

Celebrating Life

Vitality Hospice & Palliative Care's compassionate team coordinates and provides care while making every moment count.

“We provide individualized care that meets the specific needs of our patients, and subsequently requires putting our heart and soul into what we do every day,” says Tina Krajnikovich, founder and CEO of Vitality Hospice & Palliative Care. “We live and breathe great patient care, taking pride in what we do.”

Founded in 2020, Vitality is an innovative healthcare brand on the rise that boasts lower patient-to-nurse ratios and faster response times. Clinician owned and operated, the independent company thrives by providing exceptional care and investing in what matters most: patients and the care team.

“We don’t have private equity investors requiring specific margins or returns, so we are able to reinvest into our teams and patients. And that helps make us both unique and appealing,” Krajnikovich says.

“At Vitality, we provide patient-centered care instead of a corporate-approved, cookie-cutter model,” says Nichole Rowe, COO. That starts with meeting every patient and family personally to understand their individual circumstances and customize the care that best suits their needs.

“Beyond that, we see patients more frequently and can spend more time with them,” adds Krajnikovich, who founded Vitality after becoming disenchanted with corporate healthcare. “Every time a company gets bought or sold, it loses something. Resources get watered down, teams go understaffed, and providers are forced to cut back on patient care. From that standpoint, we came together to create something independent and different that will hopefully last a lifetime.”



MAKING MEMORIES

Backed by a small team of dedicated clinicians, Krajnikovich and Rowe started Vitality Hospice & Palliative Care from the ground up with optimistic plans for the company’s first year. They celebrated Vitality’s first anniversary with four times the expected growth.

“It’s rewarding to be in the same conversation as some of the biggest names in healthcare, yet ultimately, our patients choose Vitality,” Rowe says.

From palliative care for chronic conditions to hospice and help navigating end-of-life decisions, Vitality Hospice & Palliative Care’s compassionate team coordinates every aspect of care for patients and families.

“Right from the start, every patient gets a nursing and social work assessment and meets with our spiritual counselor. We talk to the family, look at medical records, and learn everything we can

about the patient, including how they want to spend their time, what they enjoy, and how we can support the patient and their family,” says Rowe. “That goes beyond managing physical symptoms to include the emotional symptoms accompanying hospice care.”

Supported by donations, Vitality’s Meaningful Moments does just that. The charitable program creates memories for patients, no matter how big or small the request.

“My favorite experience was taking a patient to spend time at his family home for the holidays. That was no small feat between arranging ambulance transportation and other preplanning. But it was such a magical moment for him and his family,” Krajnikovich says. “That’s what we strive for every day at Vitality, and it ultimately translates to a team that takes great pride in the service we offer.”



Vitality Hospice & Palliative Care

Celebrating Life One Moment at a Time

Serving Pennsylvania and New Jersey!

For more information or to make a referral, please call 877-288-0042, email info@vitalityhospice.com, or visit vitalityhospice.com.

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