

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

May 20, 2022

From Home Health Care News

Announcements

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.](#)

Source: <https://www.vnshealth.org/about/newsroom/articles/meet-vns-health-why-americas-largest-home-health-nonprofit-is-carving-out-a-new-identity/>

Source: <https://www.vnshealth.org/about/newsroom/articles/meet-vns-health-why-americas-largest-home-health-nonprofit-is-carving-out-a-new-identity/>