

**National Nurses Month 2024 | Hospice  
Multimedia Campaign**

The VITAS multimedia team collected family member testimonials by video and combined them into a full-length “Thank You” video to VITAS nurses. Watch here: <https://bcove.video/3BJZ2E6>



# National Nurses Month 2024 | Hospice Multimedia Campaign

## Internal Communications

The “Thank You” video was sent via email to 4,600 VITAS nurses and published on our intranet, myVITAS. It was also included in a monthly recap email to all 12,000 VITAS employees.

**Subject:** Test - Watch: What Caregivers Say About You  
**Date:** Wednesday, May 29, 2024 at 11:48:54 AM Eastern Daylight Time  
**From:** Nick Westfall | Chairman & CEO  
**To:** Elizabeth Neuhaus



### Watch: How VITAS Nurses Make a Difference

Posted in News & Announcements on May 29th 2024 by Marketing Communications



**Subject:** Test - Celebrating Our Nurses, Recognizing Monthly Pin Earners, Tons of Good News Updates, and More!  
**Date:** Monday, December 30, 2024 at 10:14:01 AM Eastern Standard Time  
**From:** myVITAS Minute  
**To:** Elizabeth Neuhaus



### Watch: What Caregivers are Saying about VITAS Nurses

As we near the end of **National Nurses Month**, we want to share this video with you. Some of our caregivers took time to express their gratitude to our nurses who made a difference for them and their loved ones.

Thank you, VITAS nurses, today and every day.

[View the Caregiver Video](#)

Good afternoon,

You know how important your role is in delivering **The VITAS Difference**. Your voice is valued as evidenced through this month's Pulse Survey. You also know another voice matters, too: **The voice of our patients' caregivers.**

Good afternoon,

You know how important your role is in delivering **The VITAS Difference**, and your voice is valued as evidenced through this month's Pulse Survey. You also know another voice matters, too: **The voice of our patients' caregivers.**

As we near the end of **National Nurses Month**, I want to share this video with you. Some of our caregivers took time to express their gratitude to our nurses who made a difference for them and their loved ones. And as I hope you know, there are many, many more stories like these.

I feel honored to work alongside colleagues like you—and like these caregivers, I want to thank you.

Thank you, today and every day.

Nick Westfall  
Chairman and Chief Executive Officer

Tags: myVITAS News; Nurses Month 2024

National Nurses Month 2024 | Hospice  
Multimedia Campaign

# Poster & Digital Signage

Posters and digital signage were displayed across more than 150 VITAS offices and inpatient facilities nationwide.

**National Nurses Week | May 6-12**

**Our Nurses  
Make the Difference!**

Your passion and kindness are  
an inspiration to us all.



**VITAS<sup>®</sup>**  
Healthcare

**National Nurses Week | May 6-12**



**Our Nurses Make the Difference!**

Your commitment to healing, comfort, and  
support does not go unnoticed. We are thankful  
for the exceptional care you provide  
to our patients and caregivers.

**Your passion and kindness are  
an inspiration to us all.**

**VITAS<sup>®</sup>**  
Healthcare

E-10246  
Display on 5/2 | Take down by 5/9

## National Nurses Month 2024 | Hospice Multimedia Campaign

# External Recruitment

The video was incorporated into a targeted recruitment email sent to 10,000 recipients.

**Subject:** Test - 📺 One Video Stands Between You and the Perfect End to Nurses Month  
**Date:** Monday, December 30, 2024 at 10:11:25 AM Eastern Standard Time  
**From:** VITAS Recruitment  
**To:** Elizabeth Neuhaus

**VITAS**<sup>®</sup>  
Healthcare



We at VITAS appreciate and celebrate our nurses for their commitment and hard work every day.

