



# UNCOMMON Care



# Letter from James C. Summerfelt

VNA President & CEO

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## 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.

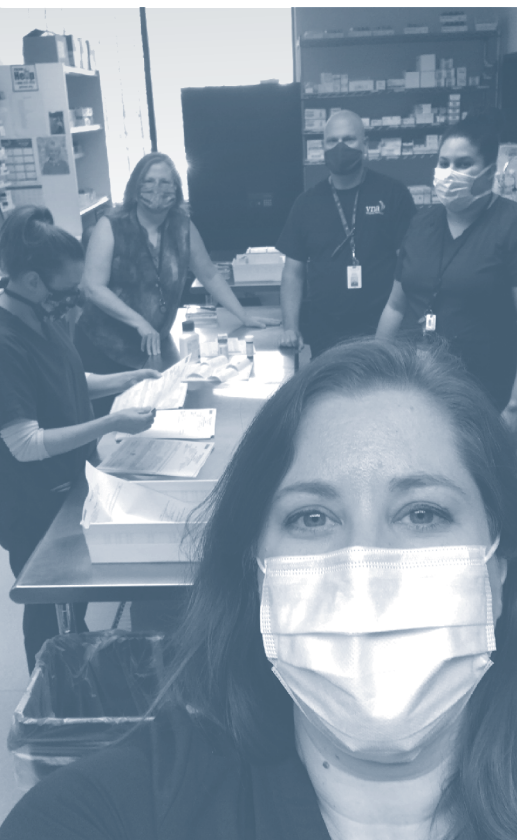
"Uncommon Care" is the theme we chose for our 2020 annual report because this year challenged us to deliver uncommon care in uncommon ways. VNA was among the very first to rise to our community's needs with calm preparedness and determination to provide healthcare wherever our patients call home.

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!





# UNCOMMON Care

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.



# UNCOMMON Tenacity

In January, the World Health Organization proclaimed 2020 the “Year of the Nurse.” The impact nurses have on our lives and our well-being undoubtedly deserved a full year of celebration.

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.

47,099

Clients  
Served  
In 2020





# UNCOMMON Dedication

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, Bridget 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.

## 4.31 out of 5

**Employee  
Satisfaction Score**

### 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

#### Elizebeth 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 Stoupa, 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



# UNCOMMON 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
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Funded Plans for Assistive Equipment	13
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Funded Amount	\$136,823
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#### WORKFORCE DEVELOPMENT

VR Benefits Analysis, Planning & Support	194
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Nebraska Ticket to Work	321
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Work Incentives Planning & Assistance	167
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Promoting Opportunity Demonstration	394
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BRIDGE	41
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ADRC	1
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**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
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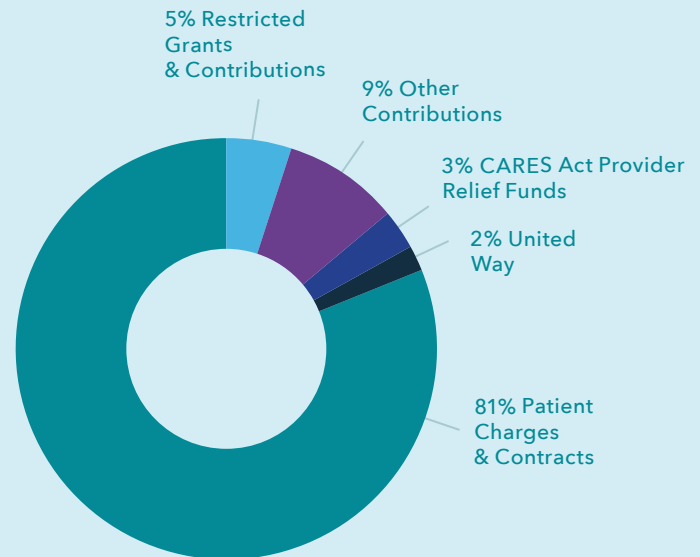
\* Decreased due to COVID-19 impact.

