



Center *for* The Study of The History of Nursing

UNIVERSITY OF PENNSYLVANIA - SCHOOL OF NURSING - NURSING EDUCATION BUILDING - PHILADELPHIA, PA 19104-6096 - (215) 898-4502

Visiting Nurse Association of Greater Philadelphia

Records, 1976-1994

MC 38

Extent:

5 linear feet

Provenance:

Visiting Nurse Association of Greater Philadelphia

Access:

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Visiting Nurse Association of Greater Philadelphia Records, Center for The Study of The History of Nursing,
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Historical Sketch.

In 1959, in response to the need for a modern, innovative and community-oriented public health nursing agency, Community Nursing Services of Philadelphia (CNSP) was created by the merging of services of the City of Philadelphia's Division of Public Health Nursing and of the Visiting Nurse Society. This merger was intended to reduce duplication of nursing services in the home so that CNSP would serve both those sick at home and those requiring nursing services in public health clinics. From 1959 to 1979, Community Nursing Services provided all nursing services in City Health Department clinics as well as multidisciplinary preventative, therapeutic, and rehabilitative services to individuals and families in the home.

By 1977, it became evident that this arrangement between the Community Nursing Services and the City of Philadelphia was becoming less efficient as trends in the health care system were making the continuance of such a combined agency impossible. In the 1970s, city-financed health services demonstrated changing priorities such as consolidation of the city's categorical clinics into family medical care clinics, clinic nurses ceased making home visits, and other traditional functions of public health nurses were delegated to city personnel such as health program representatives and social workers. To address this problem of conflicting goals, a planning committee of the Community Nursing Service Board was appointed to study CNSP's mission, and outside consultants were engaged to assist in the study. The report of the Board's Committee recommended formation of an independent non-profit, broad based community organization to provide needed home health services to Philadelphia residents.

The Community Nursing Services, Visiting Nurse Society of Philadelphia, and the City of Philadelphia agreed with the Committee's recommendation, and terminated the 1959 agreement on June 30, 1979. As of July 1, 1979, an independent, voluntary-not-for-profit, incorporated agency was established known as Community Home Health Services of Philadelphia (CHHSP). The agency's newly formed Board of Trustees consisted of representatives of the city of Philadelphia, the Visiting Nurse Society, hospitals, non-profit nursing homes, labor, business, and religious, ethnic, and community organizations.

This agency continued in the tradition of Community Nursing Service providing care to Philadelphia residents regardless of ability to pay. Funding was obtained from fees paid by individuals, Medicare, Medicaid, Blue Cross and other types of insurance. Additional funding included United Way, private foundations, grant programs, and contracts for services. The Visiting Nurse Society contributed its endowment fund income. The City of Philadelphia entered into a contractual agreement with CHHSP for home health care services for patients that were enrolled in the Department's Family Medical Care program and other community health service programs, as well as for Philadelphia Nursing Home, when home health services were effective alternatives to institutionalization.

CHHSP became the Visiting Nurse Association of Greater Philadelphia in 1990. Shortly afterward a parent company, Philadelphia Home Care, was formed. While some health care services were realigned, the VNA of Greater Philadelphia continues to provide services to all Philadelphia residents. It is the only agency in Philadelphia that serves the whole geographic area, and all economic groups of the population.

Summary.

The Visiting Nurse Association of Greater Philadelphia is the successor agency to the Visiting Nurse Society of Philadelphia (whose role in recent years has shifted to funding the VNAGP). Separately incorporated, the VNAGP records consist of cost studies for the delivery of home care, reports to the National League of Nursing and other organizations, internal office files, and annual reports.

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Series Description. This collection has been arranged into seven series:

- Series I. Administration, 1965-1989
- Series II. Executive Staff Files, 1975-1981
- Series III. Public Relations, 1961-1992
- Series IV. Financial, 1976-1980
- Series V. Photographs, 1970s
- Series VI. Artifacts and memorabilia, 198?-199?
- Series VII. Audio-visual materials, 1987-1994

Series I. Administration, 1965-1989. This series includes the annual report booklets from 1980-1993 and the agency's Mission Statement, Philosophy, and Objectives, 1978. There are minutes from Central office meetings (1975-1976), employee council meetings (1980), operational meetings (1980-81) and staff meetings (1978-81). The correspondence files include incoming and outgoing correspondence for funding reimbursement for services and vendor selection. The agency's personnel policies and procedure manual of 1980 is here as is the contract "Medicare Tool-up Program" with the Pennsylvania Department of Health, in preparation for Medicare certification. The study and final report for a Regional Visiting Nurse Association Project for one agency for the five county area (1988-1989) is found in this series as well.

