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Visiting Nurse Service of Rochester & Monroe County, Inc. Announces New Staff Appointments

Rochester, NY – Visiting Nurse Service of Rochester & Monroe County, Inc. (VNS) announces two new appointments to the management team and staff, including:

Barry M. Palatas, Perinton, has joined the Visiting Nurse Service of Rochester & Monroe County, Inc. (VNS) as Vice President and Chief Financial Officer. Palatas took over the position in March 2009. He will be responsible for the financial oversight and management for Visiting Nurse Signature Care, and the Visiting Nurse Foundation. Prior to joining VNS, Palatas worked for Rural/Medical Services as their Vice President and General Manager. He also was the CFO for the Dimarco Group, a real estate developer, for three years. He holds a B.S. in accounting from Virginia Tech and has been a licensed Certified Public Accountant since 1980.

Dale K. Reynolds, Irondequoit, has been hired as the Director of Visiting Nurse Signature Care (VNSC). As such, she will be responsible for the operation of VNSC, a licensed home health care agency and an affiliate of VNS. Reynolds comes to us from VHA Empire State, a hospital/health system buying cooperative, where she was an Implementation Manager in the Supply Chain Services Division. She brings with her a diverse background in health care, including experience in home care, hospitals and business settings. She was the President and Founder of PRN Care, Inc., providing home care services in Rochester, Buffalo and Syracuse. Additionally, she was the Manager of Home Care Coordination and Intake at VNS and Director of Patient Care Services at Lifetime Care. Her business background includes experience as an Account Manager at VHA Empire State as well as Long Term Care Health Care

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Consultant with Blue Cross and Blue Shield of Rochester. Dale holds a M.S. in Community Health Nursing from Nazareth College, as well as a B.S. in Nursing.

VNS is a not-for-profit, Medicare-certified home health care agency. Licensed by the State of New York, VNS has been providing quality care since 1919. As one of the largest full-service home health provider in the Rochester area, VNS conducts more than 600,000 visits to 13,000 patients annually. VNS is a member of the Home Care Association of New York State, Inc. and the National Association for Home Care.

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