## 2020 FINANCIALS

# \$27,696,645

### 2020 Total Revenue & Support

Patient Charges & Contracts	22,861,228
Restricted Grants & Contributions	1,507,791
Other Contributions	2,518,312
CARES Act Provider Relief Funds	752,517
United Way	490,349
<b>TOTAL OPERATING REVENUE* **</b>	<b>28,130,197</b>
2019 Reported Debt	-433,552



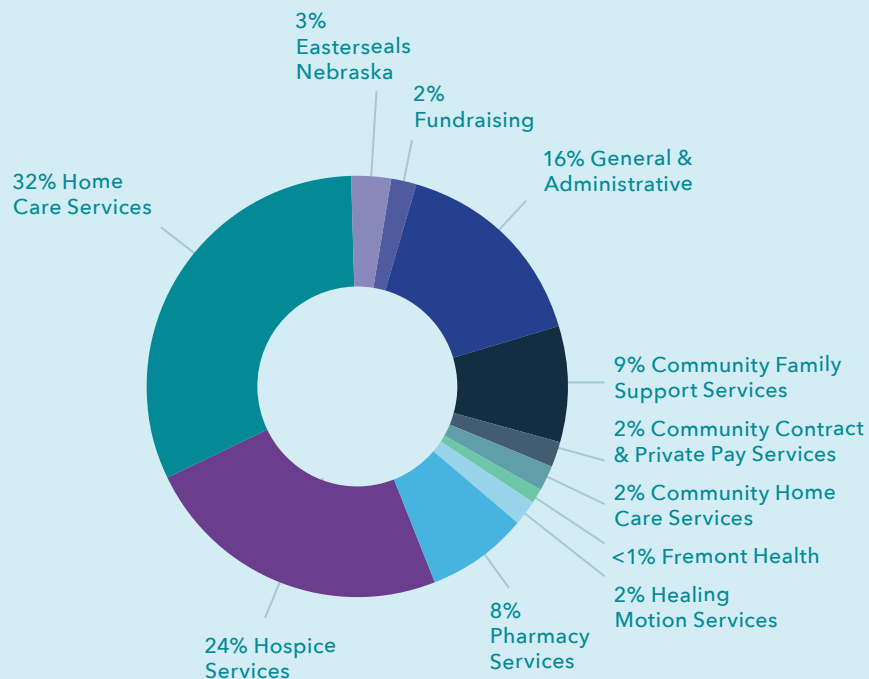
# \$27,940,350

### 2020 Total Expenses

Home Care Services	8,925,788
Hospice Services (includes Hospice of SW Iowa)	6,649,601
Pharmacy Services	2,216,462
Healing Motion Services	433,179
Fremont Health	188,094
General & Administrative	4,380,016
Fundraising	473,097
Easterseals Nebraska	923,351

#### COMMUNITY HEALTH SERVICES & POTTAWATTAMIE COUNTY

Community Home Care Services	644,479
Community Contract & Private Pay Services	642,390
Community Family Support Services	2,463,893



