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**VISITING NURSE ASSOCIATION OF BOSTON APPOINTS NEW VICE PRESIDENT OF  
BUSINESS DEVELOPMENT**

**BOSTON- (September 12, 2008)** - Jean Patel Bushnell has been appointed Vice President of Business Development for the Visiting Nurse Association of Boston & Affiliates. An experienced leader in marketing for both for-profit and non-profit organizations, Bushnell is currently President of MarketingMastery, a marketing consulting company in the Greater Boston area. She previously held the positions of Director, Channel Marketing and Communications, and Marketing Manager at Lifeline Systems (now Phillips Lifeline) in Framingham, MA. Bushnell has also served as Vice President, Marketing at United Way of Massachusetts Bay and Marketing Research Manager at Kendall Healthcare Products.

VNA of Boston President and CEO, Joanne Handy expressed confidence in Bushnell's ability to lead business development efforts for the organization and its affiliates, VNA Hospice Care and VNA Private Care: "Jean's more than 25 years of experience in marketing and business development will serve the organization, our referral sources and patients well." Handy continued: Jean has a remarkable commitment to providing a very high standard of customer service."

Among her many volunteer activities; Bushnell was the two-term Board President of Ethos, one of the Boston Aging Service Access Points and currently serves on the Board of YWCA of Boston. She holds an MBA from the University of Chicago and a Bachelor of Science from the University of Wisconsin.

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The Visiting Nurse Association of Boston & Affiliates provides home healthcare through the VNA of Boston, private pay services through VNA Private Care, and end-of-life support through VNA Hospice Care. We coordinate superior care across the continuum – for all ages, healthcare needs, and income levels – so that our patients and their families throughout Greater Boston have peace of mind and, most importantly, can live independently at home. Learn more about the VNA of Boston on the web at [www.bostonvna.org](http://www.bostonvna.org).