

# Enriching Lives

FOR OVER 100 YEARS



2015 Annual Report

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## Activists for the Present and Future

The past year has given Valley VNA leaders, staff, and supporters several opportunities to step up as advocates in our community and state in support of seniors and their caregivers. Never satisfied to assume others will legislate, investigate, or educate in the best interest of our clients and residents, we contributed our knowledge and expertise to initiatives that make our world a safer, more tolerant, and enriching place for all of us to grow old peacefully and healthfully.

Valley VNA Senior Services hosted the Wisconsin Speaker's Task Force on Alzheimer's and Dementia on November 10 where 11 experts spoke to the need for more comprehensive community-wide support for people with these diseases and their caregivers. Valley VNA nurtures an open and mutually beneficial relationship with Neenah's own Republican Representative Mike Rohrkaste, 55th Assembly District, chairperson of this task force that recently sponsored 10 bills to combat the effects of Alzheimer's and dementia in Wisconsin.

Together with the Fox Valley Memory Project and the Alzheimer's Association, VNA community outreach staff introduced Purple Angel Training to businesses and organizations in Neenah and Menasha. Retailers and service providers are trained to recognize people who may be confused or anxious and help them complete their tasks, like shopping or banking. In November, Mayor Dean Kaufert officially declared the city a Dementia Friendly Community in his continuing efforts to build awareness of the disease and facilitate patient and caring interaction amongst all Neenah citizens.

Valley VNA continues its quest to achieve the most rigorous statewide quality accreditation, Diamond Accreditation from the Wisconsin Assisted Living Association. We have examined and enhanced our caregiving processes to significantly improve medication administration, chronic disease management and fall rates and are eligible for certification in 2017.

Caregiver recruitment and training continues to be a top priority for Valley VNA. Our multi-dimensional initiatives now include all-expenses-paid on-the-job training for newly interested caregivers with guaranteed job placement at Valley VNA upon successful completion

of the 104-hour program. We collaborate with area high schools in Oshkosh and the Fox Valley who offer health care academies. This summer the VNA plans to sponsor young people for caregiver or CNA training and employment via the Fox Cities Chamber of Commerce. We also joined the Fox Valley Technical College's New Americans CNA project, a collaborative effort between the college and employer sponsors to train recent immigrants as CNAs.

With an eye toward the future of eldercare, we are ensuring the longevity of our mission—to provide person-centered care to people in our families and our community. The present inspires us; the future holds such promise.



Theresa Pichelmeyer,  
President & CEO



Frank Kearny,  
Board of Directors –  
President

### Board of Directors

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<i>Board Chair</i>	

# Life Well Lived with Dementia

Dementia Friendly is a term started in the UK for a program that educates our communities on dementia, making a concerted effort to understand Alzheimer's and dementia and those living with it. Valley VNA is Dementia Friendly and committed in sharing this knowledge with our community to continue the awareness of the disease. We all have a responsibility to spread the message that everyone can make a difference. This might mean making sure that someone is still welcomed at an activity group, place of worship or club, or that a helping hand is being offered to anyone who appears lost or frightened.



Dementia Friendly is everyone, from governments to the local corner shop, banks and hairdressers, all sharing part of the responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their

community. We offered the Purple Angel training in 2015 the City of Neenah, YMCA, and many others. The Purple Angel is the symbol for the training to create a Dementia Friendly Community. In 2016 we continue the education and training touching banks, churches, grocery stores and restaurants.

In 2015 we were incredibly blessed to hire Rev. John McFadden as Chaplain at the Valley VNA. John brings an amazing gift with a particular focus on pastoral presence to persons with advanced dementia. John and his wife



Dr. Susan McFadden are authors of *Aging Together: Dementia, Friendship and Flourishing Communities*. Both are an integral part of the Fox Valley Memory Project in Appleton and spearheaded the Dementia Friendly program and Purple Angel training in Appleton.

Lyrics & Laughter, Poetry At Play, Drum Circle, Sensory & Touch, Music & Memory all Dementia Friendly life enrichment programs offering sensory to stimulate the brain, with others creating inner peace and calm. Music is a road to memories and helps those with dementia to engage and socialize in ways they normally cannot do. Fundraising at Valley VNA supports these Dementia Friendly activities that bring simple pleasures and joy to those with dementia for a Life Well Lived.

# Nurturing the Creative Soul

The value of incorporating art activities into the daily lives of our residents gives them the opportunity to express themselves, unlock memories and be creative. By using various art techniques, they can gather together, sometimes with their family members, to create emotional and social bonds. Using art to celebrate the seasons is also a great way to connect with each other.

Art projects can create a sense of accomplishment and purpose. They can provide the person with dementia — as well as caregivers — an opportunity for self-expression.

