



Home Care, Personal Care, Hospice Care, Behavioral Health, CMO VNS Health Conversation Starters and FAQs For Use with Patients, Clients and Families

Conversation starters:

We encourage each frontline team member to introduce our new name, **VNS Health**, to our patients, clients and families. [The bullet points below can help you with this conversation!]

- I have good news about our organization! We are changing our name from Visiting Nurse Service of New York to **VNS Health**.
- The care and services you receive from us will not be changing.
- We are changing our name because we have so many services for people to use to help with their health needs.
 - a. We have [pick your examples] Home Care, Personal Care, Hospice Care, Behavioral Health, Care Management services, Medicare and Medicaid health plans....to name a few.
- Before the name change to **VNS Health**, these services had different names. For example, Partners in Care or VNSNY CHOICE). Now, we're all uniting under one name.
- **VNS Health** is simple to say and better describes all the full range of services we offer to people and families like yours.
- Our name is changing but what we do for you is the same: We want to help you be as healthy as possible so you can live safely and comfortably at home and in your community.

If a patient, client or family member asks you a question about our new name you may find your answer here. [If you get a question that isn't listed here, please email it to rebrand@vnsny.org and we will address the question.]

Frequently Asked Questions

Question	Answer
1. Is your mission changing?	Our mission is the same. Our promise is to help you live, age, and heal well where you feel most comfortable—in your own home, connected to your family and community. We have changed our name to VNS Health. Our logo has changed but our promise to everyone we take care of is NOT changing.
2. Why did you choose VNS Health as your new name?	We do a lot more than home care. We have many different programs and services that help people live healthier lives. So, this new name fits us better. The “VNS” part of our new name builds on our history. The “Health” part unites us and is what drives us.
3. By changing “Visiting Nurse Service of New York” to “VNS Health,” does this mean you are not doing nursing anymore?	No, it does not. We are still doing the same things we always did, and we still have nurses and rehab therapists and social workers and home health aides who provide home care. But we also have hospice care, and care management and even health plans to offer to people.
4. You got rid of the words “New York” in your name. How come?	Serving you and other New Yorkers is our priority. That is not changing. But besides the new name being easier to say, we also think it is a good name to use if we can provide care and services to people who live in other states.
5. How does your new name help me?	We think the new name is easy to say and remember. And it means we are one organization here to help you. We are now your “one-stop” shop for whatever health care needs you need at home. Instead of having to remember all the different names we used to have, now you can call VNS Health. All our different parts have come together to work for you as one organization. We will have one website to visit for information and one uniform with one logo no matter who comes to see you.
6. Has anything changed about my services?	No. The name change does not change any of our services.
7. Can I keep my same physician?	Yes. Our change to VNS Health won't change who your doctor is at all.

8. Do you still have all my history (old records) on file?	Yes, we do. The change to VSN Health won't change the care we provide. We are keeping all our records secure like we always do.
9. Did you change the things you do?	No. Changing our name doesn't change the home care services we provide or any of our other services.
10. Do I need to do anything different as a result of this change?	No, there is nothing you have to do. But I do encourage you to visit vnshealth.org to see our new website and learn more!
11. Do you still accept the same insurance plans?	Yes, we do. We have changed our name but that does not change the insurance plans we work with.
12. So, are all parts of VNSNY changing to VNS Health?	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.
13. Is your job changing?	No. The new name does not change my job or how I will care for you.
14. How come you are not called Partners in Care anymore?	We all are part of one organization, and we all work together. Using different names was confusing to many of the people we serve. Most people are looking for home care. And most people call what our home health aides do for them Personal Care. So, we decided to call that part of our organization VNS Health Personal Care.
15. Will I get to keep my same home health aide?	Yes, you will be able to keep your same home health aide. The change to VNS Health will not change your care or services.
16. Will my home health aide services be changing?	No, your services will not be changing.
17. Will my rates change? (for Private Pay personal care services)	Our rates for private personal care services reflect the market conditions in which we operate. While our rates will not change as a result of changing our name, in the future we may be required to change our hourly rates.
18. Are the telephone numbers still the same?	Yes, please continue to use the same telephone numbers.

<p>19. Will I get to keep my same nurse?</p>	<p>Yes, you will be able to keep your same nurse. The change to VNS Health will not change your care or services.</p>
<p>20. Will I get to keep my same [rehab therapist; social worker, etc...]?</p>	<p>Yes, you will be able to keep your same [_____]. The change to VNS Health will not change your care or services.</p>
<p>21. What about your VNSNY CHOICE insurance?</p>	<p>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. Starting in October, we will no longer use CHOICE as their name.</p>
<p>22. How come you are still saying VNSNY CHOICE if you changed your name to VNS Health?</p>	<p>We are changing the name for our health insurance plans to, but we have to wait until October to do that according to the regulations that govern Medicare and Medicaid insurance plans. So, for now we will still say VNSNY CHOICE and then in October we will call them the Health Plans from VNS Health.</p>
<p>23. How come SelectHealth has its own logo?</p>	<p>As a Medicaid HIV Special Needs Plan, SelectHealth serves a unique population. In 2020, we created a distinct logo to better communicate with the consumers who are eligible for the SelectHealth plan.</p> <p>While we are keeping the SelectHealth logo, we will update it by replacing VNSNY CHOICE with VNS Health. We will call the plan “SelectHealth from VNS Health”.</p>
<p>24. So now, what are all the parts of your organization?</p>	<p>The entire organization is now VNS Health. And we are all part of teams.</p> <p>As part of VNS Health, teams include:</p> <ul style="list-style-type: none"> Home Care Hospice Care Care Management Behavioral Health Health Plans Professional Solutions Community Outreach

<p>25. I saw your advertising with the line The Future of Care. The Comfort of Home. What does that mean?</p>	<p>We think it captures what we are all about and when we asked our patients about it in surveys they agreed.</p> <p>We are always looking forward to the best ways to provide care and health insurance and we know that just about everyone we care for really wants to stay at home in their community. So, to us, the future or care is always about being in your home.</p>
<p>26. How come some of your papers and things still have your old name?</p>	<p>Well, it takes time to change everything. So, we are working hard to make all the changes, but it is going to take us at least a year.</p>
<p>27. Does this mean you are going to be sold to another company or are under new management?</p>	<p>No. It does not mean that at all. We changed the name because it means we are able to provide many ways to care for you. And we think it is easy to say and remember.</p>
<p>28. Are you going to have a new email?</p>	<p>Yes, I will. But not until this Fall. Any emails that are sent to your vnsny.org email address will automatically be forwarded to your new vnshealth.org address — so no email will be lost.</p>
<p>29. When I call your office now, how will I get to the right department?</p>	<p>Our agents who answer the phone will be able to handle your call or transfer you to the correct team.</p>
<p>30. Who do I call if I have questions about this change?</p>	<p>This change does not impact delivery of care.</p> <p>But if you have questions after I leave, you can use the Contact Us form on our website or call us.</p>