

1912 - 2012

# A Century OF *Caring...* FOR THE Community



- On June 24, 1912, VNA Health Group is founded by Geraldine Thompson as a branch of the State Charities Aid and Prison Reform Association.
- The organization's guiding principles:
  - Attention to the neediest
  - Outreach to hidden populations
  - Advocacy for those who cannot advocate for themselves
  - Ongoing response to community needs

- In 1920, MCOSS is deputized as an agent of the New Jersey State Department of Institutions and Agencies as the county's social service arm.
- Public health concerns focus on infant and child care, poor child labor laws, malnutrition, tuberculosis, and the unemployable elderly.
- The organization launches a campaign for a tuberculosis hospital, leading to the opening of Allenwood Sanatorium in 1921. MCOSS is appointed agent for the NJ Tuberculosis League.



1912 - 1920s

## Pioneers of Public Welfare

- New services include a traveling tuberculosis clinic, well-baby clinics, a mobile dental clinic, a "mental hygiene" clinic, the first school nurse, and well-child conferences in schools.
- In 1929, counties, municipalities, and school districts contract with MCOSS for public health nursing services. The agency collaborates with Rutgers University in developing its department of child study.
- In 1915, it is estimated that no more than 10 percent of the ill are cared for in hospitals, resulting in a growing need for nurses to visit the sick at home.
- In 1918, the agency is reorganized as the Monmouth County Organization for Social Service (MCOSS).



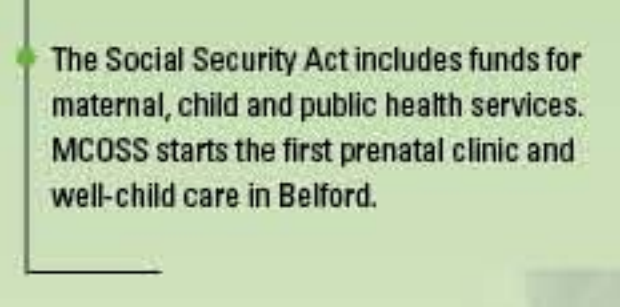
- The stock market crash and depression of 1930 revolutionize the way Americans think about labor, finance and health care.
- MCOSS assists in the war effort, providing a medical-dental program for veterans, counseling at draft boards, and taking the lead in formulating war disaster plans.
- MCOSS assists in the establishment of a county "welfare house" and shelters for abandoned children, and provides health services for the state board of child welfare.
- In 1932, MCOSS assists Fitkin Hospital (now Jersey Shore University Medical Center) in establishing its social service department.



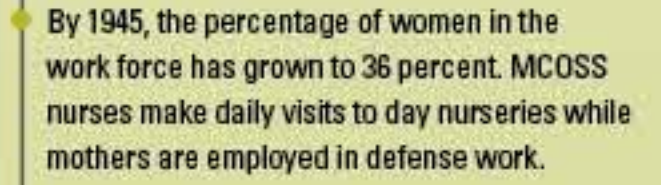
1930s

## The Depression & The War

- The 1935 Title I Social Security Act offers old-age benefits and unemployment assistance, encouraging the elderly to remain at home and out of poorhouses.
- The Social Security Act includes funds for maternal, child and public health services. MCOSS starts the first prenatal clinic and well-child care in Belvidere.



- By 1945, the percentage of women in the work force has grown to 36 percent. MCOSS nurses make daily visits to day nurseries while mothers are employed in defense work.
- More than 4,000 migrant workers are employed on the farms of Monmouth, Middlesex, and Mercer counties. The agency was one of the first to address their health care needs.



