set of issues ranging from appropriateness of medications to assessment of barriers to medication adherence and facilitation of patients' ability to take their prescribed medications – all crucial for elderly homecare patients' health and quality of life.

Specifically, the Medication Management course curriculum will address key issues, such as:

- Medication reconciliation
- Medication errors and adverse drug events
- Inappropriate use
- Unnecessary medication
- Polypharmacy
- Non-adherence
- Unmet needs for new or additional medication

“It is with great pleasure we announce VNA as a participant of CHAMP’s Medication Management program,” said Carolyn Markey, President and CEO, VNAA. “The VNA-Omaha endured a rigorous admissions process. Their selection is an indication of a strong commitment to providing America’s seniors with the highest quality healthcare, and providing their employees with an innovative and supportive workplace.”

The VNA-Omaha has been a leader in the region’s nursing industry for more than 100 years. The Association provides access to nursing and other services such as rehabilitation, infusion therapies and hospice care to individuals regardless of age, race or financial status. This not-for-profit mission is funded entirely through donations and volunteer support.

For more information about VNAA CHAMP, go to www.vnaa.org/champ. For more information about the VNA-Omaha, go to www.vnaomaha.org.

About VNA – Omaha

Established in 1896, the VNA provides home care, home infusion, hospice and community health services. VNA staff visits patients in a variety of settings – homes, nursing care facilities, community centers and homeless shelters. For more than 100 years, VNA remains true to its mission: to foster the dignity and well-being of the residents of our community by delivering the highest quality home and community-based health care services that provide peace of mind, quality of life and independence. VNA is accredited by the Joint Commission.

About VNAA

The VNAA is the official national association for non-profit, community-based Visiting Nurse Agencies, who care for and treat approximately 4 million patients each year. The nation’s network of 415+ Visiting Nurse Associations employ nearly 150,000 healthcare professionals, and share a non-profit mission to provide cost-effective and compassionate home healthcare to some of the nation’s most vulnerable individuals, particularly the elderly and individuals with disabilities. The VNAA has a wide range of resources available on its award-winning website about home healthcare and things to ask about when considering home healthcare.

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