A New Year, a New Space and a New Look

Tree of Life Celebration Raises a Record $52,000 for Hospice Bereavement Programs
VNA of Hudson Valley awarded accreditation from The Joint Commission
Mark your Calendars for the 13th Annual Awards Dinner
Dear friend,

Last year brought about many changes for the Visiting Nurse Association of Hudson Valley. In May, we merged our two offices in Mt. Kisco and Pelham into a new corporate headquarters in Tarrytown, New York. This relocation has provided us with a larger space, substantial cost savings and an opportunity to have all of the companies that comprise our family of home health care organizations under one roof in a central location in the county.

In addition, we embarked on a corporate re-branding project, the purpose of which was to create a unified look for our family of organizations. As the largest family of home health care providers in Westchester County, we felt that it was important to have an image that represented our continuum of services and the consistency in the excellence of our care. The new corporate logo encompasses all of our companies including the VNA & Hospice Care Foundation, the not-for-profit organization which works to secure the financial support necessary for our continued growth and service to the community.

Moving forward this year, we are looking towards providing additional services to the seniors in our community with the goal of keeping them healthy and able to live independently. One such initiative is the installation of health care kiosks in two of the county’s senior apartment buildings. This state-of-the-art equipment will enable the residents of these buildings to monitor their vital signs including blood pressure, pulse, weight, temperature, blood oxygen and sugar levels. The VNA of Hudson Valley Nurses will review the confidential results and can provide the senior with vital information should intervention be necessary. The kiosks also have a health education component which will aid in early symptom detection and disease prevention management. As this service is offered at no charge to the senior, we are pursuing funding opportunities to support the acquisition of additional kiosks for placement in more senior centers.

As we strive to fulfill our mission, the VNA of Hudson Valley family continues to look ahead by being proactive in areas of community health and remaining leaders in the home health care field. In doing so, we will always be mindful of the fact that quality must remain paramount in all we do.

Michele A. Quirolo,
President & Chief Executive Officer

“Our state-of-the-art health care kiosks serve as a free way for seniors to monitor their vital signs, learn about disease prevention, and receive alerts which may avoid potential health problems in the future.”
The VNA of Hudson Valley family began 2007 with a new look, new headquarters and new and exciting plans for the future.

In May 2006, the VNA of Hudson Valley relocated its corporate headquarters to Tarrytown, merging two former offices in Mount Kisco and Pelham into one central space.

Along with our new office, the VNA of Hudson Valley began a corporate re-branding project to complement and further define the tradition of excellence in home health care that all of its companies provide the residents of our community.

“As Westchester’s largest family of home health care providers, we wanted to create a look that illustrated our strong ‘family’ bond,” explains Michele Quirolo, President & CEO. “Our new logo brings together all of our companies conveying a warm feeling that reflects our values and shows how as a whole, we offer the community a continuum of services for all of their home health care needs.”

“It is the VNA of Hudson Valley family that has been serving our community for over 109 years. And, although our look may be new, and others may try to recreate our tradition of excellence, it is the services of the VNA of Hudson Valley that remain consistent.”

The VNA of Hudson Valley, our parent company, is illustrated by the yellow sunburst, providing the strength and nurturing for each of the companies to flourish. The natural designs in each company piece of the logo reflect the growing and changing stages of life and how the family of organizations is continually changing to meet the needs of those we serve.

Visitors to our new headquarters in Tarrytown are greeted by the colorful logo when they enter the VNA of Hudson Valley’s lobby. Likewise, the respective company logos are being used for all printed materials. An updated line of brochures is currently being produced and will further support the VNA of Hudson Valley family image and philosophy. The corporate website is also scheduled to be re-designed to better integrate the services provided by the VNA family and will contain current information, interactive tools and be a bit more user friendly.

Readers of local newspapers can see our new advertisements showcasing the new logo and concept of the organization as a family.

The VNA of Hudson Valley family will continue to fulfill its mission of providing excellent home health care to all in our community—the same mission that the organization has prided itself on for well over a century. If you would like to see our new headquarters, please contact the development department at 914.666.7616 for information.