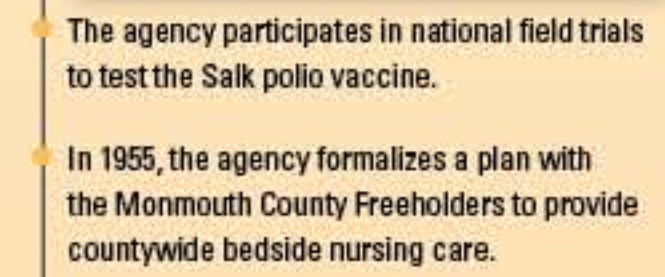
1940s

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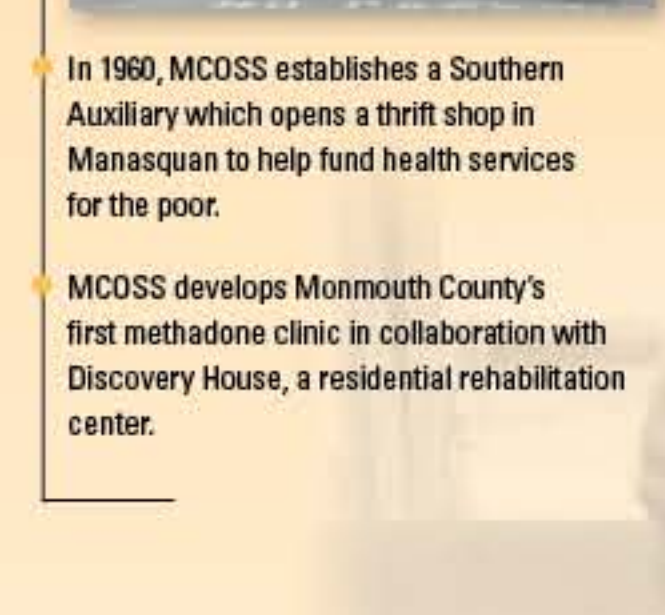
- MCOSS is recognized by the N. J. Department of Welfare for consolidating multiple welfare services in the Geraldine L. Thompson building in Red Bank.
- The agency participates in national field trials to test the Salk polio vaccine.
- In 1955, the agency formalizes a plan with the Monmouth County Freeholders to provide countywide bedside nursing care.



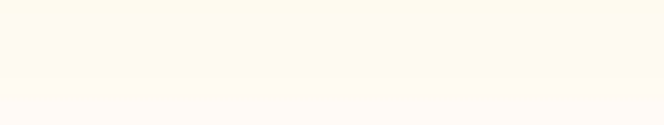
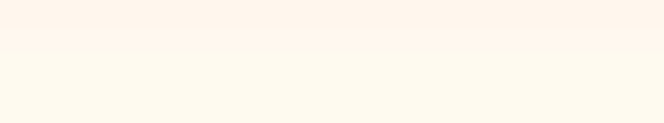
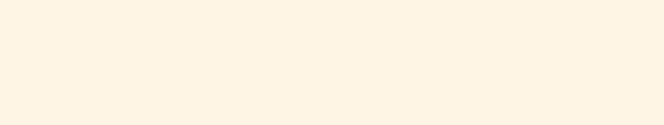
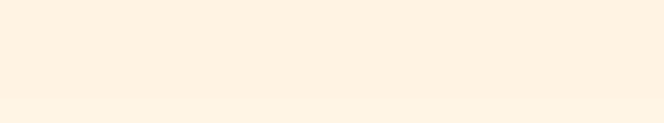
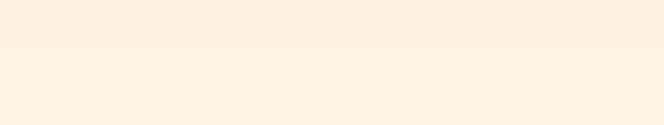
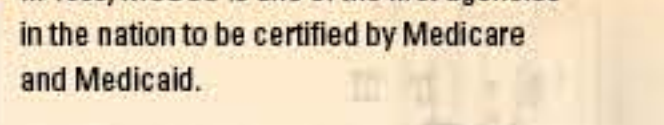
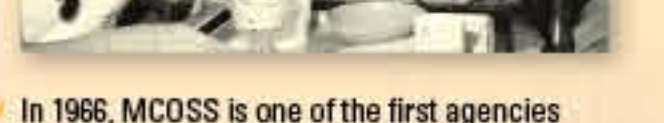
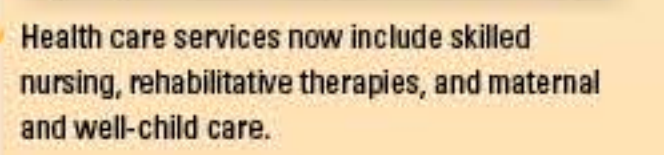
1950s - 1960s

## Community Collaboration

- In 1960, MCOSS establishes a Southern Auxiliary which opens a thrift shop in Manasquan to help fund health services for the poor.
- MCOSS develops Monmouth County's first methadone clinic in collaboration with Discovery House, a residential rehabilitation center.



- Health care services now include skilled nursing, rehabilitative therapies, and maternal and well-child care.



