



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Dedicated to Same Mission, VNA and VNAPC Combine Forces

Omaha, NE – October 1, 2007- “One mission, one vision, one future” could have easily been the motto adopted by Anna Millard 111 years ago when she founded the Visiting Nurse Association. Today, it is this philosophy that guides two of the area’s long-standing, leading home care and community health-based providers to combine under one umbrella to offer unprecedented, dependable and responsive service.

The Visiting Nurse Association (VNA) in Omaha founded in 1896, and the Visiting Nurse Association of Pottawattamie County (VNAPC), established in 1917, are joining resources to create a single, more efficient organization to meet the healthcare needs of all residents in the surrounding communities.

“The VNA in Omaha and Pottawattamie County share a mission to foster dignity by delivering the highest quality home and community-based healthcare services,” says James C. Summerfelt, President and CEO of VNA. “Both have worked

closely over the years and this is a natural culmination of these efforts to provide peace of mind, quality of life and independence to everyone we serve.”

Emmet Tinley, President of the Board for VNAPC agreed, saying, “Our patients, staff and strong base of supporters in the region will benefit from this collaboration. VNAPC will continue to maintain its presence in Council Bluffs and the merger will enable us to more efficiently provide high-quality home healthcare services to the residents in Pottawattamie County and southwest Iowa.”

Summerfelt added that combining the two organizations will help all members of the metropolitan area navigate the ever changing healthcare landscape. “Our common vision, our neighboring geographical areas and the incredible complexity of healthcare today demand that we search for new, innovative solutions for today’s challenges.”

For years, community members have come to expect top-quality, compassionate care from both the VNA and the VNAPC. By consolidating the two operations, patients will continue to receive the same level of care run by an even more efficient organization. The VNA strives to be the easiest home care agency in the metropolitan area for patients, caregivers and physicians to work with, and this consolidation will facilitate that relationship for all involved.

The VNA strives to help realize its goals through Five Pillars of Excellence that serve as “gold standard” benchmarks for many of the country’s leading healthcare organizations. These Pillars—Service, Quality, Employees, Finance and Growth—give all VNA employees a measure by which to judge their efforts and the focus necessary to work in unison.

Specifically, for the area’s newly restructured VNA, these Five Pillars dictate continual progress toward becoming:

- The home care agency that provides exceptional service and quality in the eyes of patients, families, employees and physicians.

- The region's best workplace for caregivers, administrative personnel and support staff to realize their calling of helping to improve the lives of others.
- An organization that delivers superior value to patients and serves a financially vital role in the region's business community.
- An advocate for progressive and inclusive healthcare services for everyone in the area.

The goal of the VNA is the same today as Millard's was more than 100 years ago: patient-centered care. And, although the scope of the mission has grown since Millard started the VNA, the philosophy behind the mission has stayed the same: to be the Face of Care.

Her vision has grown into the integral and vital caregiving resource for the people in the Omaha and Council Bluffs community that VNA is today. Area individuals will work with the newly merged VNA secure in the knowledge that it is an institution rooted in history and eager to accommodate the changing needs of the community at large through innovative solutions.

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