



Top 25 Frequently Asked Questions (FAQs)

<p>1. What does it mean to rebrand VNSNY?</p>	<p>Our brand is more than our name. It is more than our logo. Our brand demonstrates our values, mission, and vision to the world, answering the questions of “who we are?” and “what we do?” Most importantly, our brand is the “promise to the people we serve.”</p> <p>Our promise: As VNS Health, we will help 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.</p> <p>Our name, VNS Health, along with our new logo, represent our brand promise.</p> <p>If you want to say “our new name is VNS Health” or you want to say “our new brand is VNS Health,” both are okay.</p>
<p>2. Why are we rebranding now?</p>	<p>We are rebranding now because we have grown over the years to be an organization that serves many types of people in many ways. Changing our name and brand to VNS Health supports our organization’s forward-looking strategic pillars of Growth and Diversification, People and Culture, and One VNS Health.</p> <p>As an organization, we are now ready to expand our mission to improve even more lives, reaching a broader group of patients, members, clients, and their families.</p>
<p>3. Does rebranding change our mission?</p>	<p>No, it does not change our mission. The VNS Health name supports our mission to improve the health and well-being of people through high-quality, cost-effective health care in the home and community.</p> <p>The purpose of rebranding to VNS Health is to help communicate what we do clearly, simply, and powerfully to more people in order to better fulfill our mission and bold vision.</p>
<p>4. Why did we choose VNS Health as our new name?</p>	<p>Our new name better represents our full range of health services and is simpler to understand and more meaningful to us and our patients, clients, members, their families, and our partners.</p> <p>The “VNS” part of our new name builds on our legacy. The “Health” part unites us and is what drives us. Our new name unifies as one organization and one team with one mission — to simplify the health care experience and improve the health of millions of individuals.</p>
<p>5. By changing “Visiting Nurse Service of New York” to “VNS Health,” does this mean there</p>	<p>No, our new name celebrates our roots and honors the legacy of our founder, Lillian Wald, a pioneer in home and community health care, and America’s first public health nurse. The “VNS” part of our new name represents our history of</p>

<p>is a shift in focus from nursing?</p>	<p>home and community nursing, and adding the word “Health” unites all of us together.</p>
<p>6. We will no longer have “New York” in our name. Does that mean our focus will shift beyond New York?</p>	<p>One of our strategic pillars is Growth and Diversification, and we are confident there are opportunities for us to serve individuals outside of New York or provide solutions to other health plans with members in other states. Our new name serves us well as we pursue growth beyond New York.</p>
<p>7. Do our programs and services change?</p>	<p>No. The change to our new name does not change any of our patient, client, or member health care programs or services.</p>
<p>8. What about the names Partners in Care and VNSNY CHOICE?</p>	<p>We will no longer use the names Partners in Care or VNSNY CHOICE.</p> <p>During the past two years we did a lot of research by asking the people we serve what they call our services and how they describe the type of care they need for their loved ones. We built our VNS Health brand from the consumer point of view. Here is what we heard from consumers and colleagues about the name Partners in Care:</p> <p>When people need home health aide services like help with Activities of Daily Living, they say they “need home care.”</p> <p>So, from the consumer perspective, home care means either skilled care or personal care — all provided by VNS Health.</p> <p>To make it easier for people to understand what we do, we will use the words “home care.” When we are talking about the work our home health aides do, we will use the words “personal care.” Now, that part of our organization will be called VNS Health Personal Care. We will no longer use the name Partners in Care.</p> <p>The same idea holds true for our health plans services group. When people need Medicaid or Medicare insurance products, they use the words health plans or health insurance. So, we will call our health insurance products exactly what they are, Health Plans. We will no longer use CHOICE as their name.</p>
<p>9. When will our new VNS Health name become public?</p>	<p>On May 18th, 2022, we will officially introduce VNS Health to the outside world! On that day, we will start a new advertising campaign announcing our new name and we will launch a new web site. Eventually, all frontline team members will wear new uniforms/scrubs with our new logo, and we will all have new ID cards.</p> <p>There will also be an external communications plan to ensure that current and new consumers (patients, members, clients, and families) and customers (providers, health plans), as well as donors and vendors, are aware of our transition to VNS Health.</p>
<p>10. Can we start saying VNS Health internally?</p>	<p>The first date to start saying VNS Health inside the organization is April 1st! At our Zoom events on March 31st, we officially announced our new name INTERNALLY.</p> <p>Between April 1st and May 18th, we will all learn more about the new name and the rebranding of our organization. Everyone will be able to ask and get answered any questions you might have.</p>