Series II. Executive Staff Files, 1975-1981. Found within this series are files of Sheila M. Loughlin, Executive Director (1978 to 1981), along with incoming and outgoing administrative correspondence, files regarding Loughlin's activities with the National League for Nursing (such as "Ten Agency Group" meetings whose purpose was to demonstrate leadership in the home health field, and the Council of Home Health Agencies and Community Health Services. The files of her remarks to the general staff concerning the establishment of the CHHS of Philadelphia (1979) is included in this series.

Series III. Public Relations, 1961-1994. This is a small series which includes a short history of CNS of Philadelphia published in a medical journal (1961) and a news release for the formation of the CHHS of Philadelphia (1979). Brochures, posters, publications of CHHS Visitor (1984-1990) and VNA Visitor (1991-1994), recruitment posters for staff, as well as the artwork for brochures and posters can be found in this series.

Series IV. Financial, 1976-1980. Included in this series are the original hand-written worksheets of audit reports and cost studies of CHHS administration expenditures and health service programs.

Series V. Photographs, 1970s. The photographs in this series record group photographs of staff and board members on two separate occasions for award recognition, one being a luncheon and the other a reception.

Series VI. Artifacts and memorabilia, 198?-199?. This series includes a "Community Home Health Services" flag, plaque, and pencils.

Series VII. Audio-visual materials, 1987-1994. Here are audio and video cassettes prepared by the agency for television and radio spots.

Series I. Administration, 1965-1989

**Visiting Nurse Association of Greater Philadelphia
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- Box 1 Annual Report
- f.1 Rough Draft including Correspondence, 1980
 Annual Report booklets, CHHSP, 1980-1988
- f.2 1980
- f.3 1981
- f.4 1982
- f.5 1984
- f.6 1985
- f.7 1986
- f.8 1988
- Annual Report booklets, VNA of Greater Philadelphia, 1992-1993
- f.9 1992
- f.10 1993, 1995 (with 110th Anniversary Historical Sketch and Illustrations)
- f.11 Announcement of name change from Community Home Health Services to the Visiting
 Nurse Association of Greater Philadelphia, 1990
- f.12 Affirmative Action Plan, 1977
- f.13 Mission Statement, Philosophy and Objectives, CNS, 1978
- Minutes
- Central Office Meeting
- f.14 Agenda, 1970-1980
- f.15 Minutes, 1975-1976
- f.16 Employee Council Meeting Minutes, March, April, 1980
- f.17 Operational, Meeting Minutes, 1980-1981
- f.18 Staff Meeting Minutes, 1978-1981
-
- Box 2
- f.19 Executive Committee, Program Evaluation Meeting, August 18, 1990
- f.20 Quality Assurance Program Report to Board of Trustees, 1981
- f.21 Union Contract Proposal, City of Philadelphia, 1978
- f.22 Space Study and Proposals for New Agency, 1978-1980
- Correspondence
- f.23 Contributions, fiscal year, 1981
- f.24 Executive Secretary, Caroline Griffith, General Administration, 1959-1981
- f.25 Fund Raising Issues, 1980
- f.26 General Administration, 1976-1980
- f.27 GLS Associates, Inc., Consultants to Health Care Organizations, 1978-1981
- Home Care
- f.28 Hospital Home Care Program, Discounting, 1979-1980
- f.29 Home Health Care Cost Caps, 1979-1980
- f.30 Strategy for Hospital Home Care Program, 1980
- f.31 H.R. 4626, Reimbursement for Physical and Speech Therapy, 1979
- f.32 Hospital Financial Management Association, 1981
- f.33 Kresge Foundation, Proposal for Renovation, Furniture and Capital
 Equipment, 1981
- f.34 Legal Council, 1979-1980
- f.35 Requesting Reference Materials, 1979-1981
- f.36 Reimbursement for Business Expenses, 1979