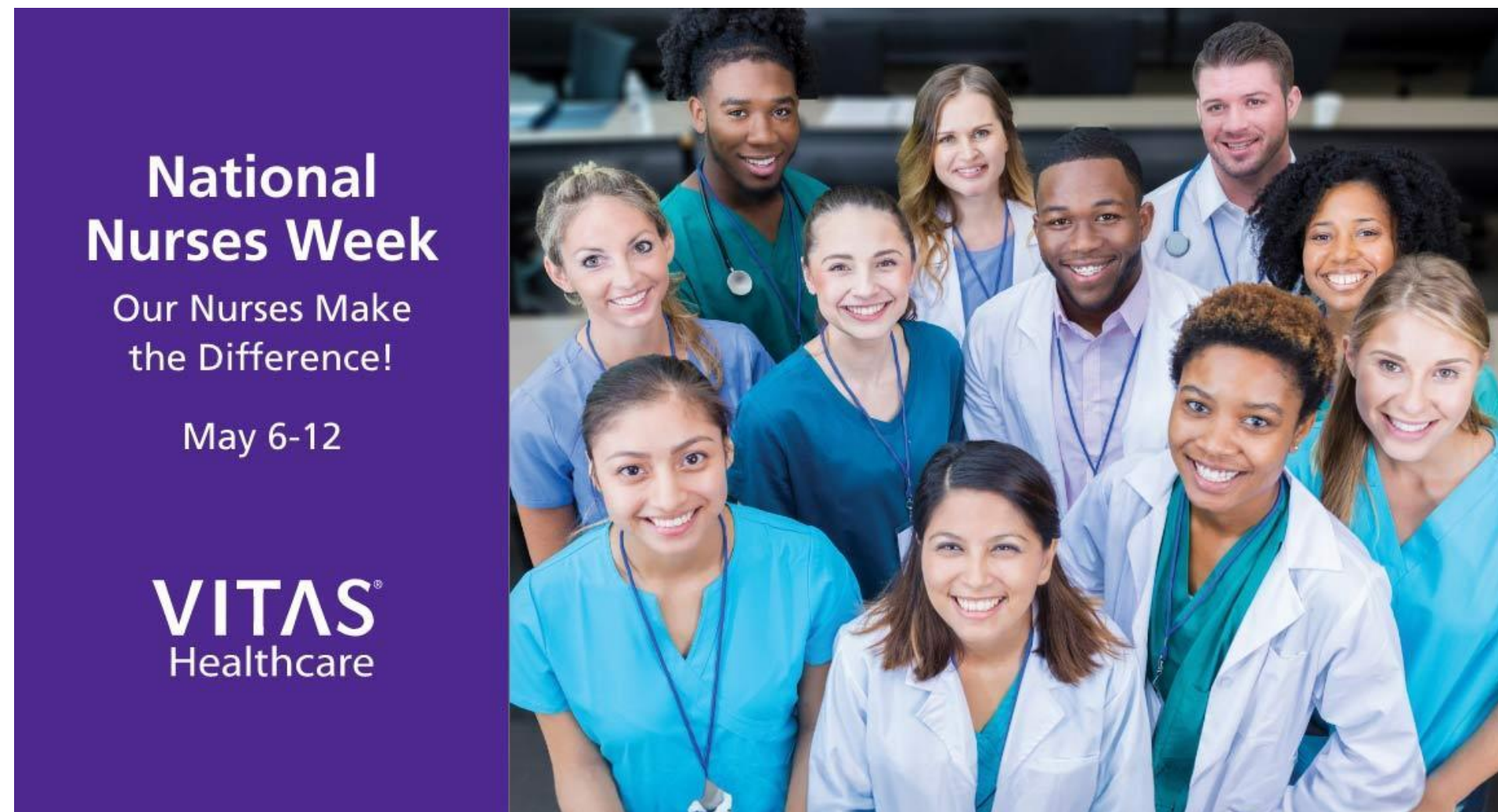
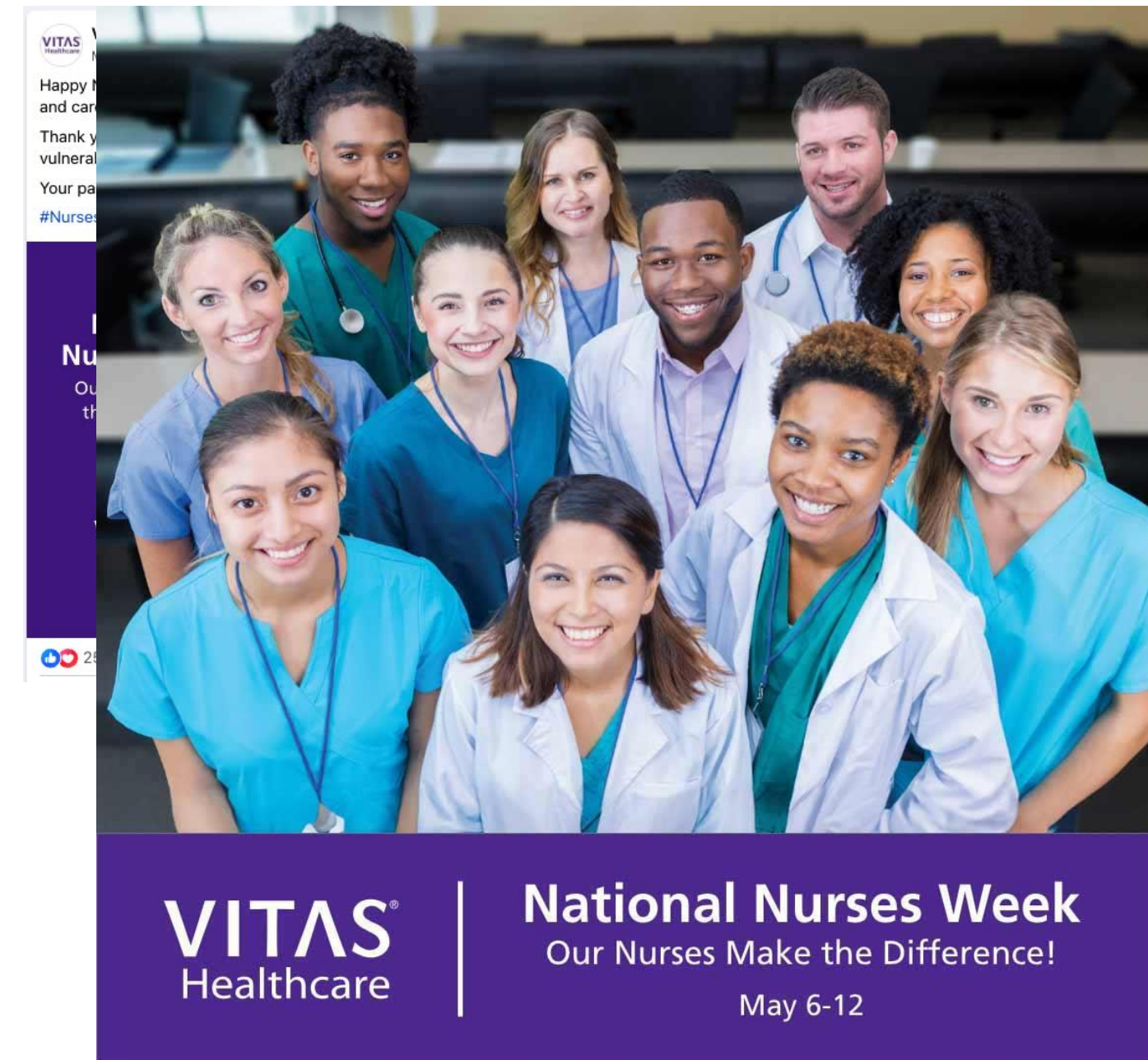
As we near the end of **National Nurses Month**, we wanted to take a moment to thank all nurses everywhere. You work tirelessly and compassionately to provide the best possible care to your patients.

