



Natick VNA

209 West Central Street, Suite 313

Natick, MA 01760

508-653-3081

www.natickvna.org

2013 ANNUAL REPORT



REPUTATION • RELIABILITY • RESULTS

Commemorating 115 Years



From the Chair and CEO

Dear Friends,

We've built our **REPUTATION** on the **RELIABILITY** of our staff and the **RESULTS** our patients achieve. Much like the athletes who competed in the Olympic Games last winter, we know the value of hard work and dedication. We're in this for the long haul.

And like the athletes who have achieved the pinnacle of their success in their chosen sport, the Natick VNA works hard to achieve the same level of excellence in home health care. This past year, we were named to the Top 500 of the 2013 HomeCare Elite™ by a nationally recognized ranking organization. This honor placed us among the top 500 home health care providers in the country – the country!

That's not to say we are not without our challenges. Health care reform means more people than ever have insurance coverage, but the coverage they have does not always pay for what they need. And there are many who continue to fall through the cracks. Medicare and other insurers continue to cut payment for home health care services, while demanding even better clinical results. Doing more with less is a way of life.

Reliability

However, in the face of all these challenges, the Natick VNA continues to achieve exceptional results for our patients. They are healing more quickly. They are staying out of the hospital. And they are getting back to living their lives. Just what we all want. Just what health care is supposed to do.

Of course, the Olympic athletes do not achieve success on their own. Coaches, trainers, supportive family and friends all work to make their dreams a reality. It's a team effort. The same is true for home health care. Our patients receive support from the clinical staff, the clinical staff receives support from the agency and the agency is supported by our communities...by you! Thank you for doing your part in helping to make people healthy. For that, you deserve the gold!

Sincerely,

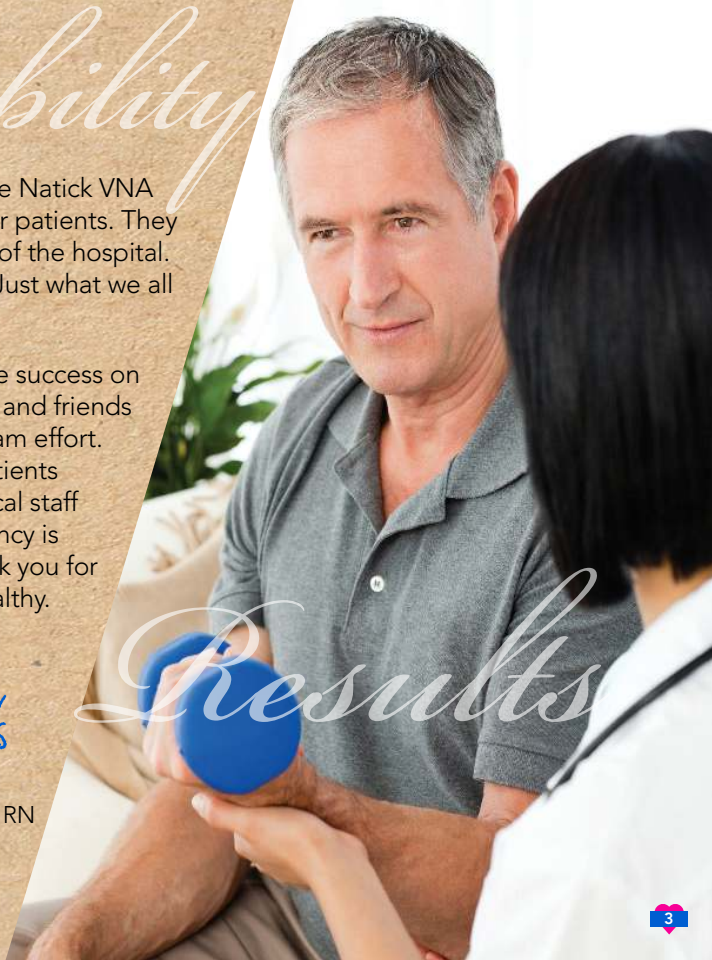


Michael Murphy
Chair, Board of Trustees



Judith Boyko, MBA, MS, RN
CEO

Results



We've built our *Reputation* on the *Reliability*

Reputation

The Natick VNA is one of the jewels of the community.