“... Our new logo brings together all of our companies in a way that reflects our values and shows how as a whole, we offer the community a continuum of services for all of their home health care needs.”

Visit VNA Voice online at vnahv.org
Home Sweet Home

The comforts of one’s home cannot be overstressed. It is that feeling of warmth and familiarity that adds security and stability to one’s life. For many older adults, remaining at home can prove to be a challenge as they may have difficulty performing daily tasks.

Since 2003, VNA Home Health Services has been offering the Care Plus Program which is specifically designed to assist individuals so they can remain independent in their own homes. The services of Care Plus go beyond medical care by providing assistance with daily activities such as running errands, housekeeping, meal planning and personal care.

Very often, the relationship between our caring and compassionate staff and the client grows to that of companionship. Such is the case of VNA Home Health Services client Mildred and her assistant Akua. Recently, as part of the corporate re-branding program, Mildred and Akua agreed to participate in a photo session the results of which will be used in new brochures and advertisements.

The highlight of the day was that it happened to be Mildred’s 89th birthday. With Akua and her lovely granddaughters Victoria and Andrea by her side, Mildred was truly the star that day. Her warm smile and graciousness made it very clear that she was exceptionally proud of inviting us into her home and showing us the difference the Care Plus program has made in her life.

“Very often, the relationship between our caring and compassionate staff and the client grows to that of companionship.”

VNA of Hudson Valley Appoints Raphaelle Sondak New Vice President of Human Resources

The Visiting Nurse Association of Hudson Valley welcomes Raphaelle Sondak as the new VP for Human Resources. Raphaelle will be responsible for oversight of all personnel activities for the VNA of Hudson Valley and its family, which together employ approximately 200 professional staff.

Sondak joins the VNA of Hudson Valley Family with over 21 years of experience in the field, most recently serving as Director of Human Resources for the American Institute for Foreign Study, in Stamford, CT. She has been a member of the Society for Human Resources Management since 1995.

Sondak received her MS in Human Resources Management from Mercy College and her BA in Human Development from Colby College. She has also been an adjunct professor at Mercy College since 1999.

“It is a privilege for me to be able to work with a group of dedicated healthcare professionals who continually go above and beyond their responsibilities to provide exceptional care to our patients,” said Sondak.

Michele Quirolo, President and CEO of the VNA of Hudson Valley, said, “We are very pleased to have Raphaelle join our management staff. Healthcare providers are faced with the challenge of a national nursing shortage, but I am confident that Raphaelle’s expertise and background will help the VNA with the recruitment of the finest professionals in the field.”
Remembering and recognizing loved ones is a steadfast tradition at Hospice Care’s Tree of Life Celebration. This past year was no exception with a record number of participants joining in the festivities and supporting the event to raise a record $52,000.

The kick-off took place at the Jefferson Valley Mall on November 10 for the lighting of Hospice Care’s trees which were displayed in the mall from November through the end of December. Crowds gathered to enjoy entertainment provided by Jenna’s Dream Choir and the Top Brass French Horn Choir. WHUD’s midday host Tom Furci, Master of Ceremonies, joined Hospice for yet another successful start to the Tree of Life season.

Additional tree lighting ceremonies were held at the Mt. Kisco Holiday Inn and Crowne Plaza in White Plains. News 12 Reporter Lisa LaRocca served as host at the event in White Plains. Entertainment was provided at the Holiday Inn by the Fox Lane High School Chamber Choir and the Horace Greeley High School Madrigal Choir. Guests at the Crowne Plaza enjoyed the sounds of the Dohter Female A Cappella group from The Masters School and the Archbishop Stepinac High School Choir. Refreshments for the events were graciously donated by the Holiday Inn and the Crowne Plaza.

At each ceremony, a Hospice family spoke about how the services and caring compassionate staff at Hospice Care made a difference for their loved one and the family during a very fragile time for all. We would like to acknowledge the Cortez/Plesset family, Mundy family and Bucci family for sharing their heartfelt stories with our guests.

A special thank you to our sponsors who made this event possible: The Journal News, Careseekers, Jake’s Steakhouse, Sound Shore Medical Center, Dow Chemical, A&T Healthcare, Guideposts, Pyramid Capital Group, and Yorktown Medical Laboratory.

