



JOINT PRESS RELEASE

VNA Health Group and Moorestown VNA Form Alliance to Advance Quality and Innovation in Home Health and Hospice Care

July 21, 2016 (New Jersey) – Visiting Nurse Association (VNA) Health Group and Moorestown Visiting Nurse Association (VNA) today announced they have formed a “Quality Alliance” to drive innovation and improve care coordination and patient outcomes for more than 220,000 home health and hospice patients they collectively serve across fifteen New Jersey counties.

Through this Quality Alliance, clinical and administrative leadership of each respective organization will collaborate to create a best-practice framework and to launch cost-effective and innovative approaches to post-acute care.

“Now more than ever, post-acute care providers must work together to exchange expertise, knowledge and other resources to deliver the highest quality of care to our patients and to streamline referrals from our health-system partners,” said Steven Landers, MD, MPH, president and CEO of VNA Health Group. “Moorestown VNA has demonstrated a long-standing commitment to quality care and innovation and we look forward to collectively leading groundbreaking advances in home health and hospice care.”

“Our combined expertise in home and community care exceeds 216 years and delivering the highest quality care has been a priority of both organizations throughout our histories,” said Charlotte Holcombe, president and CEO of Moorestown VNA. “Through this alliance, we will be able to integrate quality practices that each of us excel in to create and share an innovative framework to benefit home health agencies and health systems across the state and nation.”

The Quality Alliance will also enhance access to additional home health and hospice services for patients, caregivers, physicians, health systems and out-patient facilities in the areas served by each respective VNA.

Currently, VNA Health Group provides home health care and hospice services in Bergen, Burlington, Essex, Hudson, Mercer, Middlesex, Monmouth, Ocean, Somerset and Union Counties, hospice services in Morris and Passaic Counties, and visiting physician services in Bergen, Essex, Middlesex, Monmouth, Ocean, Passaic, Somerset and Union Counties. Moorestown VNA provides home health and hospice services in Burlington, Camden and Gloucester Counties. Both organizations provide additional community health services.

VNA Health Group and Moorestown VNA are independent, non-profit visiting nurse associations, are Medicare certified, licensed by the State of New Jersey and accredited by Community Health Accreditation Partner (CHAP).

About VNA Health Group

Visiting Nurse Association (VNA) Health Group is New Jersey’s largest non-profit visiting nurse association

and visiting physician service that helps individuals and families achieve their best level of health and well-being by providing home health, hospice, palliative and community-based care and operating private-pay personal care services. A full range of primary-care services are available through VNACJ Community Health Centers. Our unique partnership model with health systems leverages clinical and technical resources to operate Barnabas Health Home Care and Hospice, Robert Wood Johnson Visiting Nurses, VNA of Central Jersey Home Care and Hospice, VNA of Englewood, and Visiting Physician Services. Currently we employ more than 2,100 and each year, care for over 200,000 people. For more than 100 years, we have had a commitment to serving vulnerable populations such as children, older adults and those with disabling and chronic illness or facing end of life. For more information about VNA Health Group call 800.862.3330, visit www.vnahg.org and follow us on Twitter at www.twitter.com/VNAHealthGroup.

About Moorestown Visiting Nurse Association

Founded in 1904, Moorestown Visiting Nurse Association is a non-profit organization that provides home care, private duty, hospice, counseling and community wellness services to families in Burlington, Camden and Gloucester counties.

The largest independent, non-profit agency of its type in South Jersey, their mission is to provide a full continuum of home and community-based health care services that promote optimum quality of life, independence, and dignity; to teach people to care for themselves and each other; and to provide skilled home care, counseling, and hospice services to their patients in need. Specialized services of Moorestown VNA include oncology care, wound care, telehealth/heart failure programs, IV nursing, palliative care, palliative care physician consult services, occupational, physical and speech therapies, behavioral health, and supportive services for grief and loss. The agency is also home to the Community Counseling Center, serving children, teens, adults and the LGBTQ community. To find out more about the agency, contact (856) 552-1300, e-mail services@moorestownvna.org, or visit online at <http://www.moorestownvna.org> and [facebook/moorestownvna](https://www.facebook.com/moorestownvna).

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