

# Meet VNS Health: Why America's Largest Home Health Nonprofit Is Carving Out a New Identity

Typically, rebranding either serves two purposes: presenting a new company identity or clarifying one that wasn't getting across.

For Visiting Nurse Service of New York (VNSNY), becoming VNS Health is a case of the latter. [Read more.](#)

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<https://homehealthcarenews.com/2022/05/vnsny-rebrands-to-vns-health-with-an-eye-on-expansion/>

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