



INNOVATIVE HOME CARE

At Visiting Nurse Service we constantly seek out new ways to stay at the forefront of health care delivery. We do this by implementing new technologies and research, providing educational opportunities for our staff, and identifying new ways to improve quality of life by developing active partnerships with patients. In doing so, we also strive to be responsible stewards of health care dollars, seeking high quality and cost effective services to meet the changing needs in health care.

To meet the growing demand for these initiatives we need your support. It was donor philanthropy that enabled VNS to pilot our Telehealth Program. When we demonstrated to health care insurers that putting a small monitor in patients' homes saved thousands of dollars and kept patients healthy and at home, many made the decision to include it as a reimbursable service. Today, that technology enables VNS to monitor annually more than 1,500 patients' blood pressure, temperature, weight, oxygen and glucose levels right from their homes. At a cost of approximately \$350 per month, we are able to avoid costly hospitalizations resulting in an estimated savings of \$1.5 million dollars annually.

Your gift can help us *keep VNS at the forefront of home care delivery*

INVEST IN TECHNOLOGY

Our goal is to have \$100,000 readily available so we can quickly invest in innovative technology and/or new care delivery models. Your gift of \$5,000, \$10,000 or \$25,000 will help us reach this goal.

SUPPORT INNOVATION THROUGH EDUCATION

Change in home care is happening more rapidly than ever before and today's nurses need expertise in interprofessional collaboration, critical thinking skills, change management skills and expertise in chronic disease management and illness prevention.

The delivery of patient care is made easier when nurses are encouraged and supported in continuous learning in key areas such as system redesign, new approaches to patient/family engagement in care delivery, health promotion and wellness activities and initiatives to support healthy aging.

Here is how your gift can help:

- Your gift of \$10,000 will fund one of the following:
 - Train five transition health coaches.
 - Certify eight staff as Chronic Care Professionals.
 - Train a team in motivational interviewing and health behavior change.
- Help a Registered Nurse complete his or her baccalaureate degree in nursing by funding their stipend and tuition with a gift of \$72,000 over two years.

FUND AN ADVANCED PRACTICE NURSE

As morbidity and chronic disease increase, we need the expertise of advanced practice nurses, such as Clinical Nurse Specialists and Nurse Practitioners, who can handle complex patient care and also develop wellness initiatives to prevent or slow the disease trajectory of chronic illnesses. Advanced practice nurses are needed for hospice, cardiac care, diabetes care, wound care and wellness initiatives. With your gift of \$500,000, an endowed fund can be created in your name for an advanced practice nurse.

“We can’t be satisfied with the old models of patient care. Innovation—combined with advanced education, practice and research—provides



new ways to develop and deliver care and improve health care outcomes for our clients. An investment in nursing education is an investment in the future of home health care.”

ELAINE HUBBARD, Ed.D.

Visiting Nurse Service Board Member

For more information contact Rachel Wicks
(585) 787-8748 · RWicks@VNSnet.com
Visit us online at **www.VNSnet.com**

The
MELIORA
CHALLENGE

THE CAMPAIGN
for the UNIVERSITY
OF ROCHESTER

