2020 ANNUAL REPORT

UNCOMMON Care
When I reflect on 2020, I couldn’t be more proud of VNA and Easterseals Nebraska.

During an uncommon year, we steadfastly provided uncommon care to patients and clients in Nebraska and Western Iowa. In late 2019, we underwent significant preparation to be ready for a new 2020 Medicare reimbursement method for home healthcare patients, called PDGM. Then, in January, our electronic medical record software Casamba was hit by a cyber-attack. We were forced to revert to paper records for a month, significantly impacting the way we worked.

After we were successfully back online, our entire world faced the COVID-19 pandemic.

VNA was prepared in advance for the crisis, which allowed us to be part of the solution from the beginning. While others struggled to put pandemic policies and procedures in place, VNA was taking action: providing infection control training to our staff and to community partners who worked with us to keep patients and clients safe and educated.

By March, we were caring for infected patients in homes and homeless shelters. We also partnered with Douglas County Health Department, first administering drive-thru COVID-19 testing, then providing over 60 VNA nurses who gave COVID-19 vaccinations in community clinics and in homes.

“Uncommon Care” is the theme we chose for our 2020 annual report because this year challenged us to deliver uncommon care in uncommon ways. VNA was among the very first to rise to our community’s needs with calm preparedness and determination to provide healthcare wherever our patients call home.

In 2020, we put on the “armor” of PPE in the war against COVID-19 and bravely went to battle on behalf of our patients. We hosted virtual summer and winter Easterseals camps for people with disabilities and continued to help them find employment despite a difficult job market. We developed innovative approaches to patient care and business operations. We rose to the occasion as leaders and teammates, working together to set new policies and procedures while maintaining quality business and healthcare practices.

At VNA and Easterseals, we embrace an uncommon mission to deliver community-based care that provides peace of mind, quality of life and independence. And long after the pandemic, we will continue to provide uncommon care to all who need it, regardless of their ability to pay. We’re committed to going where others don’t and serving who others won’t.

Thank you for your support along the way. I hope you join me in feeling uncommonly proud!
Anna Millard Rogers was an uncommon young woman. When she founded Visiting Nurse Association, she focused on the commonly overlooked needs of Omaha’s children and families, especially those who traditionally did not have access to healthcare.

Throughout history, VNA nurses have delivered uncommon compassion. They entered homes to provide healthcare, started well-baby clinics in local parks and ignored community warnings by entering brothels to care for sex workers and their children.

Facing uncommon circumstances isn’t new for our organization. Visiting Nurse Association has been at the front lines of care for 125 years, serving the community during the polio epidemic, Spanish influenza, HIV/AIDS, H1N1 and the COVID-19 pandemic.

Today, our uncommon, foundational mission endures: caring for those whose circumstances prevent them from being able to care for themselves. And looking to the future, VNA will continue to deliver the highest-quality care possible to those who need us most.

Because we believe our community deserves expert guidance and compassionate care, no matter one’s station in life or ability to pay.

That’s uncommon.
What we didn’t expect was the COVID-19 pandemic and the many twists, turns and unknowns it would bring to our lives, our communities and our nation. But VNA and Easterseals Nebraska remained a steady presence, a resource for information and an expert provider for our patients’ healthcare needs.

Planning to persevere
In March, VNA initiated an emergency management plan, which included a core team meeting daily to discuss agency needs and concerns related to PPE, staff and communication. VNA’s COVID-19 Preparedness Procedure/Plan was developed to eliminate or minimize employee exposure to COVID-19 and to assist in the monitoring and surveillance for early detection of potential outbreaks in the community.

VNA’s Omaha and Pottawattamie County offices closed, requiring the majority of our staff to work remotely. New technology platforms like Rainbow and Softphone allowed hospice, intake, home care and Easterseals staff to use phones and devices at home for communication instead of their personal phone lines. Our pharmacy staff, along with a few select staff members, did remain in the office to help distribute and keep track of PPE needs/usage and continue providing pharmacological services to hospice and home care patients.

