An abstract graphic on a dark blue background. It features a large white chevron shape pointing to the right. Surrounding the chevron are several rounded rectangular bars in cyan and magenta colors, arranged in a semi-circular pattern.

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**Introducing  
VNS Health**  
**Our new brand**

The future of care. The comfort of home.



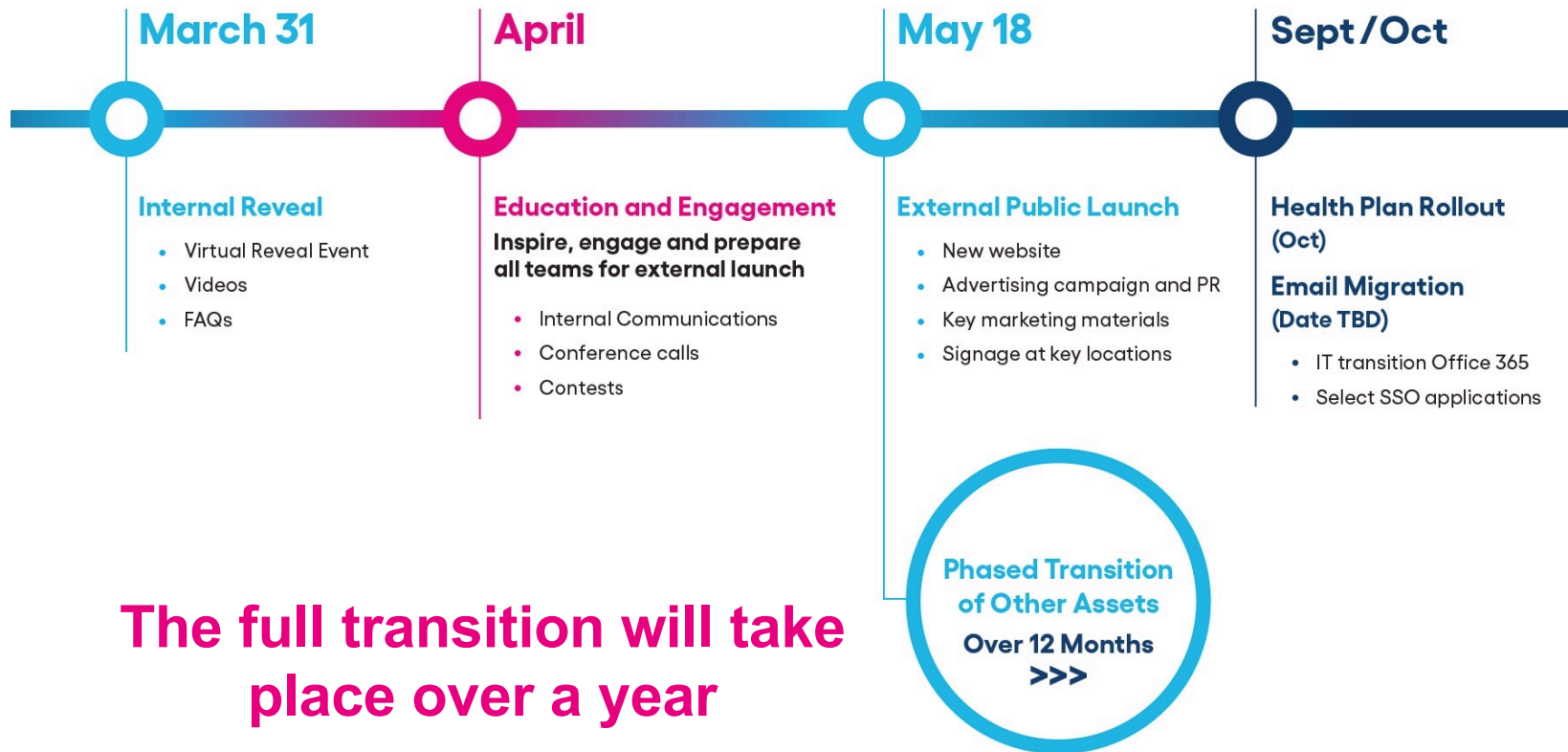
## On May 18<sup>th</sup>, something historic is happening!