I wanted to let you know how impressed and warmed with your compassion and caring from the moment you entered my home... You are very loving and kind...

We appreciate the years of service you provided to keep Mom healthy... It was a pleasure to Mom and us having you and Natick VNA take such an interest in Mom's overall health. Sometimes words can't express the proper gratitude.

I would like to express my gratitude to those who took care of my needs... They encouraged me and were so empathetic to my needs. They are gems in your organization, and I thank them very much.

Thank you for all the help you gave my mom over the years. Your staff is wonderful and they were so good to her.

Your staff combines wonderful care with professionalism – providing truly excellent care and expertise. Their care, assistance, kindness, knowledge and responsiveness were of immense value and great reassurance to us during a difficult time.

The care given was exceptional. We met several different nurses and all were great... You are the best.

The Natick VNA was named to the Top 500 of the 2013 HomeCare Elite™ in recognition of quality outcomes, patient experience, quality improvement, process measure implementation and financial performance.



of our staff and the *Results* our patients achieve.

Reliability

We thank you and appreciate the care that was given to (Mom) by your service. It was a comfort to have the help to care for her.

She only came to inspect and change a bandage on my head. A few casual questions alerted her to arrange a visit with my physician. It seems I had a serious coronary problem. Now I have a new stent and am... feeling better. Thanks again to the Natick VNA for getting the ball rolling.

Thank you for all the wonderful care my husband received over the past eight years. All of the people who cared for my husband were first class. We are so thankful that he is at peace now.

Results

You were attentive and understanding. You've helped her get back to walking again.

I would like to thank everyone at the Natick VNA for the wonderful care I received at my brother's home while recovering from total hip replacement surgery. My case manager did a great job of making sure I was progressing medically. My physical therapist was one of the best I have ever had – and I have had a lot while receiving orthopedic care over the past 59 years. I could not have accomplished my rehabilitation and gotten back to my home in DC without you.

I want to extend my appreciation and great thanks to those who provided me with excellent care and caring during my in-house recovery! I also thank all those who kindly assisted me over the phone when calling the office! Thank you... for... literally 'getting me back on my feet.'

We can't say thank you enough for the great care (my husband) received from all who visited and took care of him after his heart surgery. He walks a mile every day.

What's Your Legacy?

When you provide for the Natick VNA in your estate plans, you help keep people safe and healthy at home. Even if you have a modest estate, you can leave a charitable bequest in your will. Bequests can be for a specific dollar amount, a percentage of the estate, or any remaining assets after your family has been provided for. Some people leave a paid life insurance policy or other financial investments, such as stocks, bonds or CDs. In addition to providing tax savings to your estate, bequests also allow you to continue to support the Natick VNA, even after you are gone. For more information, please contact your attorney or the Natick VNA Development Office at (508) 653-3081 or giving@natickvna.org.



Natick VNA recognizes those individuals in whose memory we received gifts during 2013