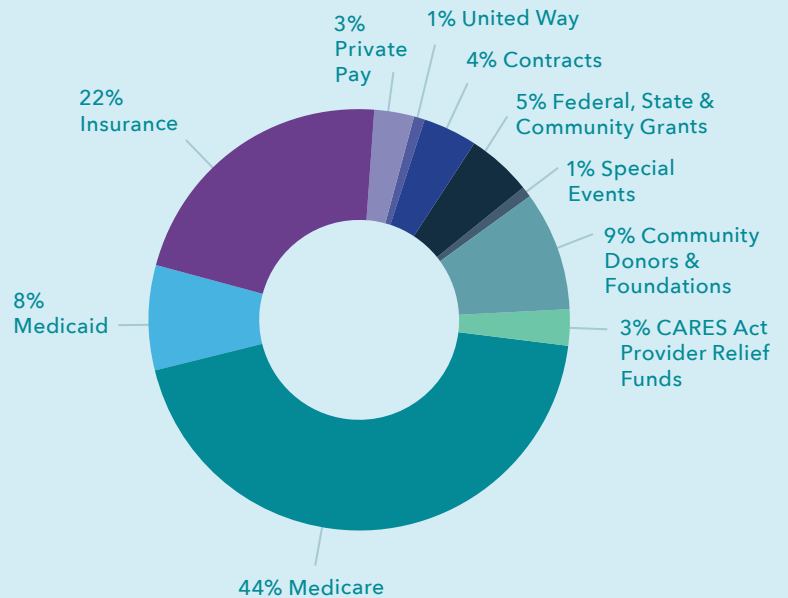


# \$28,130,197

## 2020 Total Funding

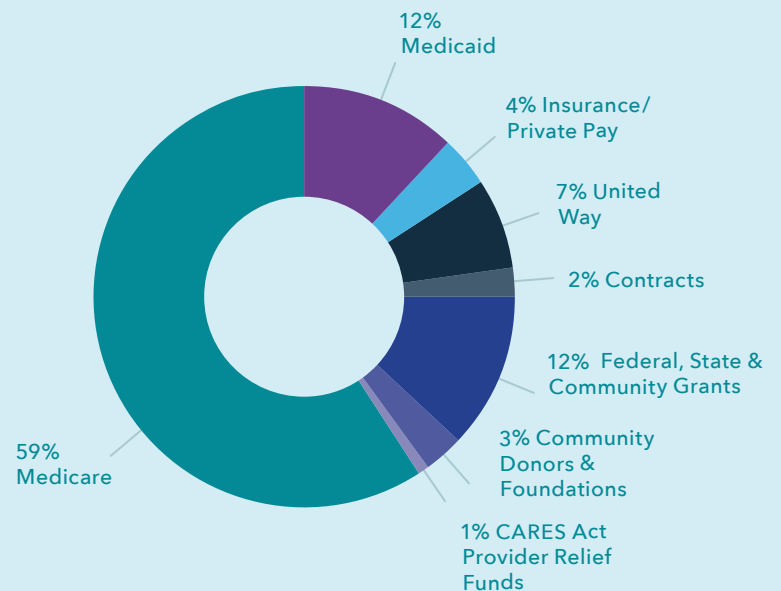
### Funding Sources: Omaha

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
<b>TOTAL FUNDING* **</b>	<b>\$25,823,995</b>



### 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
<b>TOTAL FUNDING* **</b>	<b>\$2,306,202</b>



\* Interest / other not included

\*\* Includes VNAM, HS, FND & ESN



# UNCOMMON Generosity

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.

## **Healthcare Heroes**

Omaha, Lincoln and Hastings Gives presented the opportunity to recognize our healthcare heroes during an incredibly challenging year and encourage the community to support their work – and the

community showed up to make it our biggest year yet. We raised \$24,669, which was approximately 160% of our goal.

## **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.



## DONORS

### \$100,000+

ABT Associates  
Charles E. Lakin Foundation  
Iowa Department of Public Health  
Lozier Foundation  
Nebraska Department of Education  
Nebraska Department of Health and Human Services  
Nebraska Early Childhood Collaborative  
Sherwood Foundation  
The Enrichment Foundation  
United States Department of Agriculture  
United States Social Security Administration  
United Way of the Midlands  
United Way of the Midlands Karnett Trust

### \$75,001 - \$100,000

Omaha Community Foundation  
UnitedHealthcare

### \$50,001 - \$75,000

Anonymous  
Mutual of Omaha Foundation  
Promise Partners Early Childhood Iowa  
Susan G. Komen Great Plains  
United States Department of Health and Human Services

### \$20,001 - \$50,000

Mary Ludington McKeen Charitable Trust  
The Hawks Foundation  
The Leland J. & Dorothy H. Olson Charitable Foundation

### \$10,001 - \$20,000

Marshall E. Faith  
Knights of Columbus Council 3019  
Lincoln Community Foundation, Inc.  
Amy L. Scott Family Foundation  
Loretto Young

### \$1,000 - \$10,000

Gary Adams  
American National Bank  
James and Pam Arbuckle  
The Backer Family Charitable Trust  
Steve and Debbie Bartels  
Marilyn Beig  
The Fred and Sally Bekins Foundation  
Better Health For Iowans Foundation Inc.  
Bland Cares Foundation  
Chuck and Karen Boehm  
John and Betty Cernech  
Elizabeth Classen Trust  
COPIC Insurance Company  
John Dennison  
Dodge Charitable Trust  
Dolezal Family Foundation Charitable Trust  
Exchange Club of Omaha Foundation  
Drs. Harris and Janice Frankel  
Lance and Julie Fritz  
Jason and Kayla Hansen  
Jon R. Hanson  
Heider Family Foundation  
Patricia Heine  
Thomas Hendricks  
Gilbert M. and Martha H. Hitchcock Foundation  
Home Care Assistance  
Lisa Hooi  
Russel and Renee Iwan  
Mary Lou Jacobi  
Kent Circle Partners, Scott Seldin  
Kiewit Corporation Foundation  
George Kleine and Tom Knox  
John and Stephanie Koraleski  
John and Wende Kotouc  
Joanie Kush  
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John and Andrea Marshall  
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McCarthy Redland Family Foundation  
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Murray and Sharee Newman  
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Omaha Track  
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Elizabeth and Daniel Tipton  
Visiting Nurse Associations of America  
Dr. Frederick Ware  
Linda Waschinek  
Brenda Watke  
Dr. Samuel Watson  
Cheryl Welding  
Werner Enterprises  
West Omaha Rotary Foundation  
Lynn Williams  
David E. Wilson  
Bridget Young  
The Jim and Shirley Young Family Foundation

## \$5,300,393

### 2020 Total Donations



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**[vnatoday.org](http://vnatoday.org)**

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