All parts of VNSNY will be uniting under **VNS Health**, including:

- Home Care
- Hospice
- Partners in Care
- CHOICE
- Behavioral Health
- Care 360° Solutions (CMO)
- Management Services Organization (MSO)
- ESPRIT Medical



# On May 18, we announce our new brand publicly; however, the transition will take place over a year





## Why the change?

- We have grown over the years to be an organization that serves many types of people in many ways — uniting under **VNS Health** better represents what we do
- Supports our organization’s forward-looking strategic pillars
  - Extensive research was conducted to guide this decision
- We are now ready to expand our mission to improve even more lives, reaching a broader group of patients, members, clients, and their families






## Our Mission



Lillian Wald



*To improve the **health** and well-being of people through high-quality, cost-effective healthcare in the home and community.*





## The Vision for Our Future

We are building on our legacy as a trusted organization of caregivers by expanding the reach and scope of our services to **simplify** the health care experience and **improve the health** of millions of individuals in New York and beyond.



# Transition to VNS Health supports our three strategic pillars

## 1. Growth and Diversification

- Make our healthcare solutions simple to understand, easy to access and meaningful in outcomes to drive profitable growth and diversification

## 2. People and Culture

- Create a culture of continuous learning, curiosity, and accountability that empowers our employees to contribute in meaningful ways
- Attract and retain the talent we need, now and in the future, to expand our mission and impact

## 3. VNS Health

- Align our people, systems and processes to operate as one organization, and scale for growth



## We will differentiate ourselves by:



1. **Meeting people where they are** on their journey, so that they may live their best lives in their homes and communities, where they belong



2. **Making our healthcare solutions:**

- Simple to understand
- Easy to access
- Meaningful in outcomes



# VNS Health unites us along with our Core Values



- Our Core Values guide everything we do
- They unify us around a same set of shared principles and behaviors



## Our new name



- “VNS” honors our over 125-year legacy and “Health” is core to our mission and better describes all that we do for our patients, members and clients



Bright, bold colors create a sense of positivity, vitality, and empathy that is carried throughout the brand identity.



# VNS Health

The 'V' symbolizes connectedness with those we serve. The surrounding elements represent our people-centered and community-based spectrum of services.

## Our tagline



**The future of care. The comfort of home.**

Forward-thinking  
and leadership

Familiarity and  
closeness

- Our tagline reinforces our promise to those we serve
- It clarifies the distinctive value of VNS Health



**How do we describe **what we do** and  
**how we do it** to those we serve?**



## What we do

VNS Health helps you live, age, and heal well where you feel most comfortable—in your own home, connected to your family and community.

Wherever you are on your health journey, we will be there to guide you through.



## How we do it

Innovating in health care since 1893, our compassionate and trusted teams are always by your side with a full spectrum of accessible, affordable services, solutions and health plans.

From care management to community outreach; from nursing to behavioral health; from home care to hospice, VNS Health empowers you with the all-embracing care and support you deserve.



**How does this effect those we serve?**



# Current VNSNY Experience

## Meet Mr. Sanchez

80-year old man with diabetes, high blood pressure and advanced COPD and has a high-risk of hospitalization



- Is a MLTC health plan member through **VNSNY CHOICE**



- Receives daily personal care services from **Partners in Care**



- Was hospitalized last month and post discharge received **VNSNY Home Care** nursing care and physical therapy to stabilize him to be at home



- Given his high risk for rehospitalization, he now receives Care Management services from **Care 360 Solutions** that includes remote patient monitoring services and to ensure he is taking his medications



- Doctor is referring him for hospice care from **VNSNY Hospice and Palliative Care**




## New VNS Health Experience

### Meet Mr. Sanchez

80-year old man with diabetes, high blood pressure and advanced COPD and has a high-risk of hospitalization



- A MLTC **health plan** member
  - Receives daily **personal care services**
  - Was hospitalized last month and post discharge received **Home Care** nursing care and physical therapy to stabilize him to be at home
  - Given his high risk for rehospitalization, he now receives **care management** services that includes remote patient monitoring services and to ensure he is taking his medications
  - Doctor is referring him for **hospice care**
- 



# Personality and Language: One team

As one team, we strengthen our brand and our mission by communicating consistently and with simplicity

- **Our brand's personality and voice reinforce our Core Values of Empathy, Integrity and Agility**
- **We are a team** (We work in teams instead of working for a business unit)
  - We are all part of one organization
  - We are all team members (We are not staff)
- **We are an organization** (Instead of saying agency/business/enterprise/corporation)
  - This reinforces our mission and role in serving our community
- **Always say "VNS Health" together** (We will not say "VNS" without "Health")
  - "VNS" is not an acronym

# What is and is not changing

## What won't change:

- Our mission
- Your role
- Your job
- Your expert skills



## What will change:

- How we talk about ourselves
  - We are a team
  - We are all part of one *organization*
  - We are all team members





# One VNS Health

Confidential.  
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## Current organization