# National Nurses Month 2024 | Hospice Multimedia Campaign

## Social Media Graphics & Videos

We published a total of 18 posts across Facebook, LinkedIn, and Instagram. The stationary graphics earned 40 shares, 306 engagements, and 6,369 impressions.

The videos—including individual clips and a cut of the combined version—accumulated 8,820 views, 22 shares, 716 engagements, and 12,939 impressions.



# National Nurses Month 2024 | Hospice Multimedia Campaign

## Facebook posts

**VITAS Healthcare**  
May 6 · 🌐

Happy Nurses Week! 🌟 We honor our incredible nurses who embody the spirit of compassion and care. ❤️

Thank you for being the shining light 🌟 for our patients and caregivers during their most vulnerable moments.

Your passion and kindness are an inspiration to us all. 🙌

#NursesWeek #NurseAppreciation #HospiceNurses



**National Nurses Week**  
Our Nurses Make the Difference!  
May 6-12

**VITAS Healthcare**

👍❤️ 25      3 comments 10 shares

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**National Nurses Week**  
Our Nurses Make the Difference!  
May 6-12

**VITAS Healthcare**

👍❤️ 25      3 comments 10 shares

**VITAS Healthcare**  
77,138 followers  
7mo · 🌐

Happy Nurses Week! 🌟 We honor our incredible nurses who embody the spirit of compassion and care. ❤️

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**National Nurses Week**  
Our Nurses Make the Difference!  
May 6-12

**VITAS Healthcare**

👍❤️ 57      3 comments · 21 reposts

**VITAS Healthcare**  
May 8 · 🌐

As we continue to celebrate #NationalNursesWeek ❤️, we express our gratitude to our nursing partners for their exceptional care. 🙌

Together, we ensure comfort and dignity for our patients.

#ANANursesWeek #NursesMakeTheDifference #CompassionateCare



**National Nurses Week**  
May 6-12

**Grateful to Our Nursing Partners!**

**VITAS Healthcare**

👍❤️ 12      2 shares

# National Nurses Month 2024 | Hospice Multimedia Campaign

LinkedIn  
video cuts


**VITAS Healthcare**  
77,202 followers  
7mo · 🌐

Thank you, #nurses! 🙏 Erika extends her heartfelt gratitude to the dedicated nurses who provided compassionate and expert care to her loved one on VITAS hospice. 💜

Nurses provide not just care, but their presence and support to patients and their families during moments that truly matter. ✨

During National Nurses Month, we celebrate and thank all nurses for their unwavering dedication to providing the highest quality care to patients and families every day.

#NursesMonth #HospiceNurses #Caregivers #HospiceCare



Erika F.  
Caregiver

I really wish to express my gratitude to the VITAS nurses.

0:55 1x

👍❤️👍 34

1 comment · 4 reposts

[LINK](#)

**VITAS Healthcare**  
77,202 followers  
7mo · 🌐

Missy expresses deep appreciation for the compassionate and supportive nurses who took care of her son, allowing her to prioritize being a mother after his cancer diagnosis.

During National Nurses Month, we celebrate and thank all nurses for their unwavering dedication to providing the highest quality care to patients and families every day. ✨

Thank you, nurses! 💜

#NationalNursesMonth #NursesMonth #Caregivers #HospiceCare #HospiceNurses



The VITAS nurses allowed me to be Demetrius's mom.

0:55 1x

👍❤️👍 42

1 comment · 2 reposts

[LINK](#)

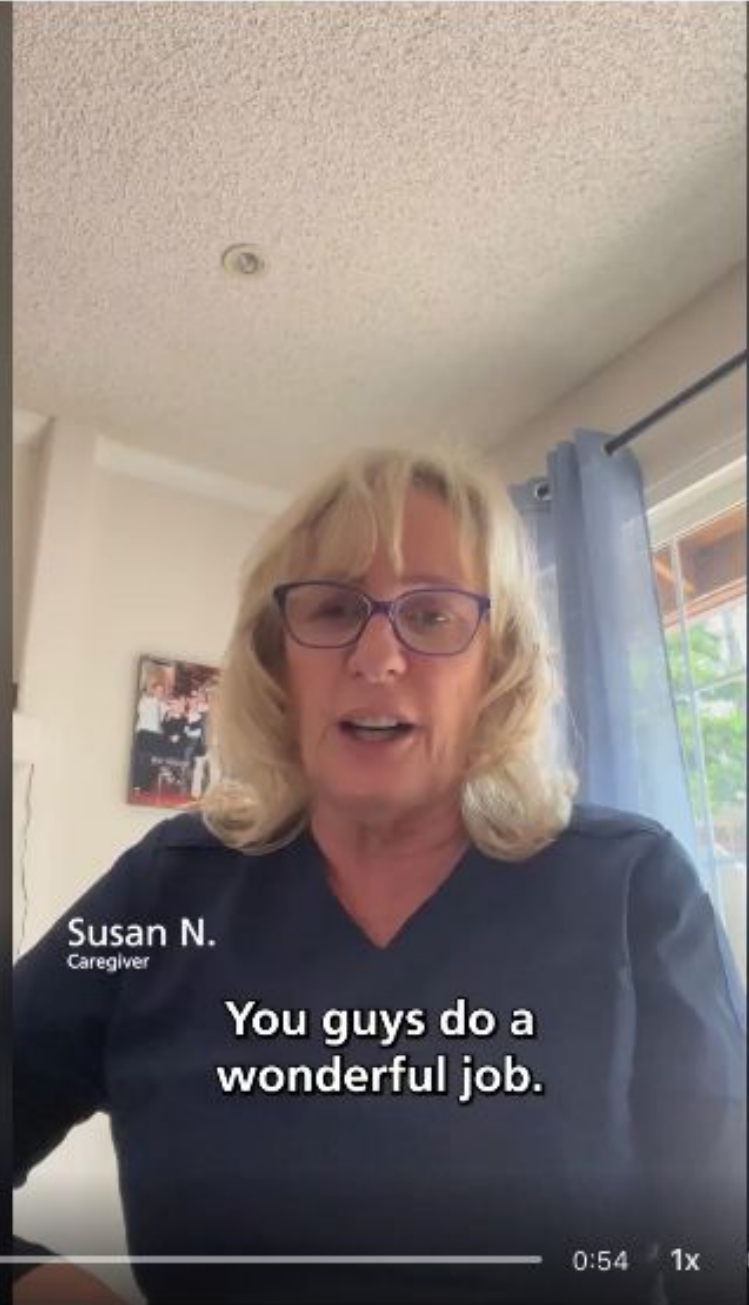
**VITAS Healthcare**  
77,201 followers  
6mo · 🌐

