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# Valley VNA introduces new logo and tagline

To better enhance the description of our services, Valley VNA has a new, refreshed logo.



**Assisted Living • In-Home Care**  
*Your family ... our focus*

## Upcoming Events

The 8th annual **Holiday Avenue** fundraising event will be held Thursday, November 4, at Bridgewood Resort in Neenah. This fun, "girls day out" will once again feature specialty boutiques, bistro lunch and great raffles. Proceeds help support Valley VNA's life enrichment programs and activities such as the Spring Fling. The goal this year is to raise \$40,000 to help fund 2011 life enrichment activities. To find out how you can attend, call 920-727-5555 ext. 2207.

Valley VNA is hosting an **OPEN HOUSE** Wednesday, October 20, from 5:30 – 7pm. Stop by for a tour and information on senior living options. Flu and pneumonia vaccinations will also be offered. For more information, call 920-727-5555 ext. 2240.

**Senior Conference & Expo – Healthy Aging . . . Healthy Living** will be held Tuesday, October 5, from 7:45am – 3:30pm at the Oshkosh Convention Center. \$15/person, \$25/couple. For information or to register, contact Judy Brewer at the Oshkosh Seniors Center – 920-232-5303. The day will include workshops, continental breakfast and lunch, keynote comedian, health screenings, and expo. Valley VNA will present a workshop on Brain Health and offer flu and pneumonia vaccinations to participants.

### Valley VNA Health Systems Board of Directors

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The new logo emphasizes "Assisted Living" and "In-Home Care" – the main services we provide to the community. The new logo also will help answer the frequent question "I didn't know you offered that?"

Valley VNA's new tagline, "**Your family... our focus**", reflects our philosophy. These four words describe simply what we want you to know when you contact us – it's more than just providing care for a senior – it's about assisting you and your family. How

is your family our focus? It begins with our receptionist who takes your first call; it's the RN who communicates with you and focuses on what your needs are; it's the caregivers who get to know you as an individual and provide your personal care; it's our maintenance and housekeeping crew who understand this is your "home" and treat it that way; it's our life enrichment program that remembers you still want to enjoy life and have fun. Everyone here at Valley VNA is committed to making your family our focus.



## Age On! A Series on Growing Older, Better

Valley VNA is proud to be one of the sponsors for an important Healthy Aging series coming to the area this fall. *Age On! A Series on Growing Older, Better* is presented by the Wisconsin Academy of Sciences, Arts and Letters in partnership with the University of Wisconsin School of Medicine and Public Health and the University of Wisconsin-Fox Valley. The series offers four evenings of presentations lead by experts on subjects such as: cognitive skills, sleep habits, diet and nutrition, coping skills, preventive medicine, stress management, and physical activity. You can attend just one or all four depending on your area of interest - and they are free!

The dates are: September 13, October 18, November 8, and December 6. Doors open at 6:15pm All presentations start at 7pm and are located at the UW-Fox Valley Communication Arts Center, Perry Hall, Menasha. For more information, visit [www.wisconsinacademy.org](http://www.wisconsinacademy.org)



## Annual Picnic

We are thankful once again for a successful and memorable annual resident, client and family picnic despite a shaky start. Still remembering 2008 - when at the last minute, due to rain, we had to move everything inside, this year our scheduled picnic date included a "rain" date for the following day.

Fortuitous indeed, as again we experienced a significant thunderstorm on the original date and opted to go with the "rain" date. That day we had perfect weather! Once again we heard from those attending how much they enjoy this event as an opportunity to relax and have fun with friends and family. This was the first year we had a Bounce House, which definitely was hit with the kids (and a few adults, too). We also sponsored a successful bake sale, with \$254.00 going to support the Alzheimer Association's Memory Walk. While the alternate date meant that some family and friends were unable to attend, overall we had a great turnout of approximately 400 people.

