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**Minnesota Visiting Nurse Agency names Jen Van Liew new CEO;
Mary Ann Blade to retire after 20 years**

MINNEAPOLIS – (Jan. 31, 2011) – Nonprofit home health and public health care provider Minnesota Visiting Nurse Agency (MVNA) announced today that it has hired **Jen Van Liew, Ph.D., R.N.**, as its new executive director and chief executive officer.

Van Liew's appointment is effective February 14, 2011.

Van Liew comes to MVNA from the Visiting Nurse Services of Iowa, Des Moines, Iowa, where she has served as president and CEO since 2003. Van Liew replaces current MVNA CEO Mary Ann Blade, who has served MVNA in that capacity since 1990. Blade will retire February 13, 2011.

“We want to thank Mary Ann for her years of dedicated service and for the positive impact her leadership has had not only on our agency, but on the lives of countless people who have been helped by MVNA nurses,” said Joan Campbell, MVNA board chair.

“At the same time, we are delighted to welcome a seasoned executive like Jen to MVNA, and believe that she will bring new perspectives and energy to our organization as we move forward into the next decade,” Campbell said.

Van Liew brings more than 33 years experience in a variety of health care settings to her new role. In addition to her current leadership role with Visiting Nurse Services of Iowa, Van Liew has cared for patients in hospital and community settings, served as a professor of nursing at Grandview University in Des Moines, and worked as a consultant with the Iowa Department of Public Health. She holds a Ph.D. in health science, international health from Touro University in Cypress, Calif. and a Master of Science degree in nursing administration from Drake University in Des Moines. She also is a Registered Nurse.

“I appreciate the opportunity I've been given to lead such a venerable, 108-year-old organization,” said Van Liew, “and I salute the leadership of Mary Ann Blade. She has successfully brought this organization into the 21st century, and I look forward to continuing to guide it through the challenges and opportunities that lie ahead.”

Over the past 20 years during Blade's tenure, MVNA has grown from a \$3 million to a \$25 million agency. Under Blade's leadership, MVNA has developed one of the largest

visiting nurse agency flu immunization programs in the country. Since its inception in 1994, the program has administered more than 1.8 million immunizations. She also led the purchase of Hospice of the Twin Cities, a subsidiary company of MVNA. Both of these programs have supported MVNA's primary mission to provide care for all, regardless of the client's ability to pay – an important strategic move, given that more than 90 percent of all clients served by MVNA fall below the poverty line. Each year this means providing more than \$1 million of unreimbursed care.

Ten years ago, Blade pioneered what is perhaps her proudest accomplishment: bringing the community and MVNA together to form Club 100. Today, Club 100 has more than 2,700 community members donating essential goods to the most vulnerable populations while Public Health Nurses deliver direct care to families. She also pioneered a program that brings a pharmacist into clients' homes to check for drug interaction problems – another program that, like the flu immunization program, was introduced to members of Visiting Nurse Agency of America to replicate across the U.S.

“I know I am leaving the organization in good hands, with a talented new CEO, dedicated board, committed staff and supportive community partners,” Blade said. “I will continue to be a passionate advocate for our nurses as a community member, and I know I will stay connected, if only in my heart, to what happens here.”

About Minnesota Visiting Nurse Agency and Hospice of the Twin Cities:

Minnesota Visiting Nurse Agency (MVNA) is a nonprofit, Medicare certified home health and public health care provider in the Twin Cities. Each year MVNA provides more than \$1 million of unreimbursed care to uninsured or underinsured individuals who would otherwise not receive nursing care. MVNA provides home care for infants in the first days of life, to people in the final stages of life.

Hospice of the Twin Cities (HOTC) is a nonprofit, Medicare certified, community based hospice program and a subsidiary of MVNA. HOTC is based in Plymouth, Minn. and serves patients in a 14-county area.

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