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Box 3

- f.37 United Way of Southeastern Pennsylvania Budget Request, 1979-1980
- f.38 Vendor Selection for Data Processing, 1980

- Personnel Policies and Procedure Manual, 1980
- f.39 Table of Contents, by section including history and personnel philosophy
- f.40 Section I, Employment; Section II, Financial
- f.41 Section III, Benefits
- f.42 Section IV, Work Related; Section V, Job Descriptions; and Section VI, Chart Section
- f.43 Performance Criteria and Appraisal for Area Field Administrator, 1980
- f.44 Productivity Standards for Staff, 1979-1980
- f.45 Study and Correspondence of Fringe Benefits, 1978-1980
- f.46 Table of organization, VNA of Greater Philadelphia, 1992

- Medicaid and Medicare Programs
- Contract with Pennsylvania Department of Health
- "Medicare Tool-Up Program"
- Correspondence
- f.47 1965

Box 4

- f.48 January-April, 1966
- f.49 May-December, 1966
- f.50 1967
- f.51 Position Paper, Medicaid, 1980
- f.52 National League for Nursing--Accreditation of Home Health Agencies, 1979- 1980
Reports
- f.53 Account Correction Team (ACT), 1981-1982
- f.54 Agency Philosophy and Objective Task Force Report, includes Minutes and
Correspondence, 1978-1979
- f.55 Fee for Service Reports, July, 1979 to March, 1981
- f.56 Feasibility Study Report to the Board of Trustees, July, 1980
- f.57 Pennsylvania Department of Welfare, Report for a Comprehensive Home Care
Delivery System, includes Correspondence, 1977

Box 5

- f.58 Nursing Hours Report, 1980
- f.59 Patient Referral Sources, Total, July 1979 to June 1980
- f.60 Patient Referral and Services, Weekly and Monthly, 1979-1980
- f.61 Patient Referral Sources, By Month, 1979-1981
- Regional Visiting Nurse Association Project, 1988-1989
- Final Report
- f.62 Final Narrative Report
- f.63 Appendix A--Steering Committee Meeting Minutes
- f.64 Appendix B--Board Progress Report
- f.65 Appendix C--Operations Consultants, Final Report

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- f.66 Appendix D--Marketing RFP and Marketing Consultant Proposal
- f.67 Appendix E--Marketing Consultant, Final Report
- f.68 Appendix F--Marketing Research Documentation
- f.69 Appendix G--Financial Analysts, Final Report
- f.70 Appendix H--Financial Consultant, Final Report

Series II. Executive Staff Files, 1975-1981

Box 6

Executive Director--Sheila M. Loughlin, Files

- f.1 Agreement, Moore College Work Study Program, 1981
- f.2 Contract, Philadelphia Health Management Corporation, Center for
Comprehensive Home Care, 1979
- Correspondence
 - Administrative
 - f.3 January to June, 1979
 - f.4 July to December, 1979
 - f.5 January to April, 1980
 - f.6 May to September, 1980
 - f.7 October, 1980 to February, 1981

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- f.8 March to May, 1981
- f.9 June to July, 1981
- f.10 Automobile Fleet, 1980
- f.11 Fraud and Abuse, Medicare H.H.S, 1981
- f.12 Forms Management Program (no date)
- f.13 Human Resources Program, 1979
- National League for Nursing
 - Correspondence, 1980
 - "Ten Agency Group" Meetings
 - f.14 New York, New York, December 8-9, 1975
 - f.15 New York, New York, May 3-4, 1976 and September 27-28, 1976
 - f.16 New York, New York, 1977-1979
 - f.17 New York, New York, October 8-9, 1979
 - f.18 New York, New York, 1980
 - Philadelphia, Pennsylvania, January 14-15, 1980
 - Correspondence to Alice Chun, N.L.N.
 - f.20 Logistics; Accommodations and Activities
 - f.21 Meeting Plans and Correspondence
 - f.22 Meeting Minutes