Our infection specialist implemented continual contact with federal, state and local agencies, including the CDC and other health organizations.

We were invited to share our community health infection control expertise in two webinars through the National Emerging Special Pathogens Training and Education Center.

Staying healthy
An uncommon year called for unprecedented amounts of personal protective equipment (PPE) to stand strong against infection. VNA staff members and patients utilized 28,077 masks, 94,730 gloves, 61,061 wipes, 7,540 ounces of hand sanitizer and 1,522 gowns.

Adapting to serve the community
While our community awaited a COVID-19 vaccine, we knew it was essential to immunize as many people as possible to protect against another health threat: the flu. VNA adapted our flu clinics to a safe, outdoor setting, making it easy to drive up and get a shot. Clinics ran from the middle of September to early November, vaccinating 11,486 people.

Expanding testing opportunities
VNA stepped up and partnered with the State of Nebraska to add a much-needed drive-thru COVID-19 testing site in our community. Our nurses tested 2,579 residents from August through October 2020. We also partnered with the Douglas County Health Department to provide over 60 nurses who helped administer the COVID-19 vaccine to our community.
VNA celebrated the passion and dedication of Chief Operating Officer Bridget Young and Vice President of Hospice, Palliative Care, and Pharmacy Joanie Kush, who both retired during 2020.

Collectively, they made a 90-year investment in our organization. Along the way, Bridget and Joanie impacted VNA’s culture, mentored team members, developed innovative solutions, established collaborative relationships, insisted upon the highest standards and inspired countless people.

We also announced the promotions of Bridget Caniglia to Chief Clinical Officer, Amanda Holst to Vice President of Home Health, Bridge Elzey to Vice President of Operations, Francie McNeil to Vice President of Program Development, Amanda Matthew to Hospice Clinical Director, Amber Converse to Hospice Business Director, and Laura Grothe to Pharmacy Director.

Welcoming a new board
Our 2020 board reflected a range of backgrounds and experiences that further strengthened our support of a healthy and thriving community.

Deborah Bass
Retired (former CEO of NeHII, Inc.)

Steve Baumert
President, Methodist Jennie Edmundson Hospital

Fawn Bottolfson
Corporate Charity Community Outreach Coordinator, Omaha Track

Teri Bruening
Chief Nursing Officer and Vice President Patient Care, Methodist Health System

Karen Bruzzano
Senior Vice President and Head of IT Service Delivery, Bank of the West

Kelly Butts-Elston
CEO, Connections/Southwest 8 Senior Services

Taina Evans, Vice Chair
Director Specialty Clinics, Boys Town National Research Hospital

Craig Flanagan
Chief Financial Officer, WesleyLife

Harris A. Frankel, M.D.
Senior Vice President and Chief Medical Officer, Nebraska Medicine

Beth Furlong
Associate Professor, Emerita Center for Health Policy and Ethics, Creighton University

Jason Hansen
President, American National Bank

Dan Kirwan
Chief Operating Officer, The Maids

Adam Kuenning
General Counsel, Immanuel

John Marshall, Chair
Principal and Shareholder, Professional Risk Services, SilverStone Group

Elizbeth Murphy
President, Emspace + Lovgren

Sue Nuss
Chief Nursing Officer, Nebraska Medicine

Rosenda Ovalle
Director of Multicultural Banking, First National Bank

Scott Peters
Retired (former attorney)

Carrie Phillips
Cardiovascular Service Line Executive, Nebraska Methodist Health System

Richard Secor
Partner, The Lund Company

Ray Stoup, Treasurer
Financial Officer, Creighton School of Medicine

James Summerfelt
President and CEO, Visiting Nurse Association / Easterseals Nebraska

Brenda Watke, Secretary
Vice President, Information Services, Mutual of Omaha

4.31 out of 5
Employee Satisfaction Score
Diligence

The health and safety of our patients, staff and community is our highest priority. VNA was one of the only post-acute care providers in Omaha and Council Bluffs accepting COVID-positive patients into home healthcare, reducing the burden on hospitals and medical centers as they discharged patients from hospital to home.