Meet Susan, a caregiver whose words of appreciation highlight the invaluable role of our nurses. 🙏

Nurses like Carol make a world of difference in the lives of patients and their families. ✨

We celebrate and thank all nurses for their unwavering dedication to providing the highest quality care to patients and families every day. 💜

#NationalNursesMonth #Nurses #HospiceCare #Caregivers #HospiceNurses



Susan N.  
Caregiver

You guys do a wonderful job.

0:54 1x

👍❤️👍 55

3 comments · 7 reposts

[LINK](#)

# National Nurses Month 2024 | Hospice Multimedia Campaign

## Instagram video cuts

**vitashospice** · Following  
Original audio

**vitashospice** In hospice, nurses have a profound impact on both patients and their families. 🤝 These caregivers shared their deep gratitude to our VITAS nurses in this heartfelt video. ❤️

Thank you, nurses, today and every day. Your compassionate care and support make a difference in so many lives. ✨

#HospiceCare #MakingADifference #PatientCare #RN #HHA #LPN #Nurses #Caregivers #CaregiverTestimonial

30w

Our nurse that was assigned to us, Michelline,

10 likes  
June 3

Add a comment...

**vitashospice** · Following  
Original audio

**vitashospice** 30w  
Missy expresses deep appreciation for the compassionate and supportive nurses who took care of her son, allowing her to prioritize being a mother after his cancer diagnosis.

During National Nurses Month, we celebrate and thank all nurses for their unwavering dedication to providing the highest quality care to patients and families every day. ✨ Thank you, nurses! ❤️

#NationalNursesMonth #NursesMonth #Caregivers #HospiceCare #HospiceNurses #EndofLifeCare #Testimonial

**No comments yet.**

16 likes  
May 30

Add a comment...

**vitashospice** · Following  
Original audio

**vitashospice** In hospice, nurses have a profound impact on both patients and their families. 🤝 These caregivers shared their deep gratitude to our VITAS nurses in this heartfelt video. ❤️

Thank you, nurses, today and every day. Your compassionate care and support make a difference in so many lives. ✨

#HospiceCare #MakingADifference #PatientCare #RN #HHA #LPN #Nurses #Caregivers #CaregiverTestimonial

30w

Dana Z.  
Caregiver

I wanted to send a giant thank you

10 likes  
June 3

Add a comment...

Post

[LINK](#)

**vitashospice** · Following  
Original audio

**vitashospice** Meet Susan, a caregiver whose words of appreciation highlight the invaluable role of our nurses. Nurses like Carol make a world of difference in the lives of patients and their families. 🤝

We celebrate and thank all nurses for their unwavering dedication to providing the highest quality care to patients and families every day. ❤️

#NationalNursesMonth #Nurses #HospiceCare #Caregivers #HospiceNurses

30w

Susan N.  
Caregiver

Love VITAS, love all the nurses at VITAS.

Liked by jbrasin1 and 14 others  
May 31

Add a comment...