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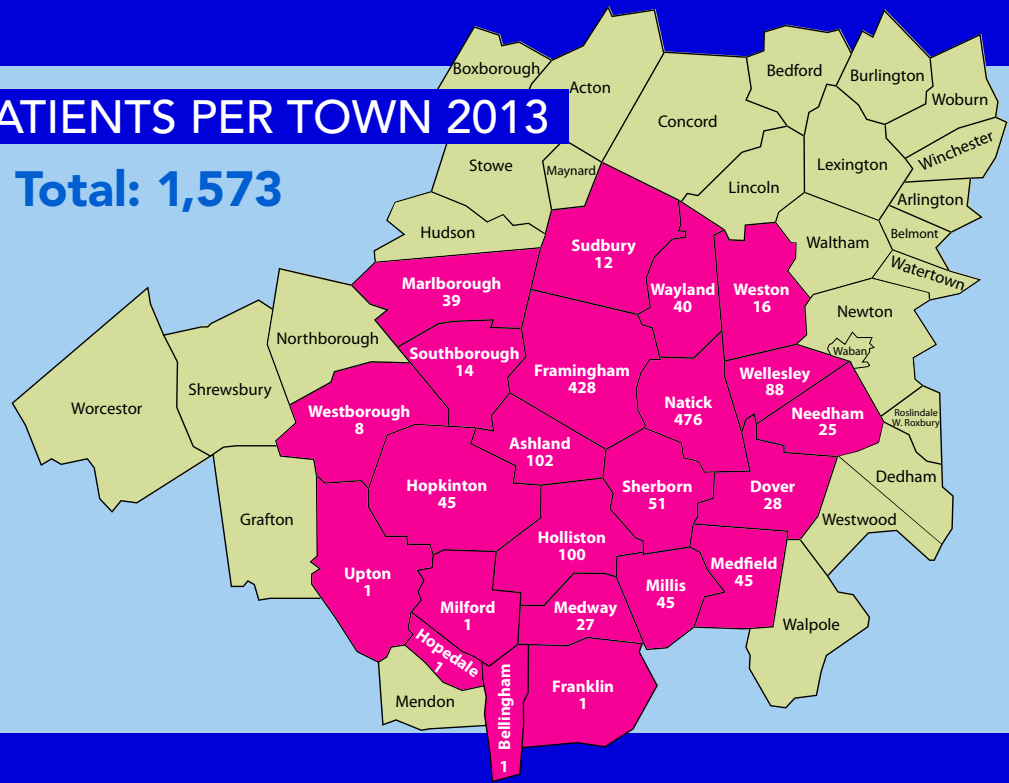
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Total: 1,573



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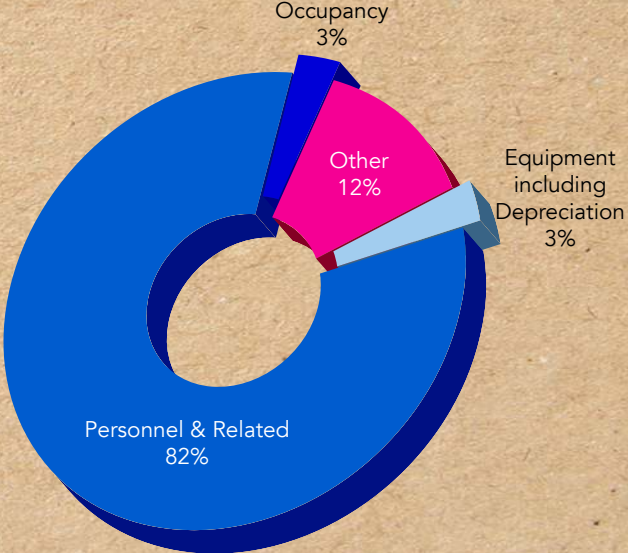
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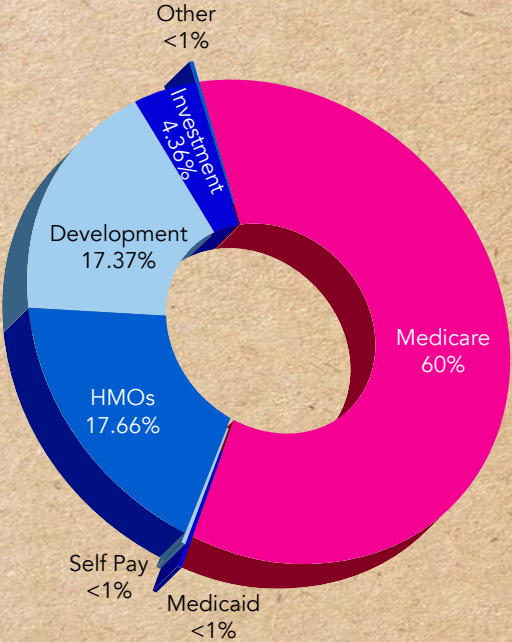
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Revenue



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Your gifts allow the Natick VNA to keep people healthy and safe at home regardless of their ability to pay.

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(\$10,000 and up)

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