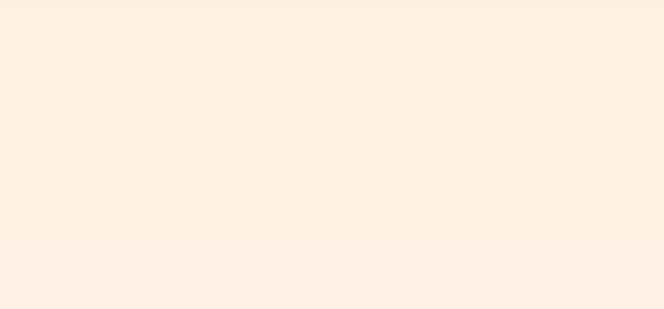
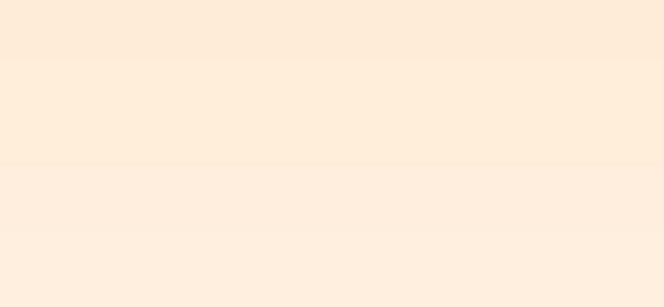
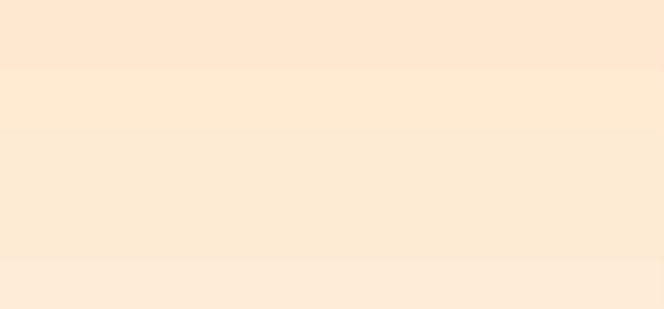
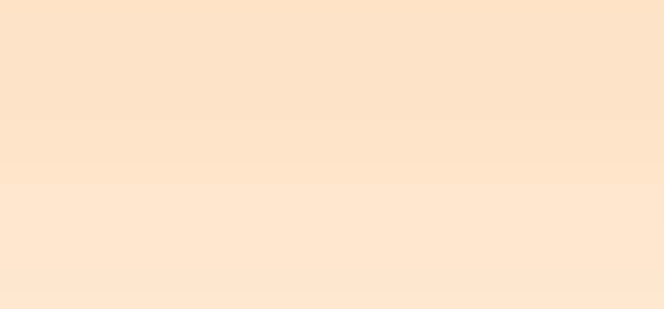
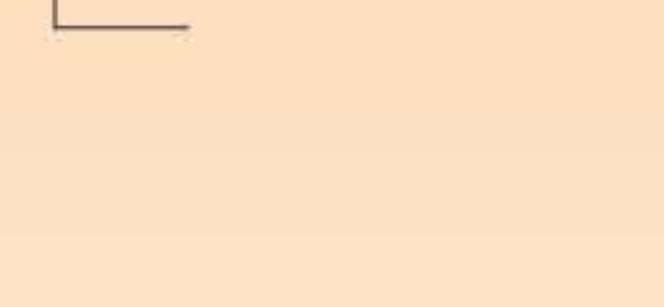
- The advent of Medicare, the growing number of elderly, and the progress in health care technology lead to a dramatic increase in the provision of home care services.
- A rehabilitative therapy department, including speech and occupational therapy, is introduced in 1972. A home health aide department is added in 1978.



