

VNS Health Joins Rebranding Bandwagon



Diane Eastbrook, June 06, 2022

Sometimes a rebrand is in order, even for a successful 125-year-old business. Last month, the Visiting Nurse Service of New York rebranded itself VNS Health, bringing together home care, hospice, behavioral health and Medicare Advantage plans that had been operating under different names.

Catherine Callaway, VNS Health senior vice president of marketing and development, told McKnight's Home Care Daily Pulse the rebrand was intended to mitigate confusion among the nonprofit's 43,000 MA plan members and patients who often used multiple services under different names.

"We are all from the same organization. We are all from the same team," Callaway explained. "We have one mission and we have one goal and that is to make sure that our patients and members are able to live independently for as long as they can with help in their homes and communities."

According to the business research firm Hanover Research, 75% of U.S. companies have updated their brands over the past two years to reflect changes in their businesses or shifts in the markets they serve. There have been a number of rebrands in the healthcare industry in recent years as companies expand services and acquire new companies. Last year, Humana rebranded its primary care practices and home health services under the CenterWell brand to reflect its non-insurance assets. In 2014, CVS Caremark changed its name to CVS Health to reflect its move into healthcare. The company has added Minute Clinics, virtual primary care and Aetna insurance in recent years and has also said it wants to acquire a home care company or launch its own home care business.

VNS Health President and CEO Dan Savitt acknowledged the rebrand was a long time coming, especially in a market that is becoming increasingly crowded and competitive.

“People need health care that’s simple to understand and easy to access,” Savitt said. “Becoming VNS Health positions us to ensure this for the people, families and communities we serve.”

McKnight's Long-Term Care News is written for management personnel throughout the continuum of long-term care facilities, including skilled nursing care, subacute care, assisted living, seniors housing, adult day care and home care. Content reaches an audience of 79,000, and focuses on news, trends affecting management decisions, personnel operations, patient care services, legal issues, facility design and resident safety. Features include updates on pharmacy service, legislation affecting the industry and vendor/product news.