

**FOR IMMEDIATE RELEASE:** December 5, 2008

**\*\*\* PRESS RELEASE \*\*\***

## **VNA Private Care launches Innovative Program for Alzheimer's Patients Announcing New Memory Care at Home Service**

Boston – (December 5, 2008) VNA Private Care (VNAPC), the private home care affiliate of the Visiting Nurse Association of Boston recently announced a new and innovative program designed specifically for the care of persons living with Alzheimer's and other dementia in their home. The setting was a thought-leader forum sponsored by the VNA of Boston, Your Home for Life and Philips Lifeline on "The Care of Persons with Alzheimer's." A major area of focus of VNAPC is increasing its capacity and expertise to help individuals with a continuum of mental decline and their families.

"Caring for a person with Alzheimer's disease or another form of dementia presents special challenges," stated John Paul Marosy, Executive Director of VNA Private Care and a nationally recognized authority on eldercare. "VNA Private Care goes beyond the basics of assuring safety and physical comfort. We take the time to understand your loved one's life history, experience, and interests and create engaging activities that help bring back the joy of living." The memory care team consists of Greater Boston's most carefully-selected and highly trained caregivers, an experienced care manager, and a network of creative service providers. Recently, the company added a social networking portal to its website. **VNA of Boston Family Connection** helps caring, overwhelmed family members stretched across distant geographies to stay connected and share pertinent information so everyone stays fully informed and engaged in the care of a loved one. Marosy continued, "the goal is to make each moment as joyous, stress-free, and failure-free as possible for the person with dementia while maintaining the health and well-being of family caregivers."

The forum, held at the Royal Sonesta Hotel in Cambridge was attended by more than 75 persons, mostly professional caregivers with some family caregivers. The featured speaker for the program was Dr. Juergen Bludau, a Harvard fellowship trained geriatrician and the Acting Clinical Chief & Director of Clinical Geriatric Services at Brigham and Women's Hospital, Division of Aging. "I am proud to be involved with VNA Private Care which is at the intersection of health care professionals, patient and caregivers. This is a wonderful program that addresses the need for well trained nurses and aides," said Dr. Bludau. Bludau reminded us that we cannot treat an older person without recognizing that there are always two patients and it is imperative that the family caregiver be involved from the beginning.

There are currently over 56,000 persons with Alzheimer's disease in the greater Boston area (Suffolk, Norfolk, and Middlesex counties) according to the Massachusetts/New Hampshire Chapter of the Alzheimer's Association. This number is projected to more than double in the coming 5-10 years.

If you would like more information about Memory Care at Home program or to receive a free in home consultation session please call VNA Private Care at (800) 454-2877 or view them on the web at [www.vnaprivatecare.com](http://www.vnaprivatecare.com).

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VNA Private Care is part of the Visiting Nurse Association of Boston & Affiliates. The Visiting Nurse Association of Boston & Affiliates provides home healthcare through the VNA of Boston, private pay services through VNA Private Care, and end-of-life support through VNA Hospice Care. Established in 1886, the Visiting Nurse Association of Boston & Affiliates is the oldest Home Health care agency in the country and one of the largest home health care agencies in New England with over 750 employees. Last year they provided care to more than 15,000 residents of Greater Boston.