## Valley VNA Gives Back

Valley VNA is very fortunate to have support from the community for over 100 years. In appreciation, we are committed to giving back. Some activities we have participated in to-date include:

- Worked on a Habitat for Humanity build: Employees volunteered to work in several phases of a build that included chores such as painting and drywalling. Hard work, but we certainly had fun.
- Donated supplies to the Back to School program sponsored by the Emergency Society of Neenah/Menasha.
- Sponsoring upcoming community events:
  - Alzheimer Association Memory walk on September 18
  - Senior Conference & Expo held in Oshkosh October 5 (see Upcoming Events for more info)
  - Age On! presentations beginning in September 2010 (see Age On article)

These do not include the individual efforts of our employees in their local communities. Valley VNA is working to give back to the community which has given so much to us.



## Flu Season is Just Around the Corner!

This year marks the 17th year Valley VNA has been providing this service to the community. Once again, the CDC is strongly recommending that all but very young children be vaccinated. This year, the H1N1 vaccination is included with the seasonal serum and combined into one shot. The flu vaccine is \$30 and the pneumonia vaccine is \$44. Medicare Part B and most Medicare Advantage Plans will cover the cost of both vaccines. Public clinics will be held:

### NEENAH

Valley VNA Senior Services -  
1535 Lyon Dr, Neenah  
Mondays, 9am-1pm, Oct. 4, 11, 18, 25  
Wednesdays, 3-6pm, Oct. 6, 13, 20, 27

### MENASHA - ONE CLINIC ONLY

Menasha Senior Center - 116 Main St  
Thursday, 9am-noon, Oct. 7

### OSHKOSH

Wittman Regional Airport - 525 W. 20th Ave, Oshkosh  
Tuesdays, 9am-1pm, Oct. 12, 19, 26

### APPLETON

Northland Mall - 900 W. Northland Ave, Appleton  
Wednesdays, 9am-1pm, Oct. 6, 13, 20, 27



## Spring Fling!

On April 22, we held our first Spring Fling event and it was a wonderful time for all. An 8-piece band provided music that ranged from big band to polkas and sentimental favorites; which had some of the people up and dancing . . . there even was a conga line! The music led to much reminiscing and sharing of good times past and present. Due to its great success, the Spring Fling is now an annual event and planning for the 2011 dance is already underway!



## Family Care

July 1, 2010, marked the beginning of the Family Care Program in Winnebago County. This is a new state-sponsored program designed to meet the long-term care needs that were previously managed by multiple agencies in the state. The program is the result of over 10 years of study by the state to design a system to address growing concerns of cost, availability and expectations of a growing population that will place additional demands on already straining state and federal resources.

The Family Care Program serves people with physical and or developmental disabilities and the frail elderly. There are two major components to the program:

### • Aging and Disability Resource Center (ADRC) 877-886-2372

This is designed to be a single entry point where the elderly or those with disabilities and their families get advice about the range of resources available in the community.

### • Managed Care Organization (MCO)

This is the organization that manages the new Family Care benefit (funding for long term care benefits to those who qualify as determined by the ADRC). Winnebago County teamed with Fond du Lac and

Manitowoc counties to form Lakeland Care District as their managing care organization for residents of these counties. They are responsible for working with individuals who qualify, to determine the allowable financial support and how best to administer those services tailored to the needs of that individual. Services may range from Home Care services and Adult Day Care to residential living.

Different counties may have different MCOs that administer their benefits. For instance, Outagamie County works with Community Care for their Family Care program.

Lakeland Care District (LCD) has contracts with multiple providers in this area to provide services for their clients, though there is certainly no guarantee that all providers are part of their network. Currently Valley VNA is a provider for LCD. Contracts are negotiated on a yearly basis.

To qualify for the Family Care benefit program, contact the ADRC, who will perform an assessment to determine your need and whether you qualify, as well as explore options. At this time, you will learn if you qualify for the Family Care benefit. If you have further questions, please feel free to contact the ADRC or Valley VNA!

## HomeMaid's - Did you know Valley VNA offers this service?

One of Valley VNA's services that receives little attention is HomeMaid's - a house cleaning service that is not just for seniors! You can customize service to meet your needs, ranging from a one-time visit to a regularly scheduled cleaning plan. This is a great service if you need help cleaning up your home after moving into Valley VNA. If it sounds like something you can use, give us a call at 920-727-5545, or if you're in the Oshkosh area, 920-233-5505. As with all our services, our goal is to treat you, your home and possessions with care and respect.