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- f.23 Participant's Packet of Meeting Activities
- f.24 Dallas, Texas, May 12-13, 1980
- f.25 Portland, Maine, November 17 and 18, 1980
- f.26 Planning Session for a National Invitational Conference, for Home Health
- f.27 Annual Meeting, Council of Home Health Agencies and Community Health Services,

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Washington, D.C., March 5-8, 1980

- f.28 Council of Home Health Agencies and Community Health Services, National Invitational Conference for Home Health Agencies, March 30-31, 1980, Chicago 1980-1981
- f.29 Council of Home Health Agencies and Community Health Services, Newsletter and Memorandum, 1981
- f.30 NLN Reference Material, Brochure and Booklets for Planning Services, 1975-1981

Box 9

Planning

- f.31 Activities to Accomplish Agency's goals and objectives, 1980
- f.32 Environmental Assessment and General Assumption for the Agency, 1977
Operating Plan and Budget
- f.33 Administrative Services, 1978-1979
- f.34 Memorandum to Community Nursing Service Board, 1978-1979
- f.35 Memorandum to Executive Staff, 1980

- f.36 Memorandum, 1981, Planning
- f.37 Operating Plan and Budget, 1978-1979
- f.38 Status Report, 1978-1979
- f.39 Paper Present at Frost and Sullivan Conference, Arlington, Virginia: "Home Health Care as Seen by a Voluntary Agency" (no date)
- f.40 Seminar Folder, "Advanced Financial Management and Marketing," Washington, DC, 1979
- f.41 Remarks to General Staff Meeting Concerning the Establishment of the Community Home Health Services of Philadelphia, February 2, 1979
- f.42 Report, Combining Public Health Nursing Agencies (a case study in Philadelphia, 1967)

Box 10

Director of Financial and Administrative Services, Files, Donald Heil

- f.43 Personnel File, 1980-81
- f.44 Time Study Project, 1981

- Personnel Files
- f.45 Joan Borocharner, Director of Human Resources, 1980-1981
- f.46 Carole Klawansky, Area Field Administrator, 1980

Series III. Public Relations, 1961-1992

- f.1 Article, Community Nursing Services of Philadelphia, 1961
Caring Award Dinner
- f.2 1984 invitation, program, and photographs
- f.3 1985 program
- f.4 1986 program
- f.5 1987 invitation and program
- f.6 1988 invitation
- f.7 1990 program
- f.8 1992 invitation and program
- f.9 1993 invitation
- f.10 1994 invitation
Artwork

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- f.11 CHHSP embroidered patches, 1981
- f.12 CHHSP logo, 1979

Box 16 designs for posters and brochures

Brochures

- f.13 Board of Trustees, introduction of board members, 1990s
 - f.14 CHHSP, 1980s
 - f.15 Holiday Greeting, n.d.
 - f.16 Hospice, 1990s
 - f.17 A Therapeutic Alternative, 1990s
 - f.18 VNA East, n.d.
 - f.19 We Can Serve your Patients in the Home, 1980s
 - f.20 Bulletin Check-up, 1989-1990
 - f.21 Community Home Health Visitor, 1984-1990
- Correspondence
- f.22 Poster to promote home care, 1990
 - f.23 Edith H. Page, former Board Secretary to VNS, 1994
 - f.24 Contribution request forms, 1991 and 1992
 - f.25 Folder "Community Home Health Services", no date
 - f.26 Health Care Employment News, CHHS, 1990
- Invitations
- f.27 Social Fund Raising Program Christmas, 1983
 - f.28 Social Fund Raising Programs, 1991 and 1992
 - f.29 Newspaper clippings of staff members Holt and Aiken, 1990 and 1992
 - f.30 News Releases, Formation of Community Home Health Services of Philadelphia, 1979
 - f.31 Nurse Extra, "Special Caring of the Hospice Nurse", 1994

Box 11

- f.32 Permission forms for use of patients' photographs, 1979

Box 16 (o/s) Recruitment posters for nursing positions, 1990s

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- f.33 VNA Visitor, 1991 and 1994
- f.34 Workshop, "PR Basics for VNA's", May 1992
- f.35 Report to Community, CHHS, 1989