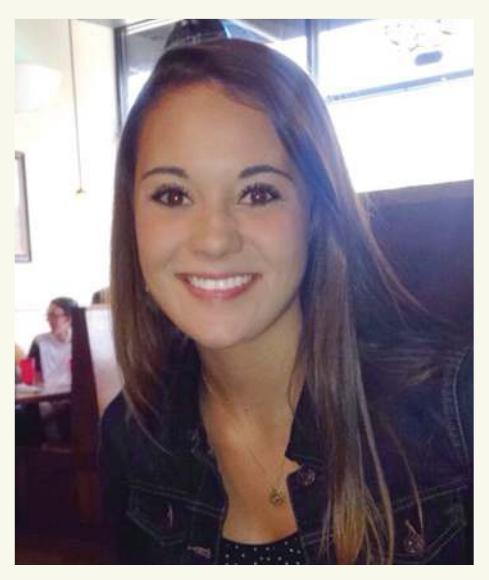
When planning an art activity for someone with middle- to late-stage Alzheimer's, keep these tips in mind:

Keep the project on an adult level and avoid anything that might be demeaning or seem child-like.

- Build conversation into the project. Provide encouragement; discuss what the person is creating or reminiscence.
- Help the person begin the activity. If the person is painting, you may need to start the brush movement.
- Use safe materials, avoiding toxic substances and sharp tools.
- Allow plenty of time, keeping in mind that the person doesn't have to finish the project in one sitting.

I am so excited to spend another summer with the Valley VNA residents, staff and families. I hope our art activities bring as much joy to them as they do to me. It is an honor to share this time with them.

Grace Dejno



*Art can  
PERMEATE  
THE VERY DEEPEST  
part of us,  
WHERE NO WORDS EXIST*

— Eileen Miller

# Our Commitment to Quality

We continue with the quality of care work with the Wisconsin Assisted Living Association on the Diamond Pillars Accreditation process.

This year we made tremendous strides with area healthcare systems with chronic conditions such as congested heart failure and pneumonia. By sharing their protocols we were able to keep residents out of the hospital. This program is being sustained and these protocols are implemented on any new residents with Congested Heart Failure and pneumonia as part of our everyday work.

Quality Improvement Projects Resulted in an **Exemplary Status** from WALA  
(We are one of the first to receive this!)



**21% improvement in medication administration accuracy**



Hospital and Emergency Room visits were reduced by **40%**

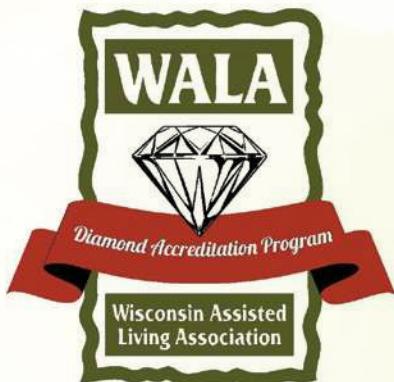


Fall rates were reduced by **21%**



Staff are confident with medication administration by using this skill **25%** or more for each shift they work.

The purpose of the Diamond Pillars Accreditation program is to improve and maintain high standards of quality care and services for residents of Wisconsin's assisted living facilities where individual needs are met in safe, healthy, respectful and dignified environments. The program is a cost-effective quality management program. It is an invaluable guide to help improve the quality of our business and increase the quality of the care we provide.



WALA believes the achievement of quality in a community is multi-faceted and is done through implementing systems that support care and enrichment for residents as well as staff members. Quality improvement work is never truly done and should be an ongoing process that continues after Accreditation.

**The Diamond Accreditation Process is built upon Three Pillars of Care:**

1. Resident/Tenant
2. Leadership
3. Community Workforce

The program believes these Three Pillars of Care are fundamental to any assisted living organization. Program criteria are designed to be a standard for excellence in assisted living organizations seeking the highest levels of customer-driven quality, performance, and competitiveness. Taken together in an integrated manner, they describe how a well-run organization implements quality improvement system-wide.

# Pet Therapy Brings Peace and Joy

Animals speak meaningfully to our human souls, especially in times of distress or loneliness. When Bear and Seven visit residents at Valley VNA, they do a lot of communicating—of the tail wagging and snuggling variety. The golden retrievers are certified pet therapy dogs owned by Melodie and Jim Quall of Topaz Kennels in Appleton who have been coming to Valley VNA for many years.

During a pet therapy visit, these gentle canine creatures relieve tension and anxiety. Science tells us that petting an animal produces an automatic relaxation response that lifts a person's spirits, encourages communication, and provides comfort. Pet therapy helps lower blood pressure, improve cardiovascular health, and release endorphins that have a calming effect and diminish physical pain.