## as VNS Health

- VNSNY Home Care → • Home Care
- Partners in Care → • Personal Care
- VNSNY Hospice & Palliative Care → • Hospice Care
- Community Mental Health Services → • Behavioral Health
- VNSNY Care360° Solutions → • Care Management
- ESPRIT Medical Care → • Medical Care at Home
- VNSNY CHOICE Health Plans → • Health Plans
- VNSNY Management Services Organization (MSO) → • Management Services Organization (MSO)

**Notes:**

- Team names are for marketing materials and general communications; individual program names will be evaluated & aligned on over the coming months
- Changes in Health Plan name and branding will occur in alignment with fall Annual Enrollment Period (AEP); transition of SelectHealth will occur on a to-be-confirmed date
- Legally binding documents (e.g. contracts) MUST reflect the appropriate entities' legal name and d/b/a; for questions, speak with legal team



# One VNS Health: referencing teams

## Current organization

- VNSNY Home Care
- Partners in Care
- VNSNY Hospice & Palliative Care
- Community Mental Health Services
- VNSNY Care360° Solutions
- ESPRIT Medical Care
- VNSNY CHOICE Health Plans
- VNSNY Management Services Organization (MSO)

## as VNS Health

- Home Care team from VNS Health
- Personal Care team from VNS Health
- Hospice Care team from VNS Health
- Behavioral Health team from VNS Health
- Care Management team from VNS Health
- Medical Care at Home team from VNS Health
- Health Plan team from VNS Health
- Management Services Organization (MSO) team from VNS Health

### Notes:

- Team names are for marketing materials and general communications; individual program names will be evaluated & aligned on over the coming months
- Changes in Health Plan name and branding will occur in alignment with fall Annual Enrollment Period (AEP); transition of SelectHealth will occur on a to-be-confirmed date
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## Examples: How someone describes their role (at/from/with VNS Health)

- **CEO**
  - I lead VNS Health; I'm the CEO of VNS Health.
- **President of Health Plans**
  - I lead the Health Plans teams at VNS Health; I am the president of the Health Plans from VNS Health.
- **RN Branch Team Manager**
  - I am the manager of the Home Care team (in Midtown Manhattan) at VNS Health.
- **Hospice Nurse**
  - I am a nurse from the Hospice Care team (in Queens) at VNS Health.
- **Home health aide / Home health aide supervisor**
  - I am a home health aide at VNS Health. I am a HHA supervisor with the Personal Care team of VNS Health.
- **CCSS team member**
  - I am a customer service representative with VNS Health.
- **Revenue Cycle team member**
  - I am part of the billing team at VNS Health.
- **Social Worker**
  - I am a social worker from VNS Health; I am a social worker with the Behavioral Health team from VNS Health; I am a social worker with the Home Care team from VNS Health
- **Care Manager Health Plans**
  - I am a care manager with the MLTC Plan from VNS Health.
  - I am a care manager from VNS Health MLTC.



## Examples: How someone describes others (at/from/with VNS Health)

- **CEO**
  - He leads VNS Health; He's the CEO of VNS Health.
- **RN Branch Team Manager**
  - You will receive a call from my team member, the manager of the Home Care team (in Midtown Manhattan) at VNS Health.
- **Hospice Nurse**
  - You will be receiving a visit from the hospice nurse from our team (in Queens) at VNS Health.
- **Home health aide**
  - Your home health aide from VNS Health will be there @ 5pm.
- **CCSS team member**
  - Please expect a call from a customer service representative with VNS Health.
- **Social Worker**
  - My social work team member from the Behavioral Health team will be calling you.
- **Revenue Cycle team member**
  - You will receive a call from the billing team at VNS Health.
- **Care Manager Health Plans**
  - My team member, your care manager will be calling you to follow up.
  - Your care manager with the MLTC Plan from VNS Health MLTC will be calling you.






## Reminder, we launch publicly with our new name on May 18

- It's an exciting time in our organization's history!
- Learn all you can about our new name and brand
- Be ready to share it with everyone on May 18

**May 2022**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
May 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18 VNS Health	19	20	21
22	23	24	25	26	27	28
29	30	31	Jun 1	2	3	4





## Resources for team members

- Your Dedicated **VNS Health Ambassador**
- Information Centers: VNS Health Intranet page and a VNS Health section on the HHA Resources Center
- Frequently Asked Questions FAQs
- Talking Points
- VNS Health Explainer Video
- Ask VNS Health Video
- Introduction to VNS Health Brand Presentation
- Introducing VNS Health Brochure
- Email address for specific questions related to the rebrand: [rebrandquestions@vnsny.org](mailto:rebrandquestions@vnsny.org)
- Encourage team members to read emails about information related to rebrand





**We are all VNS Health!**

**We are the future of care!**



The future of care. The comfort of home.