Series IV. Financial, 1976-1980

Audit Reports and Cost Studies

Audit Reports

- f.1 Accounts payable f/y 1976-1977
- f.2 Accounts receivable private, f/y 1976-1977
- f.3 Accounts receivable private, f/y 1976-1977
- f.4 Accounts receivable private, f/y 1976-1977
- f.5 Accounts receivable medicare, f/y 1976-1977
- f.6 Correspondence, f/y 1976-1977
- f.7 Functional allocation worksheets, f/y 1976-1977

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- f.8 Functional allocation worksheets, f/y 1976-1977
- f.9 Insurance worksheets, f/y 1976-1977
- f.10 Journal entries, adjusting f/y 1976-1977
- f.11 Salaries, f/y 1975-1976
- f.12 Salaries, f/y 1976-1977
- f.13 Worksheets (miscellaneous), outstanding invoices, equipment expenditures, 1976-1977
- Cost Studies
- f.14 Analysis of Medicare Deductible Billing, 1976
- f.15 Analysis of Rental Office Space, 1976
- f.16 Clinician Time Study - 1976

Box 12

- f.17 Correspondence Blue Cross, Medicare 1976-1978
- f.18 Cost Data, City of Philadelphia, 1976-1978
- f.19 Data Processing Service, 1976
- f.20 Distribution, Nursing, Program Services and Medicare Visits, 1976
- f.21 Distribution, Therapist Expense, 1976
- f.22 Forms, 1976
- f.23 Physical Therapy Services, 1976
- f.24 Professional Staff Time Study Report 1976
- f.25 Work papers, 1975-1976
- f.26 Work papers, 1975-1976
- f.27 Memorandum, Telephone Cost of CNS, 1975-1976
- f.28 Proposed Budget, 1976-1977
- Cost Studies 1977
- f.29 Time Study - Type of service and staff, 1977
- f.30 Correspondence, Blue Cross, Staff member, and Medicare, 1977

Box 13

- f.31 Expenditures, 1977
- f.32 Home Health Aide Time Study, 1977
- f.33 Home Health Aide Time Study, 1977
- f.34 Physical, Speech and Occupational Therapist Contracts, 1977
- f.35 Staff time Study May 23, To June 3, 1977
- f.36 Worksheets, Expenditures, Services and Medicare Billing, 1977
- f.37 Memorandum, United Way meeting, Jan 26, 1977 Re: Allocations Committee of United Way
- Cost Studies, 1978
- f.38 Contract Therapy, 1978
- f.39 Correspondence, F/Y 1978
- f.40 Deductible Bad Debts, 1978
- f.41 Home Health Aide Time Study, 1978
- f.42 Medicare Remittances, 1978

Box 14

- f.43 Memorandum, Nursing, Program, F/Y 1978 for City of Philadelphia, Health Dept.
- f.44 Work papers, 1978
- Cost Studies, 1979-1980

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- f.45 Contract Therapy, 1979
- f.46 Correspondence, Cost-Reports, 1979
- f.47 Correspondence, Cost Reports, 1979
- f.48 Correspondence, Medicare-(Blue Cross) 1979
- f.49 Deductible Bad Debts, 1979
- f.50 Description of Work papers, 1979
- f.51 Description of Work papers, 1979
- f.52 Home Health Aide Time Study, 1979
- f.53 Work papers: Re: Staff Medicare Visit, 1979
- f.54 Audit Report, Commercial Office Furniture, 1980
- f.55 Financial report, 1980
- f.56 Retention Schedule for Official Record and Disposition, 1979
- f.57 VNS of Philadelphia, financial results, 1988-1990 (annual report)

Series V. Photographs, 1970s

Box 15

Recognition Luncheon - No Date

- p.1 Group of eight guests seated at table
- p.2 Group of seven guests seated at table in front of window
- p.3 Group of five guests seated at table
- p.4 Mrs. Kohn, Mrs. Knight and Mrs. Kelly, Mrs. Kohn cutting the cake
- p.5 Mrs. Richard Knight presenting the City of Philadelphia's Citation to Mrs. I. Kohn
- p.6 Mrs. Kohn, Mrs. Knight, and Mrs. Kelly
- p.7 Mrs. Kohn looking at Citation
- p.8 Mrs. Knight with four recipients for reward
- p.9 Mrs. Knight with two recipients for award
- p.10 Mrs. Knight with two recipients for award
- p.11 Mrs. Knight with one recipient for award
- p.12 Mrs. Knight with two recipients for award
- p.13 Mrs. Knight with a group of five receiving awards
- p.14 Mrs. Knight with a recipient for award
- p.15 Mrs. Knight with a group of six for awards
- p.16 Mrs. Knight with two recipients for awards
- p.17 Mrs. Knight with a recipient for award
- p.18 Mrs. Knight with a recipient for award