Post

[LINK](#)

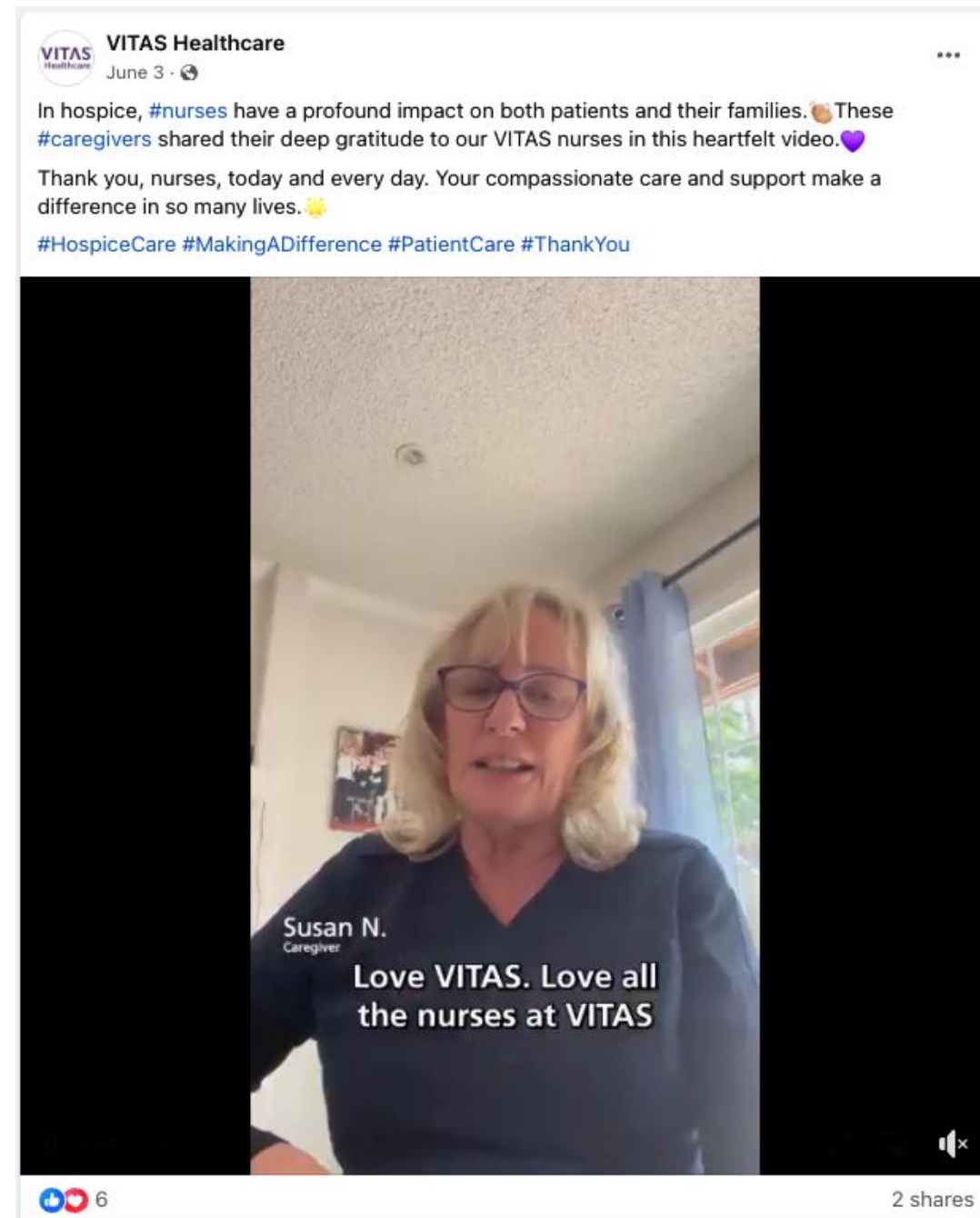