Pivoting protocols
We pivoted our protocols and services to adapt to uncommon circumstances. Infection control was emphasized throughout VNA, with special training for clinical staff and high safety protocols that kept everyone safe in the office and in the field.

▶ VNA nurses conducted a respiratory and travel screening process before each patient visit. Once given the all-clear, care proceeded as usual.
▶ To keep our clinical staff and patients safe, everyone was required to wear masks during visits.
▶ We provided guidance and direction in helping patients and their families limit exposure.
▶ Easterseals Nebraska hosted its first-ever virtual summer camp.
▶ Our in-house pharmacy was prepared, and our supplier extended the amounts of medication we could provide to each patient, if necessary.
▶ For patients exhibiting COVID-19 symptoms, treatment options were evaluated. In some cases, VNA utilized the additional support of Synzi – a secure telehealth platform that allowed patients to speak safely and directly with their nurse. Our team completed over 4,000 virtual visits.
▶ Community program staff members provided infection control guidance to our collaborative partners in areas including schools, homeless and domestic violence shelters, and parenting support visitation programs. When in-person visits were not possible, VNA staff members were available via phone or email.
2020 SERVICE STATS

47,099
Total Clients Served Agency-Wide

5,268
Home Care, Hospice and Palliative Clients
Home Care 4,024
Hospice 982
Hospice of SW Iowa 153
Palliative 109

4,875
Community Service Clients
Homeless Shelter Nursing 1,642
Breast Cancer Patient Support 152
Childbirth Education 24
Community Events 478
COVID-19 Testing 2,579

11,645
Immunization Clinic Clients
Adults Flu Prevention 9,478
Children Flu Prevention 2,008
Non-Flu 159

1,242
Easterseals Nebraska Clients

CAMP & RESPITE
Clients Served 71
Points of Service 85

ALTERNATIVE FINANCING
Clients Served 17
Total Loans $320,489

AGRABILITY
Clients Served 36
Funded Plans for Assistive Equipment 13
Funded Amount $136,823

WORKFORCE DEVELOPMENT
VR Benefits Analysis, Planning & Support 194
Nebraska Ticket to Work 321
Work Incentives Planning & Assistance 167
Promoting Opportunity Demonstration 394
BRIDGE 41
ADRC 1

3,410
Parenting Support Clients

Physician-Directed Services 1,633
Healthy Families America 157
Love & Learn 333
Nurse-Family 194
Project WIN 158
Lactation Consultation 268
Social Work Services 667

307
Healing Motion Clients

Client Visits 4,267
New Clients 222
2020 Revenue $393,325

20,352
School Health Program Students
Participating Schools 48

* Decreased due to COVID-19 impact.
$27,696,645

2020 Total Revenue & Support

<table>
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<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Patient Charges &amp; Contracts</td>
<td>$22,861,228</td>
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<td>Restricted Grants &amp; Contributions</td>
<td>$1,507,791</td>
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<td>Other Contributions</td>
<td>$2,518,312</td>
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<td>CARES Act Provider Relief Funds</td>
<td>$752,517</td>
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<td>United Way</td>
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<td><strong>TOTAL OPERATING REVENUE</strong></td>
<td><strong>$28,130,197</strong></td>
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<td>2019 Reported Debt</td>
<td>-$433,552</td>
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$27,940,350

2020 Total Expenses

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<tr>
<td>Home Care Services</td>
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<td>Hospice Services (includes Hospice of SW Iowa)</td>
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<td>Pharmacy Services</td>
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<td>Healing Motion Services</td>
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<td>Fremont Health</td>
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<tr>
<td>General &amp; Administrative</td>
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<tr>
<td>Fundraising</td>
<td>$473,097</td>
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<td>Easterseals Nebraska</td>
<td>$923,351</td>
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 COMMUNITY HEALTH SERVICES & POTTAWATTAMIE COUNTY

