



News Release

For Immediate Release
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*What a perfect pear – meet VNA Philadelphia’s
New Director of Population Health & Clinical Services supporting our food pantry!*

VNA Philadelphia Announces Addition of Population Health, Promoting Director of Clinical Services

Philadelphia--- Visiting Nurse Association of Philadelphia Announces Director of Population Health & Clinical Services: Craig D. Hindman, LSW.

Craig Hindman joined VNA Philadelphia as the Director of Clinical Services in 1997.

Hindman is a Pennsylvania licensed Masters of Social Worker and a graduate of Temple University’s School of Social Work. A lifelong resident of PA, Hindman received his BA from Penn State University. Recently, Hindman was promoted to oversee the VNA’s new Population Health initiative.

Population Health, an interdisciplinary, customizable approach to health is essential to improving quality of life and community resources. “Population Health, to me, is looking at the needs of our patients and going above and beyond basic medical care,” said Hindman.

One such need in Philadelphia, the “poorest big city” in the United States, is food. As such, Hindman recently created the food pantry; the evolution of the food pantry has been the first initiative of Population Health. With fresh produce donated by Philabundance and nutritious meals from Aid For Friends, healthy meals can make a difference. In fact, VNA Philadelphia is the only health provider in the city that delivers food from Philabundance.

Being able to access nutritious food is important to everyone’s health. However when people already have compromised immune systems, it can become a matter of life and death. “Recently we had a patient whose mouth watered at the thought of a cantaloupe, which he hadn’t had in years. When we – ironically – received cantaloupes in the food pantry, we were able to deliver these to him which added greatly to his quality of life,” recalled Hindman fondly.

As Director of Population Health & Clinical Services, Hindman oversees the Social Work, Chaplaincy, Bereavement and Alternative Therapies in Hospice, and now Population Health.

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VNA Philadelphia is the oldest and largest non-profit home health and hospice provider in the region and one of the most innovative in the nation. Founded in 1886, VNA Philadelphia is headquartered in the East Falls section of the city and serves more than 50,000 residents of Philadelphia and the surrounding suburbs each year. VNA Philadelphia is Medicare Certified, licensed by the State of Pennsylvania, and Accredited by the Community Health Accreditation Program (CHAP).

To find out more about the VNA, contact us at 215-473-0772 or visit www.vnaphilly.org.