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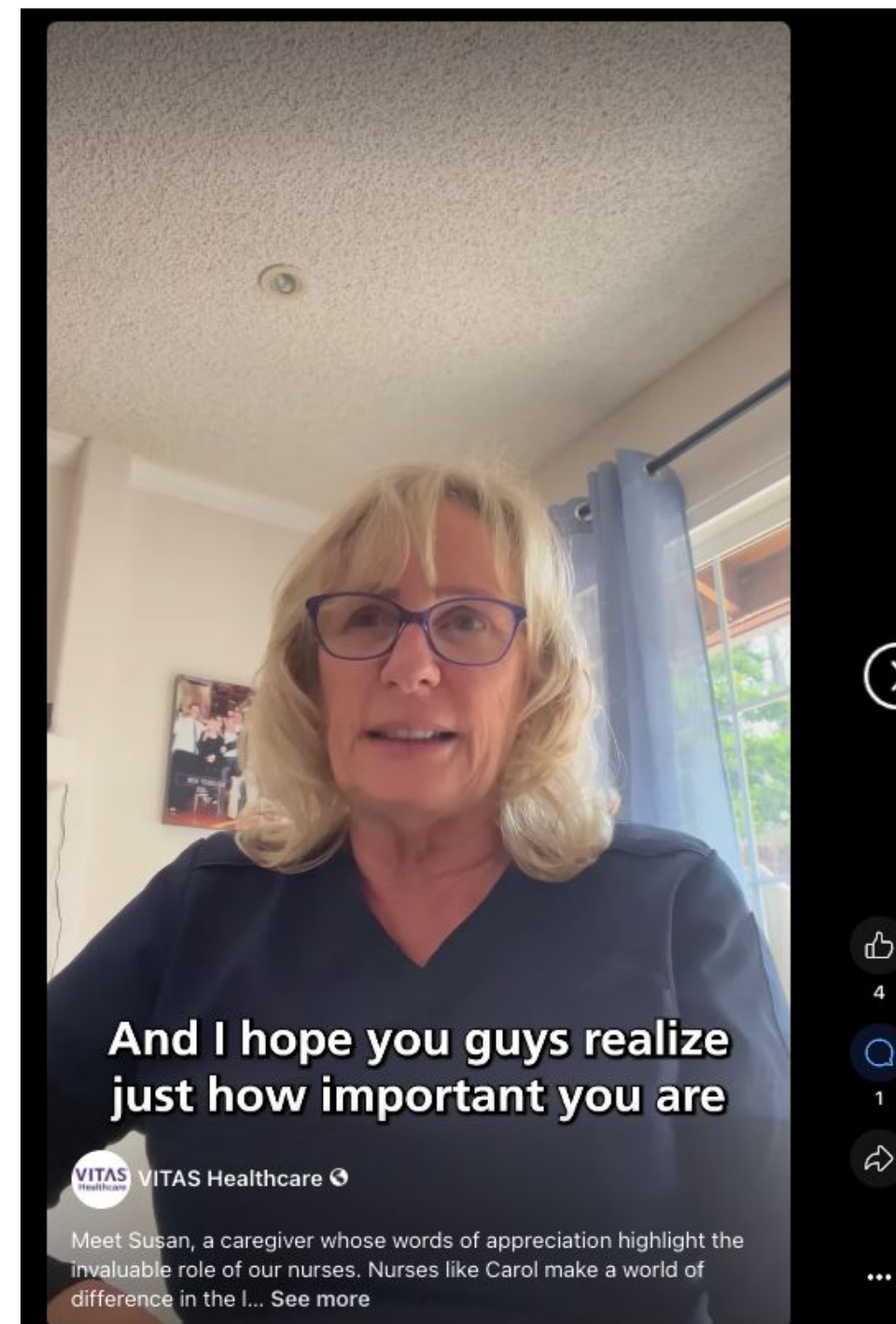


