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Visiting Nurse Health System Appoints New CEO

Norene Mostkoff brings deep expertise, seasoned leadership and boundless energy to drive Home Health and Hospice growth opportunities

Atlanta, May 6, 2016 – Visiting Nurse Health System, greater Atlanta’s long-time leader in providing home health and end-of-life care services, is pleased to announce the appointment of Norene Mostkoff as CEO beginning in July.

Since 2009 Mostkoff has served as President and Chief Executive Officer of HCI-VNS Care Services of Des Moines, Iowa, currently serving over 65,000 patients annually in 44 counties. In 2012 Mostkoff successfully led the merger of Hospice of Central Iowa and Visiting Nurse Services of Iowa – the state’s largest home care and hospice programs – to provide compassionate and effective community-based care. Under Mostkoff’s leadership, HCI-VNS was recognized as one of the best places to work in Iowa by the Des Moines Register, honored with the United Way of Central Iowa Live United Give Award and the Better Business Bureau’s Integrity Award. She is currently the Chair Elect of the Visiting Nurse Association of America.

Prior to HCI-VNS, Mostkoff served as the chief operating officer at HospiceCare Inc. (now Agrace HospiceCare) in Madison, Wisconsin, which provided end-of-life care to more than 500 patients each day. Mostkoff has more than 25 years of experience in nonprofit management, as well as winning awards for Outstanding Agency Leader of the Year 2015 by the Visiting Nurse Association of America, and Advocate of the Year 2015 by the United Way of Central Iowa. She earned an MBA from University of Wisconsin and a Mathematics Teaching degree from University of Illinois.

“The entire Visiting Nurse Health System family is excited to welcome Norene with her wealth of experience, and commitment to mission she brings,” said Bill Henagan, Visiting Nurse’s Board Chair. “The Board of Directors have spent a great deal of time determining the right person to lead Visiting Nurse into the future. Norene will allow us to continue to serve a larger, more pivotal role in Atlanta’s home health and end-of-life care.”

Mostkoff replaces Interim CEO, Atlanta native, and prior COO Mary Arthur who stepped in from retirement in December to provide fresh leadership and invaluable support to Visiting Nurse and the CEO transition process.

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About Visiting Nurse Health System

Founded in 1948, Visiting Nurse Health System is Georgia's largest nonprofit provider of home healthcare and hospice services, and operates Hospice Atlanta Center in Buckhead. The mission of its 750 employees is to improve the lives of the more than 6,000 patients and their families served each day. Thanks to the support of generous individuals, foundations and corporations, Visiting Nurse is able to provide compassionate, quality care to all of its patients regardless of their ability to pay. For more information, please visit www.vnhs.org.

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