Anyone who sees our residents interact with Bear and Seven knows they simply bring joy to the room. Our residents start to tell us about the pets they once had, and people with Alzheimer's or dementia often enthusiastically engage with their furry visitors.

In October, we had a very memorable visit from several horses, a special effort by Katie Brucks of Lucky Stables in Neenah. Many of our residents had special horses in their lives and enjoyed reliving the feel, size, and smell of our mild guests.



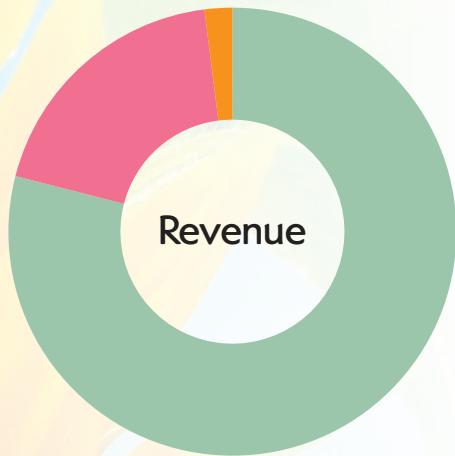
*Animals  
are  
SUCH AGREEABLE FRIENDS  
THEY ASK NO QUESTIONS  
THEY PASS NO CRITICISMS*

— George Elliot

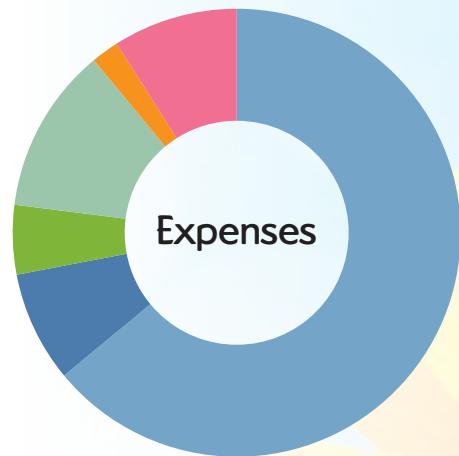


# The Year In Review

## Financial Highlights



■ 79% Residential Fees/Rental Income  
■ 19% In-Home Care  
■ 2% Contributions



■ 64% Salaries, Wages and Benefits  
■ 8% Fixed Expenses  
■ 5% Maintenance and Operating Expenses  
■ 12% Residential/Client Care Expenses  
■ 2% Utilities  
■ 9% Administrative and Other

## Change in Net Assets



Grants and Contributions  
**\$137,066**

## Services Provided



Meals on Wheels  
**90** Clients  
**6,934** Meals



Flu Clinics  
**60**



Foot Care  
**507** Clinics



Flu Shots  
**1,830**



Blood Pressure Clinics and Health Chats  
**131**

## By the Numbers



**Apartments Occupancy**  
**44** Residents Served  
**99%**



**Assisted Living Occupancy**  
**85** Residents Served  
**98%**



**In-Home Care Clients**  
**378**

Valley VNA Senior Services gratefully acknowledges our wonderful donors who have supported us during 2015. Again this year to save natural resources and reduce printing costs, please look for our 2015 Donor Listing on our website, [www.valleyvna.org](http://www.valleyvna.org). Go to "About Us" tab and click on "new and Updates." To request a printed copy, please call (920) 727-5555, ext. 2240.

# Exceptional Giving Leads to Exceptional Living

Meet Rose, a caregiver with Valley VNA. Rose was one of the first to go through the Caregiver Training Program we started in 2015. With the national caregiver shortage, we started the Caregiver Training Program to train those who with no experience but have a passion for caregiving turning it into a profession.

Our program consists of 64 hours of classroom study and 40 hours of hands-on training. Rose said she would not have been able to quit her job in housekeeping to go off site for training. The Caregiver Training Program pays those attending, with no cost to the trainee, and is followed by a guaranteed job when it's complete.

The Caregiver Training Program was initially funded with a grant recommended through the Community Foundation of the Fox Valley Region from the George & Bussie Balck and Art & Mary Leske Charitable Fund. The grant was given in June of 2014,

Rose finds joys each day with the residents, especially enjoying the one-to-one time with them. She appreciates the opportunity for the program and training. We appreciate Rose and the caring heart she brings to the Valley VNA community.

Through grants and fundraising dollars we are able to provide educational programming and life enriching activities that bring joy to so many.



*Thank you for your support!*



**Valley VNA  
Senior Services**  
**Assisted Living • In-Home Care**

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For more information, please call or visit: [www.valleyvna.org](http://www.valleyvna.org)