# National Nurses Month 2024 | Hospice Multimedia Campaign

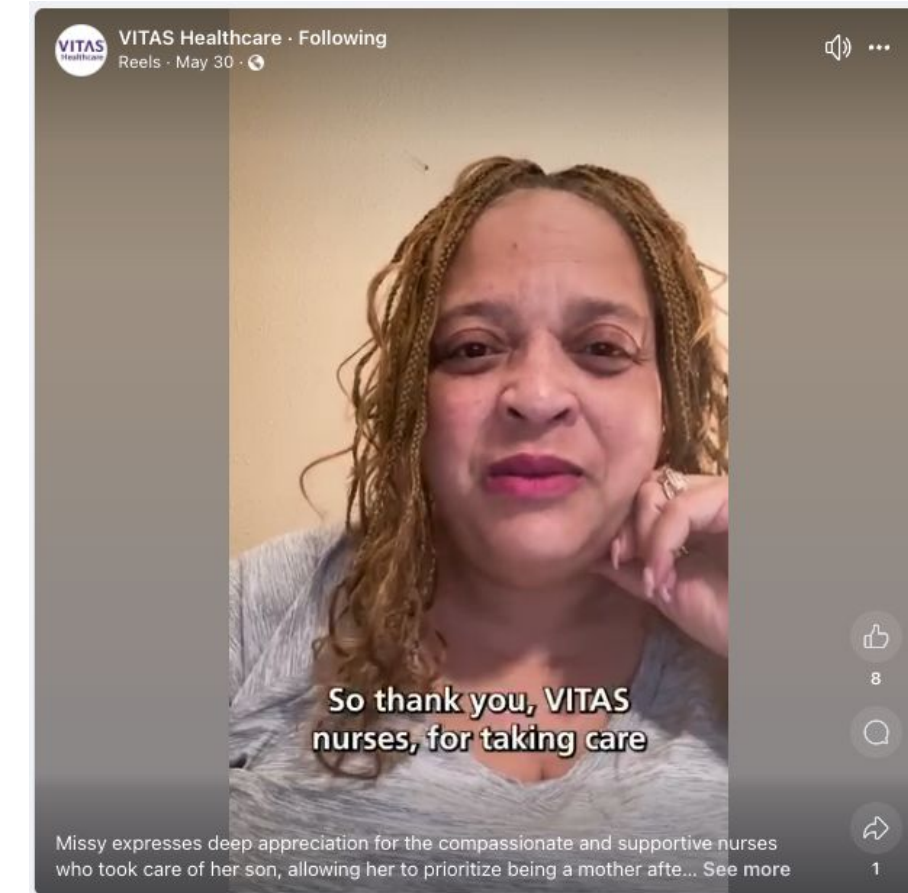
## Facebook video cuts and reels



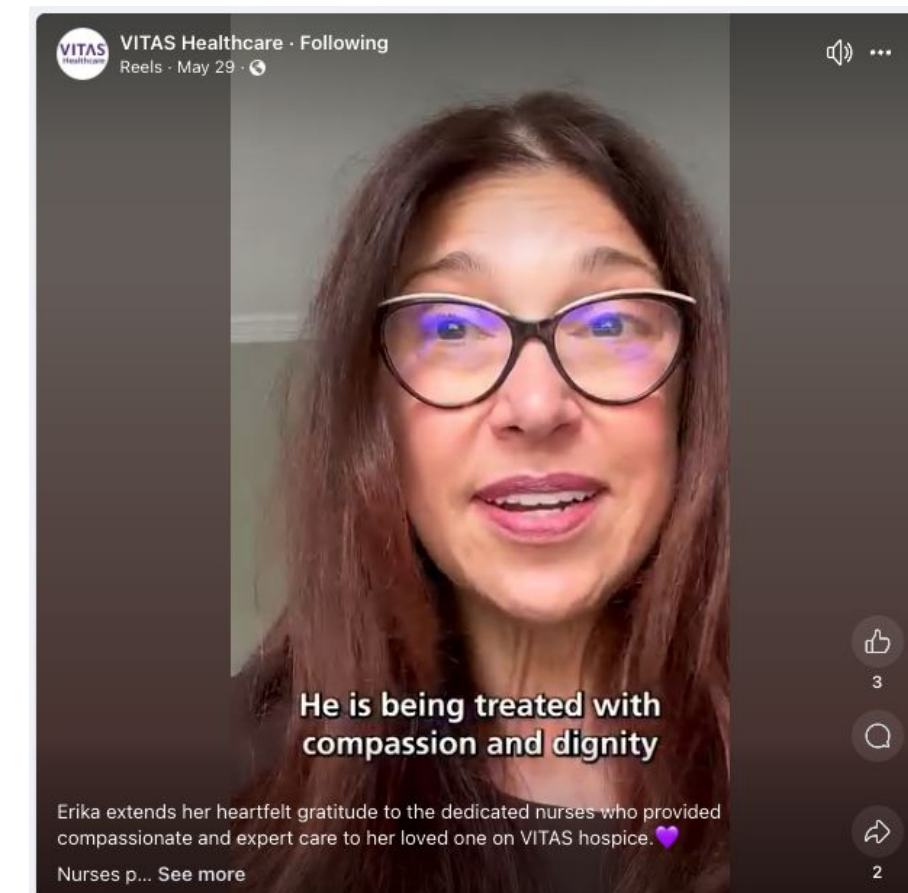
[LINK](#)



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