



**FOR IMMEDIATE RELEASE:**

**CONTACT:**

Barbara Rosenblum, CEO  
Strategic Healthcare Programs  
[www.SHPdata.com](http://www.SHPdata.com)  
[brosenblum@shpdata.com](mailto:brosenblum@shpdata.com)  
805-963-9446

**CONTACT:**

Jean Ellis, VP of Administration  
Visiting Nurse Associations of America  
[www.vnaa.org](http://www.vnaa.org)  
[JEllis@vnaa.org](mailto:JEllis@vnaa.org)  
617-737-3200

**Strategic Healthcare Programs (SHP) and Visiting Nurse Associations of America (VNAA)  
Announce Partnership through the Group Purchase Organization Program**

May 14, 2007 (Santa Barbara, California) - Strategic Healthcare Programs, LLC (SHP) and the Visiting Nurse Associations of America (VNAA) announce a strategic relationship that extends the value of the data services that SHP already provides to over 60 VNAA members. Home health agencies benefit significantly from the use of *SHP for Agencies™* through real-time information and email alerts related to OASIS documentation, coding, up-to-the-minute clinical outcomes and financial benchmarks, drill-down reports, telehealth and medical supply data, and powerful PPS tools.

In addition to advocating for its VNA members across the country, VNAA serves as a group purchasing organization (GPO), leveraging the network to obtain optimal contracting terms. SHP services are now available to VNAA members at a preferred rate through the GPO.

"We are thrilled to have the opportunity to work more closely with the VNAA. SHP currently serves a large number of VNAA members across the country, so this evolution in our relationship was a natural step," stated Barbara Rosenblum, Chief Executive Officer at SHP. Rosenblum further says, "The VNAA is a prestigious and influential organization and SHP is proud to be selected as a formal partner."

Jean Ellis, Vice President of Administration at the VNAA, says, "Our members are constantly striving to achieve maximum quality and this requires continual ongoing efforts utilizing industry-leading tools. We are always looking for products to help the VNAA members be more successful, and we are pleased to announce SHP as part of the GPO. Additionally, SHP provides professional monthly educational events free of charge to all of their customers. Our member will surely enjoy this benefit."

**About SHP**

Strategic Healthcare Programs, LLC, is based in Santa Barbara, California, and offers award-winning web-based performance data services for the entire spectrum of home care, serving 1,700 clients across the country. SHP uses proprietary data “sweeps” to collect data from software applications and return real-time, actionable information. Online analytic tools and drill downs make ad hoc reporting available to the entire client organization. To learn more about SHP for Agencies™ or other programs for the sub-acute market, visit [www.SHPdata.com](http://www.SHPdata.com)

**About VNAA**

The VNAA is the official national association for non-profit, community-based Visiting Nurse Agencies, who care for and treat approximately 4 million patients each year. The nation’s network of 415+ Visiting Nurse Associations employ nearly 150,000 healthcare professionals, and share a non-profit mission to provide cost-effective and compassionate home healthcare to some of the nation’s most vulnerable individuals, particularly the elderly and individuals with disabilities. The VNAA has a wide range of resources available on its award-winning website about home healthcare and things to ask about when considering home healthcare. Click [www.vnaa.org](http://www.vnaa.org) to locate a VNA.

# # #