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VNA HealthCare Hospice Video and Northfield Resident Win 2008 Telly Awards

HARTFORD, CT July 28, 2008-To shed some light on the hospice philosophy, VNA HealthCare, Aetna and videographer Rusty Dyer of DigiDyer Productions, Northfield, CT teamed up to create a video in 2007 which won several 2008 Telly awards. "Hospice Is Hope," a seven minute video, won the highest honor, a silver award in Fund Raising, a silver award in Health and Wellness and a bronze award in the Public Relations categories.

In the video, VNA HealthCare (VNAHC) hospice team staff speak about caring with compassion for dying patients and their surviving loved ones. Families share their heartfelt experiences with living life to the fullest right up until the end. VNAHC, with the support of Aetna, held sessions at Union Baptist Church in Hartford to explain hospice care.

VNA HealthCare hospice treats the whole person by focusing on physical comfort rather than a cure. Emotional support and non-denominational spiritual support is provided to patients and their loved ones. Committed to the dignity of the patient and family, hospice helps patients choose the course of their health care with the assistance of their doctors and hospice professionals.

"Aetna is proud to have supported the creation of this award-winning video", said Marilda Gándara, Aetna Foundation President. "Aetna believes that all Americans should be empowered to make meaningful, well-informed decisions about their health care, including care they receive at the end of their lives—a time when studies indicate there is a large gap between the care people say they want, and the care they receive. We applaud the VNA HealthCare for this effort to educate people on end-of-life cares issues, and the benefits of hospice," she stated.

About VNA HealthCare

Founded in 1901, VNA HealthCare provides home health and hospice care to 60 towns in Central Connecticut and Greater Waterbury. The agency provides care ranging from skilled nursing, hospice, rehabilitation and speech therapy to specialty nursing services including wound care, pulmonary rehabilitation and cardiac telemonitoring. VNA HealthCare also provides Independent Living Services including Meals on Wheels and Emergency Response systems. Providing care to over 12,000 patients annually VNA HealthCare is proud to be the premier homecare agency and remains true to "The Best Care is Coming Home."

VNA HealthCare is an affiliate of Hartford Hospital and is a Caring Partner with St. Mary's Hospital. The Community Health Accreditation Program (CHAP) accredits the not-for-profit, Medicare-certified agency. VNA Health Care employs more than 700 employees and cares for more than 12,000 patients annually.

About Aetna

Aetna is one of the nation's leading diversified health care benefits companies, serving approximately 37.3 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities and health care management services for Medicaid plans. Our customers include employer groups, individuals, college students, part-time and hourly workers, health plans, governmental units, government-sponsored plans, labor groups and expatriates. www.aetna.com.

The Telly Awards were founded in 1978 to honor excellence in local, regional and cable TV commercials. Non-broadcast video and TV program categories were later added. Today, the Telly is one of the most sought-after awards by industry leaders, from large international firms to local production companies and ad agencies. More than 14,000 entries are received each year without competing against each other. The awards are based on each entry's merit, judged by creative professionals. www.tellyawards.com

Caption: With 2008 Telly award statuettes for a VNA HealthCare hospice video are Northfield resident Rusty Dyer, of DigiDyer Productions, Ellen Rothberg, President and CEO of VNA HealthCare, Pastor Kenric Prescott of Union Baptist Church, Hartford with Marilda Gándara, President, Aetna Foundation.