<p>11. When do we expect the full transition to VNS Health to be complete?</p>	<p>Following the May 18th public introduction, it is going to take the rest of 2022 and part of 2023 before everything is changed to the new name and logo.</p>
<p>12. Are all parts of VNSNY changing to VNS Health?</p>	<p>Yes, the name for our entire organization will be VNS Health. We are all members of teams that make up VNS Health: one organization, one team, one mission.</p> <p>Our goal is to make it as easy as possible for the people we serve, as well as our referral, provider, and health plan partners, to understand we offer a full range of programs, services and solutions that will help patients, members, and clients along their healthcare journey.</p>
<p>13. Will all parts of VNSNY change to VNS Health at the same time?</p>	<p>Yes, we will publicly announce our new name for the entire organization on May 18, 2022. However, the transition to VNS Health will not occur overnight. The change from the VNSNY CHOICE name to Health Plans from VNS Health will happen in the fall of 2022, when the 2023 Annual Enrollment Period (AEP) for our Medicare Advantage health plans begins.</p> <p>SelectHealth from VNSNY CHOICE will transition to SelectHealth from VNS Health by late summer 2022.</p> <p>Overall, changing everything to the VNS Health name will take time, and will occur over a 12–18-month period.</p>
<p>14. Why do we have a new logo and design?</p>	<p>The new logo and design are easy to read, speak and remember. We are using a new color system that sets us apart and helps VNS Health stand out in a crowded health care market.</p> <p>We have kept the circular element of the previous logo and our dark blue color, while refreshing and updating our look and feel.</p> <p>The all-capital-type “VNS” is confident and assertive, while the word “Health” is gentler and warmer, creating an overall effect that is a combination of caring, quality, trustworthiness, and openness.</p> <p>The circular icon conveys VNS Health’s continuum of care. The balance and symmetry of its many parts also reinforce that our organization is aligned in fulfilling our mission together. The “V” symbolizes connectedness and how VNS Health serves our patients, members, and community. The surrounding elements represent our people-centered and community-based spectrum of services.</p>
<p>15. What is the significance of our new tagline?</p>	<p>Our new tagline is “The future of care. The comfort of home.” These memorable and inspiring words are meant to capture the distinctive value of VNS Health.</p> <p>Our tagline conveys the promise we make to those we serve.</p> <p>The ‘future of care’ indicates our forward-thinking leadership and positions the organization for its continued evolution. It also emphasizes ‘care’ as the central focus to what we do, while suggesting a wide range of services.</p> <p>The ‘comfort of home’ creates a sense of familiarity and closeness, drawing on the powerful and positive associations with the idea of home — whether that is one’s physical home or one’s community.</p> <p>In market research, the tagline tested positively with external consumers and also with internal team members. It was seen as meaningful, and it accurately describes VNS Health.</p>

<p>16. Will the new name VNS Health change my job or impact my job in any way?</p>	<p>No. The new name will not change how we are structured as an organization or what we each focus on in order to serve the community. Some job titles may be changed to reflect the new name, however.</p>
<p>17. When will I receive my new ID badge?</p>	<p>New ID badges using the new name and colors will be issued to everyone. Please know that you may not receive the new ID card by May 18 and that is okay. Your old ID card will continue to be valid until you get the new one.</p> <p>Office-based employees will receive a personalized email when your ID card is ready for pick-up during the month of May and June.</p> <p>Frontline clinicians will pick up new ID cards along with the new branded backpacks and rolling bags at the regional offices. An email will be sent to you when the ID badges and backpacks/bags are available.</p> <p>Home health aides will be asked to come to the main office at 245 East 41st Street based on a pre-determined schedule to pick up your new ID Cards, new scrubs, and to turn in your old ID card. The schedule for distribution will be provided before May 18th.</p>
<p>18. What should I do with existing items that have the old logo? When should I stop using materials and communications with the old VNSNY logo?</p>	<p>You can continue to use your VNSNY branded items, printed materials, and brochures until you are instructed otherwise by a work group leader for your team or by your manager.</p> <p>In the meantime, be thoughtful when reordering items, knowing that changes will be coming soon. You should stop using the existing materials when new branded materials become available. If you have questions or concerns, please reach out to rebrand@vnsny.org.</p>
<p>19. Will all frontline clinicians and home health aides get new uniforms?</p>	<p>Yes. All team members who are required to wear a uniform will get new uniforms.</p> <p>Frontline clinicians will receive an email on May 2nd with instructions to login to Cintas and order the new uniforms. If you need help logging into Cintas, please go to HRConnect and submit an email via Ask HR.</p> <p>Home health aides will receive new uniform scrubs and will be asked to come to the main office at 245 East 41st Street based on a predetermined schedule to pick up their new scrubs, get their new ID card and to turn in their old ID card. The schedule for distribution will be provided before May 18th.</p>
<p>20. What do I do with old uniforms/scrubs?</p>	<p>Once you have received your new uniforms and scrubs, we expect you to only wear clothing showing our new name. Old clothing with the Visiting Nurse Service of New York or VNSNY name or logo or with the Partners in Care logo should no longer be worn in the field.</p>
<p>21. What about rolling bags/backpacks?</p>	<p>All frontline clinicians who currently have a rolling bag or backpack will receive a new rolling bag or backpack. You will be contacted with information about when and how the new bags will be available.</p>

<p>22. Will my vnsny.org email address change?</p>	<p>Yes, email addresses will change to VNS Health. This change is currently planned for September 17th. Any emails sent to your old “@vnsny.org” email address will automatically be redirected to your new “@vnshealth.org” email address—so no emails will be lost. Just prior to the email switch, you may want to let providers, vendors or other outside constituents know about the switch to help ensure your emails do not go into their spam folders.</p>
<p>23. How/when should I update my email signature?</p>	<p>Please update your email signature with our new name and logo on or after May 18th. Instructions on how to change your email signature and the correct tools (i.e., VNS Health logo) will be made available.</p>
<p>24. Whom do I contact with rebrand-specific questions or requests?</p>	<p>If you have a rebrand question, you may send an email to: rebrand@vnsny.org. A member of one of the work groups or the core rebrand team will respond to your questions as quickly as possible.</p>
<p>25. What do I do if any member of the media contacts me about this change?</p>	<p>Inquiries from any media outlet, online or offline, should be directed immediately to Richard Rothstein or Caren Browning, who oversee Public Relations activities.</p>