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LSRVNA at Home

The Newsletter of the
Lake Sunapee Region VNA & Hospice

Autumn 2021

STRATEGIC INITIATIVES: *LOOKING AHEAD*

While meeting daily needs and challenges, we are also committed to looking to the future. How do we remain strong? Where do we dedicate resources? What are our greatest threats and opportunities? Our Leadership Team is committed to six key Strategic Initiatives to guide our work and keep us in a position of strength.

STAFF RECRUITMENT

- Staffing is a major challenge at a time when demand for our services is growing, the pool of qualified candidates limited, and the competition to attract good people fierce. *How do we successfully recruit and retain our most valuable natural resource, our people?*

OUR BRAND

- It is vital to have a strong “brand” – a consistent look, feel and message in all our materials, programs and communications both internally and throughout the community. *How do we effectively communicate “Who we are?” and “What makes us special?”*

HOSPICE GROWTH

- There are many more people in our community who could benefit from hospice care, a vital program that offers compassion, dignity and meaning in every moment at end of life. *How can each of us better understand and promote hospice?*

PRIVATE DUTY GROWTH

- Requests for Personal Care Services, non-medical care to assist with daily living, is increasing to the point that we have a waiting list and need more staff to keep pace with demand. *What can we do to inspire caregivers to join us and help meet this need?*

REFERRAL PARTNER RELATIONSHIPS

- Area health care organizations such as Dartmouth-Hitchcock, New London Hospital and others are vital partners and key sources of patient referrals, yet we are not the only option for home care. *How do we develop the strongest relationships possible in service to these partners?*

TECHNOLOGY

- It is essential that staff have the equipment, training and support they need when they need to navigate a complex and ever-changing world of technology. *How do we use the right technology in the right ways?*



TECHNOLOGY: A VITAL TOOL

Technology is one of our six key Strategic Initiatives for a reason: it does not replace the human connection but rather enhances it. With innovation we can better meet the needs of each person and of our invaluable staff!

- 165 agency cell phones provided
- \$4,000 budgeted monthly for cell phones
- 165 laptops in use
- \$30,000 budgeted annually for laptops
- Remote access to vital patient data from wherever caregivers are...in a home, on the road, at the office
- IT staff and support available 24/7
- Electronic Medical Record (EMR) to track and communicate everything clinicians need: admission information, scheduling of visits, patient data and medical histories, follow-up notes and actions, billing procedures... and more
- “Tutorials” available on the fly via laptops and cell phones when caregivers in the field need to address specialty care needs
- ... and more!

VIRTUAL GRIEF SUPPORT

A safe place of compassion and confidentiality.



Newly Bereaved Widows Group

Have you experienced the loss of your husband within the last year?
3rd Thursday of every month; 10:00 - 11:00 a.m.

Widow to Widow Group

For widows in any stage of grief; newly bereaved widows are welcome.
1st Monday of every month, 3:30 - 5:00 p.m.

Bereavement Check-In

For men and women who are experiencing a loss of any kind.
3rd Wednesday of every month; 4:00 -5:00 p.m.

If interested contact Elizabeth Gantner at egantner@lakesunapeevna.org.

Providing care in 32+ towns



- Home Health Care
- Personal Care Services
- Hospice & Palliative Care
- Community Programs & Clinics

603-526-4077

LakeSunapeeVNA.org



We took advantage of technology to take this “virtual” group photo of our Leadership Team. Top row (l-r): Kim Pruett-Ilg, *Business Development Manager*; Jeana Newbern, *Marketing & Community Outreach Manager*. Third row (l-r) Monique Malanga, *CFO*; Caitlin Barden, *Chief Clinical Officer*; Cathy Raymond, *Development Officer*. Second row (l-r) Melinda Palmer, *Revenue Cycle Director*; Shellie Brown, *Community Health Services Director*. First row (l-r) Jim Culhane, *President & CEO*; Mary Saritelli, *Human Resources Director*.



Letter to the Community



While Lake Sunapee Region VNA & Hospice continues to face the current realities of the pandemic, ensuring that we provide safe and excellent care to our patients and communities, it is also actively looking to the future and what health care may look like in coming years. Trends such as an aging population, current and predicted staff shortages, shrinking reimbursement and changing regulations require us to maintain an organization that can adapt successfully, and sometimes quickly. Our 6 key strategic

initiatives serve as the foundation that grounds us as we put our goals into action. Part of that focus has been to build a culture where our entire team feels supported, where we secure input from everyone and come up with creative, innovative solutions together. We are committed to our core values of Community, Compassion, Excellence, Empowerment and increasingly rely on them to guide us in the decisions we make. We know that challenges are constant but are also opportunities to adapt, transform and improve. We strive to be intentional in our relationships, not only with individuals but institutions with which we partner throughout the region. Knowing there are local people and providers who are not fully aware of all we can do to enhance wellness and quality of life, we constantly explore ways to spread that message and fulfill our mission to offer the right care when it is needed. As the demand for home care grows, we feel fortunate to be in a position of strength to continue the long tradition of meeting the needs of our communities. We are especially grateful for the generosity of so many who help us have the resources required to remain an enduring presence. Thank you!



Jim Culhane, *President & CEO*

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IT'S ABOUT PEOPLE!

Our staff is our most precious resource, with 80%+ of operating expenses dedicated to salary and benefits. Here are some of the ways we care for employees so they can care for you:

- absorb increases when possible in health care premiums (9% increase in 2020)
- contribute \$75,000 per month towards the cost of employee health insurance
- offer \$1,500 annually to full-time employees toward tuition reimbursement
- offer reduced tuition for staff enrolled in selected degree programs at Colby-Sawyer College
- dedicate more than \$25,000 annually for continuing education
- contribute significant discretionary matching funds to employee retirement accounts
- offer a Health Reimbursement Account to help with deductibles and co-pays
- offer retention and sign on bonuses for critical positions
- have an LNA Scholarship Fund to cover cost (\$1,500) to obtain LNA license
- provide annual cost of living increases
- created a Culture Club workgroup to plan special staff programs and recognition



Many donors choose to make their charitable gifts at the end of the calendar year. Lake Sunapee Region VNA & Hospice has a very special reason to do just that in 2021!

TOGETHER, WE WILL MEET THE CHALLENGE!

Every gift strengthens the foundation on which we stand and will endure! A generous friend of LSRVNA recognizes this and has issued a giving challenge to match (up to \$50,000) funds raised through our year-end giving efforts!

What other motivation do you need?

Please consider a gift by December 31st ... and invite others to join you.

Checks (payable to LSRVNA) can be mailed to:

LSRVNA/Giving Challenge, PO Box 2209, New London, NH 03257

... or give on-line at: lakesunapeevna.org/donations

Call 603-526-4077 x 231 or email: craymond@lakesunapeevna.org

WHY I GIVE!

"At home care is vital to each person and family who receives it, vital to the community they belong to."

- Mary, Charlestown

"I feel by supporting these valuable services, they will still be around when and if I ever need them; it's like insurance for the future." - Judy, New London

"We believe in sharing and supporting our community burdens, and two of these are healthcare and end of life care." - John & Elaine, New London

"Most of us have no idea on what can happen as we get older. In my case I was introduced to the VNA when my wife became ill... and to the magical answer to the scare and unknowns about her illness...the VNA! We are so fortunate to have this organization in our back yard."

- Vern, Newport

"Simply put, LSRVNA was here for us when we needed help - that is a huge thing in a rural area where so few services are available or reachable. We sleep easier knowing you're there if needed!" - Jeff & Lys, Grafton