



Professional Healthcare RESOURCES

Home Healthcare You Can Count On

Heartbeat!

May 2007

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Eileen DeCesare, RN
President / CEO Emeritus

Thank You!

As we head into warmer weather, we want to recognize the 'warmth' of so many efforts to raise health awareness and provide excellent care in a variety of ways. The Susan G. Komen Foundation for the Cure works to fund breast cancer research and provide support for cancer survivors, and we are proud to support them in their efforts through our various company fundraisers.

We also join in the national recognition of nursing professionals during the week of May 6. This year's chosen theme is "Nursing: A Profession and a Passion," and Professional Healthcare Resources greatly benefits from its nurses' excellent and invaluable service to our company and our community.

May 12 celebrates International Nurses Day, as well as the birthday of the founder of modern nursing, Florence Nightingale, and I invite you to join us in remembering her commitment to delivering excellent, quality care, and supporting the wonderful nurses who carry on that commitment in various organizations and environments at Professional Healthcare, in our community, our country, and our world. Thank you, and great job!

Eileen DeCesare, RN, MS, CNA, LNC
President / CEO Emeritus

Reflections of a Nursing Administrator

As the Nursing Administrator of the largest branch within Professional Healthcare Resources, Inc. I sit in a very unique and challenging position. I must balance continuing to 'provide the very best quality homecare to more people' while being mindful that our industry is being driven by staffing shortages and the bottom line!

I have worked in Home Health Care for 23 years and specifically with PHR, Inc. for 10 years. During that time I have observed this industry shift—a movement away from service and humanity toward a 'bottom line mentality'—and the demanded response to it.

I am proud to say that when I started with this company one of the most important reasons I chose to come here was and continues to be the foundation of daily practice for everyone who cares for your patients each day here at Professional Healthcare.

First and foremost, we are *patient advocates* making sure that every patient's needs are identi-

fied accurately and that all goals are met no matter how long it takes. Our commitment is to be there when needed for as long as it takes. I'm proud to be able to say that. I can only do that because Professional Healthcare has the very best clinicians in the area and is committed to their employee experience including ongoing education and recognition. We also have extremely complicated patients of every possible disease combination which are diligently case managed by our qualified team members toward the best possible outcomes for each individual patient. Without these nurses who quietly go the extra mile for everyone, everyday, the healthcare system would crumble.

And without Professional Healthcare's dedication to their philosophy of *patient advocacy* first we would not be the exceptional Home Health Company we are today.

Dia Loken, RN
Branch Administrator
Annandale Branch

Professional Healthcare Resources and Susan G. Komen Foundation / 2007 National Race for the Cure

Komen for the Cure has been working tirelessly the past twenty-five years to fund breast cancer research, eradicate the disease, and support cancer survivors. Their efforts have contributed to *more early detection*—nearly 75 percent of women over 40 years old now receive regular mammograms; *more hope*—the five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent; *more research*—the federal government now devotes more than \$900 million each year to breast cancer research, treatment and prevention; and, *more survivors*—America's 2.3 million breast cancers survivors, the largest group of cancer survivors in the U.S., are a living testament to the power of society and science to save lives. (Source: <http://komen.org>)

Professional Healthcare Resources, Inc. is proud to support the Susan G. Komen Foundation in their efforts. Collectively, Professional Healthcare's seven branches have been actively fundraising for this year's National Race for the Cure, scheduled for Saturday, June 2, 2007 at the National Mall.

To date, Professional Healthcare's branches have held creative fundraisers such as bake sales, luncheons, used book sales, pizza and doughnut sales,

and plans to hold a brunch/fashion show and silent auction event in early May at the Marco Polo Restaurant in Vienna, Virginia.

To date, Professional Healthcare has raised \$4,650.00 (and is still fundraising!). We have a "Team PHR", with our president, Eileen DeCesare, as Team Captain, which is growing as well. The team will participate in the June 2 Race for the Cure, both with runners and walkers.

We are proud to be raising awareness for the disease, and we look forward to joining the Metro DC Community on June 2, 2007 for the "National Race for the Cure." We invite you to increase your awareness by perusing the Web site for this year's race: <http://www.nationalraceforthecure.org/>.

For further information on how you can join Professional Healthcare for any of our events, please contact Professional Healthcare's Corporate Office: 703-752-8700, and ask to speak to Carol Campbell, Winoka Ware or Rose Gingery. Together we can all make a difference for the future.

Carol H. Campbell
Assistant to the President, Eileen DeCesare

An Interview with Rose Gingery, RN, MSN, MBA, CPNP Director of Performance Improvement and Program Development (PIPD)

Rose has over 25 years healthcare experience with more than 10 years specifically in homecare. Originally from Indiana, she graduated with a Bachelor of Science in Nursing from Indiana University. Her first position was as an RN in a Pediatric Intensive Care Unit. She then volunteered for 1 year as a nurse in a runaway shelter in Times Square, New York City.

Rose and her husband have lived in the DC metro area since 1995. They enjoy traveling, sailing, biking, snow skiing, triathlons and her yearly Marine Corp Marathon.

Why did you choose Professional Healthcare Resources?

I had been in Managed Care doing Quality Assurance and Utilization Management since 1987 working for the payor side. I thought it may be interesting to return to the consumer side of healthcare.

What attracted you to Nursing?

As an athletic person, my focus is on wellness and health promotion versus illness.

How did you get into homecare?

When I was completing my first graduate program I was going to school four days a week and thus looking for a job with a flexible schedule. Homecare offered me that ability.

What do you find most rewarding about your role?

I enjoy problem solving and creating solutions and efficiencies in processes. I believe in always striving for the highest quality possible, both for my internal customers (our employees) as well as my external customers (our patients).

I see my primary focus as the employees—helping them be as efficient and satisfied with their contributions here at PHR while being compliant in this highly regulatory environment.

Where would you like to see Professional Healthcare in five years?

I would like to see our primary focus on our employees in more employee friendly services—benefits, educational, self-improvement activities as well as encourage life/work/physical/spiritual balance.

Where would you like to see yourself in five years?

I would like to publish articles on helping healthcare workers, especially nurses, be kinder and gentler with each other.

Rose Gingery and Justin Ivatts