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<th>Category</th>
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<tbody>
<tr>
<td>Community Home Care Services</td>
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<tr>
<td>Community Contract &amp; Private Pay Services</td>
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<tr>
<td>Community Family Support Services</td>
<td>$2,463,893</td>
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**TOTAL EXPENSES** $27,940,350

**EXPENSE DISTRIBUTION**

- 81% Patient Charges & Contracts
- 9% Community Family Support Services
- 7% Community Contract & Private Pay Services
- 6% Community Home Care Services
- 5% Fundraising
- 3% Easterseals Nebraska
- 3% CARES Act Provider Relief Funds
- 2% United Way
- 2% General & Administrative
- 2% Fremont Health
- 1% Healing Motion Services
- <1% Pharmacy Services
- <1% Other Contributions
$28,130,197

2020 Total Funding

**Funding Sources: Omaha**

- Medicare: $11,409,943
- Medicaid: $2,023,783
- Insurance: $5,777,206
- Private Pay: $784,643
- United Way of the Midlands: $335,780
- Contracts: $1,073,981
- Federal, State & Community Grants: $1,238,687
- Special Events: $151,610
- Community Donors & Foundations: $2,289,950
- CARES Act Provider Relief Funds: $738,412

**TOTAL FUNDING** $25,823,995

**Funding Sources: Pottawattamie County**

- Medicare: $1,358,284
- Medicaid: $269,674
- Insurance/Private Pay: $103,547
- United Way of the Midlands: $154,569
- Contracts: $60,167
- Federal, State & Community Grants: $269,854
- Community Donors & Foundations: $76,002
- CARES Act Provider Relief Funds: $14,105

**TOTAL FUNDING** $2,306,202

*Interest/other not included  **Includes VNAH, HS, FND & ESN
For most of 2020, in-person events were not possible. VNA was fortunate to have our Art & Soup fundraiser occur in February before COVID-19 was detected in the community. Still, the rest of the year relied on the generosity of individuals, groups and organizations who recognized VNA’s vital role during the pandemic and made sure our necessary services were accessible.

Thanks to our network of generous donors and volunteers, VNA continued making a life-saving difference for thousands of people throughout the entire year.

**Art & Soup**
More than 850 people attended our 23rd annual Art & Soup event, held in February 2020 at Embassy Suites in La Vista. The $129,230 raised benefited VNA’s Shelter Nursing services, allowing VNA nurses to care for 1,642 men, women and children who experienced homelessness in Omaha and Council Bluffs in 2020. VNA can offer these services free of charge thanks to the generous support of the community, event sponsors and attendants.

**Endowment Fund**
After their retirement in October, an endowment fund was established in recognition of Bridget Young and Joanie Kush’s dedication to VNA as a means to honor their legacy for years to come. Contribution to this endowment fund, which has already garnered $16,883, supports an annual allocation of funds based on agency need that is determined under guidance from Bridget, Joanie and their designates. Funds will support career advancement for VNA staff through scholarships and professional development, recruitment of minority professionals, and technology efficiency for clinical staff in the field.

**At Home Campaign**
During a year that limited events and face-to-face interactions, VNA ramped up our digital presence for 2020’s last big giving effort: GivingTuesday. We used this event to launch an “At Home” campaign and asked our supporters to give the gift of compassion, dignity, support, healing and, most importantly, the gift of home to those we serve. Your generosity helped us raise $28,290.

**Volunteers**
This year ignited many passionate volunteers who continue to be integral to the success of our organization. While volunteer opportunities were more limited than previous years, 155 volunteers gave 2,197 hours of their time, creating a value of approximately $59,758. We’re also grateful for the 779 cloth masks that were donated by various groups and individuals in the community, as well as hand sanitizer donated by Brickway Brewery & Distillery. These contributions helped staff extend the life of their PPE and protected the health of our patients.
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<td>Chuck and Karen Boehm</td>
<td>Kathleen Roane</td>
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<td>Mary Lou Jacobi</td>
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<td>Kiewit Corporation Foundation</td>
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<td>John and Wende Kotouc</td>
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2020 Total Donations