On October 14th, over 200 guests arrived at Barrett Farm in Pound Ridge, the magnificent home of Benjamin and Kathy Needell, to support Hospice Care’s bereavement programs. This annual event raised over $50,000 on what was a chilly, but lovely evening.

Event Chairs Taylor and Aaron Taylor were very pleased with the attendance that evening. “We were thrilled with the turnout and with the amount raised,” commented Aaron. “I’m sure it makes people feel good to know that their contributions are helping children in the community heal from the loss of a parent or loved one.”

We also extend a warm thank you to the Ancient Order of Hibernians, Division 16, who once again this year collected money at area churches on behalf of Hospice Care and presented us with a check for $6,585 at our Holiday Inn Tree of Life celebration.

We are also incredibly grateful to Sunnyside Federal Savings and Loan in Irvington for hosting their own holiday tree, the proceeds of which were donated to Hospice Care in Westchester & Putnam.

Last year’s event included a “Take a Chance” table at which guests won some terrific prizes donated by local merchants. This addition was so well received that it will be expanded at the 2007 event.

We would like to acknowledge our very generous sponsors of the evening: Bedford Wine Merchants, Mt. Kisco Wine and Spirits, Orange County BMW and Maria & George Roach.

A special thank you to our hosts Benjamin and Kathy Needell for opening their home and hearts to Hospice Care, helping to make the event wonderful for all.
The quality of one's life is something that is often taken for granted; but when you are in constant pain and dealing with discomfort, it is extremely hard, if not impossible, to have a real quality of life. For individuals who deal with end-of-life issues or chronic illness, this is often a reality, one that is difficult to address.

Palliative Care is a process by which an individual's pain and discomfort are addressed by providing options for the treatment and management of symptoms related to his or her condition. The focus of palliative care is to return the individual to daily activities by promoting comfort.

Hospice Care in Westchester & Putnam nurses are experts in Palliative Care and use a variety of treatment modalities to provide relief and comfort. As such, many home health care providers in our area have reached out to the experts here at Hospice Care to incorporate this method of treatment for individuals who may not be on a hospice program, but may be dealing with similar complexities.

“We are pleased that our experts have been able to provide the Palliative Care support to those served by the VNA of Hudson Valley and now the Putnam County Department of Health.”

Recognizing Hospice Care in Westchester & Putnam’s outstanding results in the field of palliative care, the Putnam County Department of Health recently contracted with Hospice Care to provide Palliative Care services to those patients have been able to provide the Palliative Care support to those served by the VNA of Hudson Valley and now the Putnam County Department of Health. We hope to expand these services to other certified home health care agencies and long term home health care programs in the future.”

For more information on Palliative Care programs offered by Hospice Care in Westchester & Putnam, please call 914.666.4228.

What is Hospice?
Hospice care is a way of living with dignity, hope and support during advanced or life-threatening illness. Hospice also supports the family with specialized programs to help adults, teens and children cope with their loved one’s illness.

What is Palliative Care?
Palliative Care is a process by which an individual’s pain and discomfort are addressed by providing options for the treatment of symptoms related to the condition. The focus of Palliative Care is to return the individual to daily activities by promoting comfort.
VNA of Hudson Valley Awarded Accreditation from The Joint Commission

By demonstrating compliance with The Joint Commission’s national standards for health care quality and safety, the Visiting Nurse Association of Hudson Valley, Hospice Care in Westchester & Putnam, and the VNA Home Health Services has earned the Joint Commission’s Gold Seal of Approval™. Together, our agencies comprise the largest family of home healthcare service providers headquartered in Westchester County serving over 6,000 people annually.

“We have always sought and attained accreditations for our organizations because we want to continually demonstrate our commitment to our patients’ safety and quality care,” says Michele Quirolo, President and CEO of the VNA of Hudson Valley. “We view obtaining Joint Commission accreditation as another step toward achieving excellence. Our accreditation shows that we make a significant investment in quality on a daily basis.”