Recognition and Award Gathering, no date

- p.19 Group picture of Mr. G. Lloyd Kirk, Mrs. Knight, Mrs. Kohn and Mrs. Kauffman
- p.20 Mr. G. Lloyd Kirk and Mrs. Margaret Kauffman
- p.21 Mrs. Richard Knight and Mrs. Margaret Kauffman
- p.22 Mrs. Richard Knight and Carol Kinney
- p.23 Mrs. Richard Knight and Mabel Giddins
- p.24 Mrs. Richard Knight, Theresa Gladden Margaret Wright, Gretta Seth, Elizabeth Williams, Lillian Bailey
- p.25 Mrs. Richard Knight and Mabel Sanders
- p.26 Mrs. Richard Knight, Joan Howard and Janie Naylor
- p.27 Mrs. Richard Knight, Eloise Freeman and Rose Pinkney
- p.28 Mrs. Richard Knight and Helen Pollock

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- p.29 Group picture of four individuals who received recognition
- p.30 Group picture of four individuals who received recognition
- p.31 Group picture of four individuals who received recognition
- p.32 Group of two individuals
- p.33 Nurse and nurse aide assisting patient to sit in chair
- p.33a Nurse and nurse aide assisting patient to sit in chair
- p.33b Nurse and nurse aide assisting patient to sit in chair
- p.34 Staff meeting, n.d.
- p.35 Staff meeting, n.d.
- p.36 Staff meeting, n.d.
- p.37 Three persons associated with CHHS, outside St. Christopher's Hospital, n.d.
- p.37a Three persons associated with CHHS, outside St. Christopher's Hospital, n.d.
- p.38 Three persons associated with CHHS, outside St. Christopher's Hospital, n.d.
- p.39 Male visiting nurse and elderly patient, c. 1990
- p.40 Visiting nurse in patient's home, c. 1990

Series VI. Artifacts and Memorabilia, 198?-199?

Box 16 Flag "Community Home Health Services"; pencils "VNA of Greater Philadelphia"; Plaques, 1982 and 1985

Series VII. Audio-visual Materials, 1987-1994

Box 17 Audio-tapes

- I. Talk radio program host Ron Eisenberg of WDWI interviewing Adele Hebb, President of CHHSP, April 10, 1987. The interview highlights the type of services provided, qualifications of staff, reimbursement for services, financial assistance from private and non-private agencies, and what services are available to all age groups who need home health care services. 2 tapes.
- II. Linda Aiken discussing with a group of health care workers the current and future changing role of hospitals and community home health agencies in providing patient and family services as to organizational structure, financing, and staffing. 120 minutes, no date. NOTE: this tape has poor sound quality due to noisy background while taping.
- III. Group meeting discussing administration planning for providing health and social services in competition with other community health agencies. 70 minutes, n.d.
- IV. Bob Koenig "CARIE Line" radio station WIP (610 am); side 1 is two staff members discussing with Peter Soloman services provided to the elderly in need of professional and non-professional home health care; payment for services; and procedures for referral. June 14, 1987.

Video tapes

- I. Images, Community Home Health Services, 7:30 mins. 1988.
A brief history of the agency and the services it provides. It focuses on caring for the young and old in the home setting which the patients indicate is more therapeutic than a hospital setting. 3 tapes.

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- II. Visiting Nurse Association of Greater Philadelphia. Thirty and ten second public service announcements, 1994. Highlight services provided and availability to all community members.
- III. Philadelphia Home Care, two 0:30 PSAs, "master" PHC/Phillies Campaign, Summer, 1987
- IV. Community Home Health Services, 0:30 PSA; 0:10 PSA, December 14, 1988. 2 tapes.

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revised 5/2011: Chip Krachmer