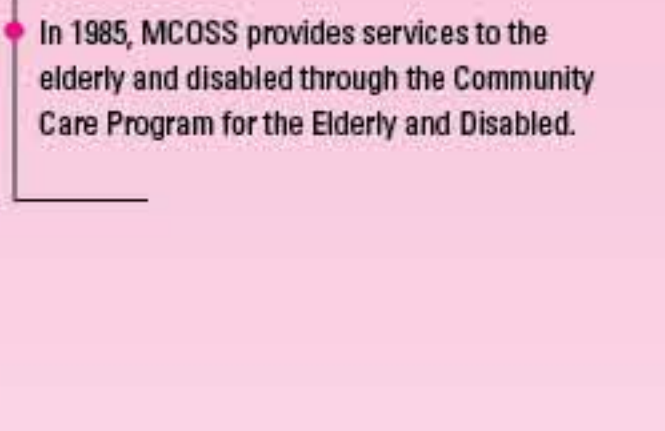
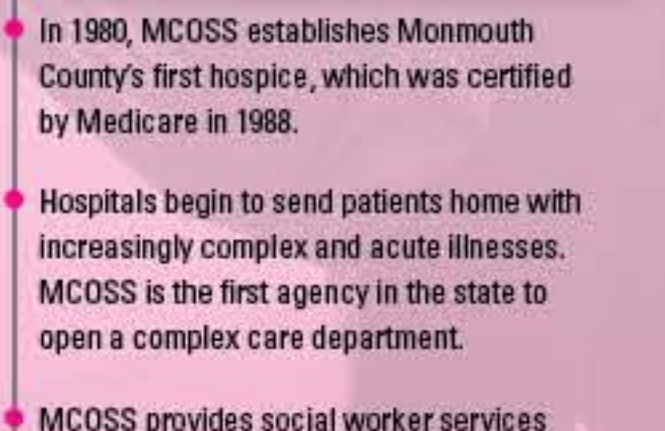
1970s

## Leading the Way

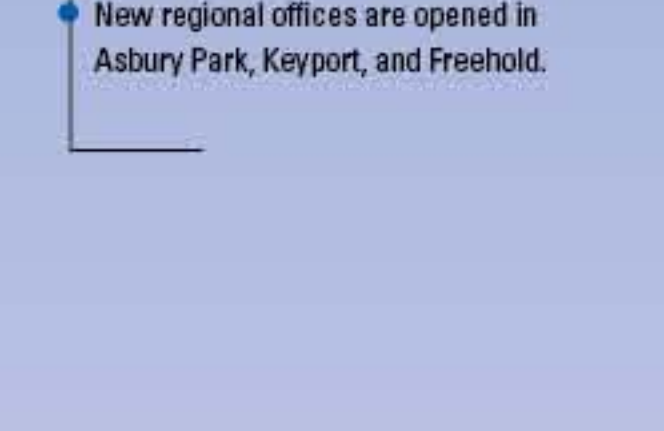
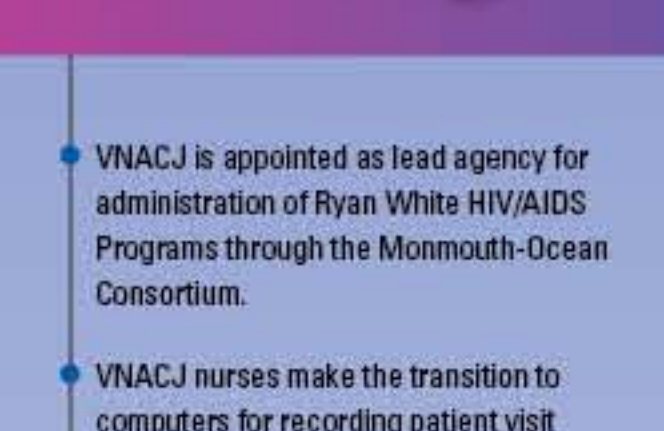
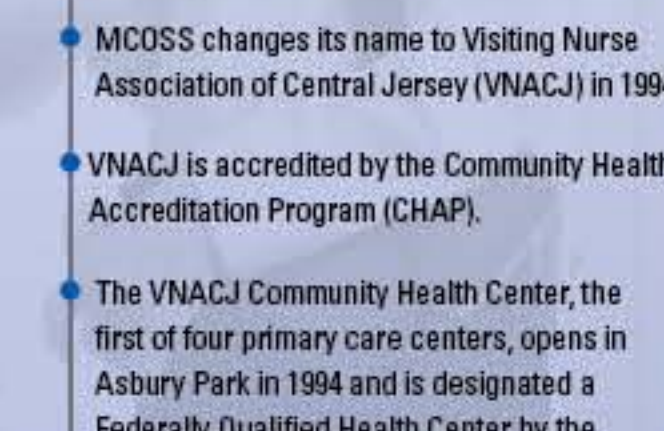
- A maternity clinic for high-risk patients is established in collaboration with Monmouth Medical Center.
- In 1966, MCOSS is one of the first agencies in the nation to be certified by Medicare and Medicaid.