The Visiting Nurse Association of Hudson Valley and family of organizations were evaluated against a set of national standards by The Joint Commission’s survey team experienced in the delivery of home care services. Accreditation was received for all services as provided by the survey for “Comprehensive Accreditation Manual for Home Care.” The Joint Commission conducted an unannounced, on-site evaluation of the Visiting Nurse Association of Hudson Valley from November 14th through the 17th. The accreditation award recognizes the organization’s dedication to complying with The Joint Commission’s state-of-the-art standards on a continuous basis.

Founded in 1951, The Joint Commission evaluates and accredits nearly 15,000 health care organizations and programs in the United States, including more than 8,000 hospitals and home care organizations, and more than 6,800 other health care organizations that provide long term care, assisted living, behavioral health care, laboratory and ambulatory care services. An independent, not-for-profit organization, The Joint Commission is the nation’s oldest and largest standards-setting and accrediting body in health care.

Mark Your Calendars...

13th Annual Awards Dinner Thursday, May 17, 2007
Glen Island Harbour Club, New Rochelle

Join us for our annual awards dinner. This event, the organization’s largest fundraiser, will be held Thursday, May 17, 2007 at the Glen Harbour Club in New Rochelle. Last year’s event attracted over 200 guests and raised over $85,000. Guests can take in breathtaking sunsets and beautiful panoramic views while enjoying cocktails and fine cuisine.

Each year, the Visiting Nurse Association of Hudson Valley recognizes individuals and organizations that demonstrate an outstanding commitment to compassionate care giving within the community, through four unique awards.

This year’s honorees are:

**Corporate Community Service Award**
Michael J. Ryan
Owner of Jake's Steakhouse and Highland Food Sales, Inc.

**VNAHV Award of Merit**
John Heimerdinger
The VNA of Hudson Valley and the VNA and Hospice Care Foundation Board Member

**Ellen Wood Health Care Award**
Joshua Lipsman, MD, JD, MPH
Westchester County Commissioner of Health

**Dana Reeve Caregiver’s Courage Award**
Kathleen Doherty Burpee


Tickets, journal ads and sponsorships can be purchased by filling out the form on the back of this newsletter or by calling the Development Office at 914.666.7616 ext. 211.
VNA of Hudson Valley is the area’s largest provider of home healthcare services headquartered in Westchester County.

For further information regarding programs and services, please call (914) 666-7616 or visit our website at www.vnahv.org

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The VNA of Hudson Valley is a member of the Pinnacle Healthcare system and accredited by The Joint Commission on Healthcare Accreditation.

13th Annual Awards Dinner Registration Form

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<td><strong>Silver</strong> – $1,800</td>
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**Journal Advertisements**

- **Back Cover** – $2,000
- **Inside Front or Back Cover** – $1,750
- **Premium Page** – $1,250
- **Full Page** – $1,000
- **Half Page** – $500
- **Quarter Page** – $300

*Ads should not be bordered. Any logos or art should be black and white or grayscale only. Electronic files should be JPEG, TIFF, EPS, PDF (fonts and linked files included) or Photoshop files at a resolution of 300 dpi. Digital files can be sent on CD or emailed (files no larger than 1 MB) to Cduhug@vnahv.org*

**I’d like to make this contribution by credit card:**

- Credit Card # __________________________
- Exp. Date __________ Authorized Signature __________________________
- Check enclosed in the amount of $ __________________________

Please make checks payable to:

VNA & Hospice Care Foundation of Hudson Valley

**Check Information**

- Name __________________________
- Company __________________________
- Address __________________________
- City __________________________
- State ___ Zip____
- Phone __________________________
- Fax __________________________
- Email __________________________

Reservations held at the door. Advertising Deadline: April 23, 2007. Ticket Deadline: May 4, 2007. Please return this form with your donation and advertisement to:

VNA of Hudson Valley, Attn: Development Dept., 540 White Plains Rd., Ste. 300, Tarrytown, NY 10591-5132. For additional information, please contact Martha Liebowitz, 914.666.7616 ext. 211 or mliebowitz@vnahv.org.

If you receive duplicate copies of this publication or would like to be removed from our mailing list, please call 914.666-7616 ext. 243.