



VISITING NURSE ASSOCIATION
OF SOUTH CENTRAL CONNECTICUT, INC.

News Release

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For Immediate Release

VNA Health Systems Announces Charles Mason Joins the Visiting Nurse Association of South Central Connecticut's Board of Directors

New Haven, CT (June 3, 2009) – VNA Health Systems announces that Woodbridge resident Charles Mason, CEO of Mason, Inc. of Bethany, was elected to the Board of Directors for the Visiting Nurse Association of South Central Connecticut (VNA/SCC), a non-profit, community-based home health agency that provides a wide range of specialized clinical services, community programs, the Nurturing Families Network and subsidized care to those who are in need.

“We are delighted that Charlie is joining the VNA/SCC’s board of directors,” said John Quinn, President/CEO of VNA Health Systems. “His well-sought-after expertise in brand development will be essential as our organization moves forward and continues to grow. I am confident that his experience will contribute to VNA/SCC’s mission of providing high-quality, compassionate health care services in the home and communities that we serve.”

Mason serves as CEO of Mason, Inc., a Connecticut-based brand development firm specializing in public relations, advertising, promotions, internet development and recruitment advertising. He has served multiple terms on the Board of Directors and Executive Committee of the United Way of Greater New Haven. He is also on the Board of Directors of United Way of Connecticut 2-1-1 and serves on the Connecticut Advisory Council of Recording for the Blind & Dyslexic. For the American Association of Advertising Agencies, Mason has served on the National Education Committee and the Agency Management Committee.

About The Visiting Nurse Association of South Central Connecticut

Founded in 1904, the VNA/SCC, the original VNA of New Haven, Milford and the Valley, is a state licensed, non-profit, community based home health care agency. The VNA/SCC staff consists of highly skilled nurses, therapists, medical social workers and home health aides. A vital resource to the communities it serves, the VNA/SCC provides a wide range of specialized clinical services, community programs, the Nurturing Families Network and subsidized care to those who are in need. The agency employs over 240 staff members, has an average daily census of over 1,000 patients and makes over 150,000 home visits per year. The agency is the founder of the Nightingale Awards for Excellence in Nursing. The VNA/SCC is supported in part by The Community Foundation for Greater New Haven, local United Way organizations, corporate sponsors and individual donors. The agency has a private-duty affiliate, CareSource. CareSource strives to maximize the quality of life for its clients and their caregivers in the home and health care settings. Their services include private duty nursing, homemakers, companions and live-in home health aides. Both VNA/SCC and CareSource are CHAP (Community Health Accreditation Program) accredited. To learn more about the organizations, log onto www.vnascc.org or www.caresourceinc.org. To view quality information about VNA/SCC, as reported by Medicare, log onto www.medicare.gov and click on the link: Compare Home Care Agencies.

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