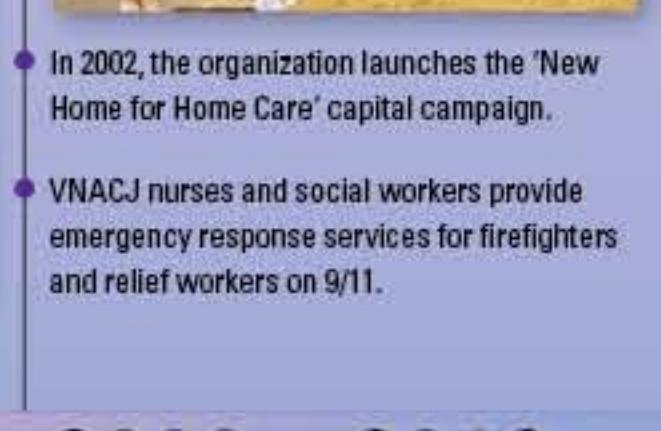
- In 1980, MCOSS establishes Monmouth County's first hospice, which was certified by Medicare in 1988.
- Hospitals begin to send patients home with increasingly complex and acute illnesses. MCOSS is the first agency in the state to open a complex care department.
- MCOSS provides social worker services starting in 1982.



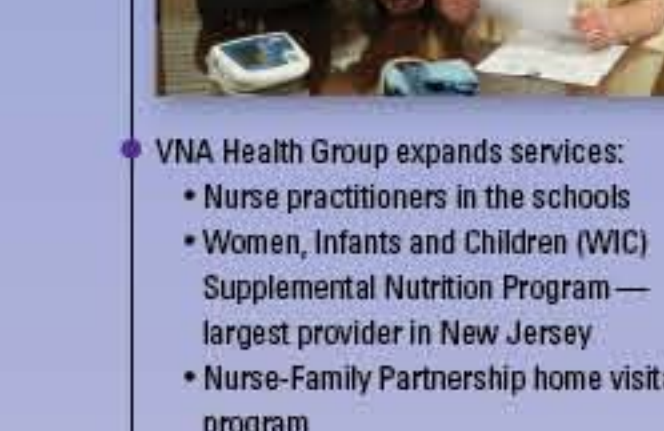
- MCOSS changes its name to Visiting Nurse Association of Central Jersey (VNA-CJ) in 1994.
- VNA-CJ is accredited by the Community Health Accreditation Program (CHAP).
- The VNA-CJ Community Health Center, the first of four primary care centers, opens in Asbury Park in 1994 and is designated a Federally Qualified Health Center by the U.S. Public Health Service in 2003.



- By the year 2000, 40 million Americans are uninsured or underinsured. The aging population continues to grow and health care costs continue to rise.
- In 2002, the organization launches the "New Home for Home Care" capital campaign.
- VNA-CJ nurses and social workers provide emergency response services for firefighters and relief workers on 9/11.



- VNA Health Group partners with health care and community-based providers on new service delivery models to transition patients through the continuum of care.
- Where VNA Health Group once touched 100 people annually, it now serves more than 120,000 each year and celebrates a century of caring for the community.



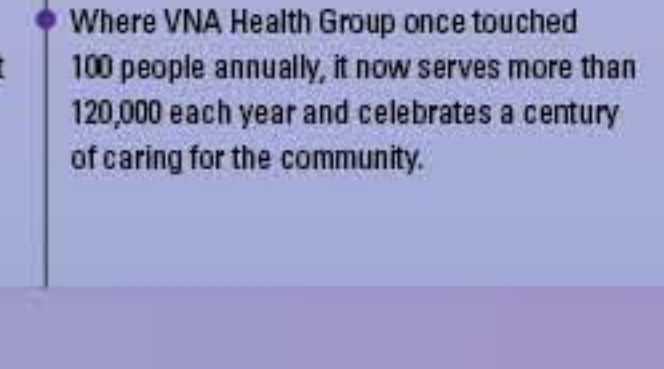
**vna Health Group**  
Visiting Nurse Association Health & Hospice  
The future of healthcare. Delivered.



- In 2010, volunteers provided more than 30,000 hours of donated time and continue to play a vital role in sustaining the mission to care for those in need.



- Where VNA Health Group once touched 100 people annually, it now serves more than 120,000 each year and celebrates a century of caring for the community.



For 100 years, VNA Health Group has built the relationships, forged the friendships and established the partnerships that help us nurture, protect and sustain individuals, families, and the communities in which they live.

**vna Health Group**  
100 YEARS OF CARING

- VNA Health Group expands services:
  - Nurse practitioners in the schools
  - Women, Infants and Children (WIC) Supplemental Nutrition Program — largest provider in New Jersey
  - Nurse-Family Partnership home visitation program
  - Telehealth in-home monitoring for patients with congestive heart failure
  - Chronic Care Self-Management
  - Palliative Care

