

NHPCO's Provider Member Benefits

We're Here For You: Hospice and Palliative Care Programs

MISSION TO ADVANCE THE ART AND SCIENCE OF COMPREHENSIVE END-OF-LIFE CARE · VISION TO CREATE AN AMERICA WHERE EVERY INDIVIDUAL CAN VALUE THE EXPERIENCE OF THE END OF LIFE

A pair of hands is shown holding a glowing globe. Overlaid on the globe is a symbol consisting of a cross with four leaves, one in each quadrant. The background is a dark blue gradient with a wavy top edge.

Valuing the experience of the end of life....

At the core of hospice and palliative care is the belief that individuals have the right to live with dignity and without pain during the last stage of life.



National Hospice and Palliative Care
Organization



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About the National Hospice and Palliative Care Organization (NHPCO)

As the world's leading hospice and palliative care advocacy organization, the National Hospice and Palliative Care Organization (NHPCO) is dedicated to advancing the philosophy and practice of hospice and palliative care so that the needs of all individuals and their loved ones can be met at a time in their lives when comfort, compassion and dignity matter most. In 2003, NHPCO celebrated its 25th anniversary, which coincided with the 25th anniversary of National Hospice Month — a time when the nation's hospice providers reach out to their communities promoting awareness of the quality care available at the end of life. NHPCO has challenged its members to focus on creating pathways for care at the end of life by defining their services, increasing access to care, and integrating palliative care into the hospice community.

In its vision to ensure that every individual can value the experience of the end of life, and its mission to advance the art and science of end-of-life care, NHPCO subscribes to the following goals of hospice and palliative care:

- ✿ To sustain the individual's and family members' sense of autonomy, individuality, self-worth, and security.
- ✿ To enhance quality of life through comfort care with coordinated services available 24 hours a day, seven days a week.
- ✿ To support the individual and family who wish to remain at home or in as much of a home-like setting as possible.
- ✿ To aggressively treat and expertly manage all pain and physical symptoms.
- ✿ To care for the whole person, addressing physical, emotional, psychological, spiritual and social concerns through an interdisciplinary team approach.
- ✿ To acknowledge and offer support for individuals and their family members facing the losses and grief involved with the end of life and death of their loved one.
- ✿ To offer bereavement support for family members following the death of a loved one.
- ✿ To be a positive public influence upon the understanding, compassionate treatment, and care of persons facing the end of life and family members during bereavement.



National Hospice and Palliative Care
Organization

Valuing the experience of the end of life... at the core of hospice and palliative care is the belief that individuals have the right to live with dignity and without pain during the last stage of life.

NHPCO

We're Here For You: Hospice & Palliative Care Programs

Founded in 1978 as a nonprofit public benefit, charitable organization advocating for the needs of terminally ill persons, NHPCO is the world's oldest and largest national nonprofit hospice membership organization devoted exclusively to the promotion of hospice and palliative care and to maintaining quality care for persons facing the end of life, and their families. Representing 80% of hospices nationwide, NHPCO estimates that more 90% of the 885,000 hospice patients served by hospice in 2002 were cared for by our members. More than seven million patients have been served by hospice since its inception in the United States.

The essential elements of hospice and palliative care remain constant across programs. Members of the interdisciplinary team — physicians, nurses, social workers, nursing assistants, chaplains, volunteers, and therapeutic professionals — provide care to families coping with the end of life. What does not remain constant is how hospice and palliative care can and should be provided to meet individual and family needs.

To support NHPCO's mission, objectives and goals, the National Hospice Foundation (NHF) has, since its inception in 1992, raised funds for research and education programs through its mission to expand the vision for end-of-life care. Now the Foundation will focus on resource development with an emphasis on raising funds to support NHPCO's commitment to create a leadership center for end-of-life care.



NHPCO Members serve over 90% of the hospice patients in the United States.

Who We Represent: NHPCO Provider Members by Region

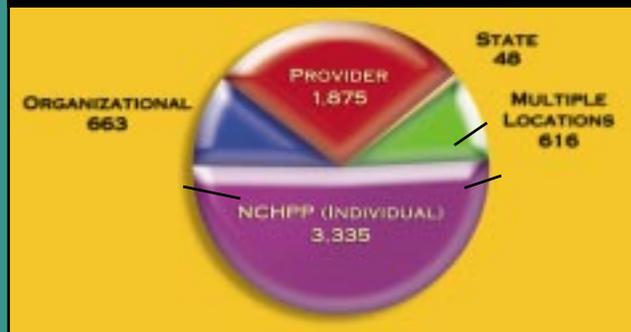


Provider members are distributed as follows among five regions:

Region	Members
Northeast	419
Southeast	595
Great Lakes	506
Central Plains	518
West	453

Member information as of December 2003

NHPCO Memberships, As Of November 13, 2003



NHPCO Membership Growth



AN INTRODUCTION TO THE BENEFITS OF MEMBERSHIP

We invite you to be a member of NHPCO and support our work to expand the care offered to those with life-limiting illness. NHPCO is committed to the highest standards of care and is continuously working to improve quality hospice and palliative care throughout our nation. Membership in NHPCO reflects your support of our work today and tomorrow. NHPCO is the voice of hospice and palliative care in the press and on Capitol Hill. NHPCO provides you with information to stay on the cutting edge of health care, hospice trends, and palliative care support. *We're here for you.*

You provide important services to families and patients in your communities. You need a community of support in order to continue your important work. NHPCO offers that community to members — a community of hospices and palliative care programs with similar concerns. Members receive technical support, publications, and community awareness tools. NHPCO offers members research, educational programming, and products to educate your staff. NHPCO offers referral services for members to promote your programs to patients and families in your communities. *We're here for you.*

NHPCO is the most active association representing hospice before Congress, the administration and our regulators. NHPCO is the voice for hospice and palliative care in Washington, DC and, in partnership with our members, is working toward our shared goals. *We're here for you.*

Leadership Center for Creating Pathways for Care at the End of Life

For the past quarter of a century, NHPCO has been the primary resource for hospice organizations throughout the U.S. and is nationally recognized as the most reliable and comprehensive hospice and end-of-life information center for the American health care community and general public.

While NHPCO has in recent years extended its resources and services to countries beyond the U.S., we currently have no permanent leadership organization that makes these resources accessible and available on a global or international basis. It is important to plan for the expanded requests for international and global support, and to serve in a collaborative leadership role with parallel organizations in other countries to enhance care at the end of life around the world.

In order to provide the leadership needed to advance the field of hospice and palliative care on a global basis, NHPCO proposes the creation of a Leadership Center for End-of-Life Care that will serve the research, information, education, public policy, standards development, practice and other needs of the global community of people with chronic, life-limiting illness and those involved in providing end-of-life care services.

PROGRAM COMPONENTS OF THE LEADERSHIP CENTER

The Leadership Center will house the program components necessary to ensure that information, advocacy, standards, and outcomes, are readily accessible and that needs in all areas related to hospice and palliative care are met. While these components will grow and change, the initial areas of focus include:

- ✿ Access and Diversity
- ✿ Children and Adolescents
- ✿ Communications
- ✿ Consumer and Caregiver Services
- ✿ Health System Services Leadership
- ✿ Information Clearinghouse
- ✿ International Development
- ✿ Leadership Center Building
- ✿ Life Transition
- ✿ Professional Leadership and Education
- ✿ Public Policy Strategy and Analysis
- ✿ Quality and Service Excellence
- ✿ Research Center
- ✿ State Leadership
- ✿ World Health Organization Initiatives

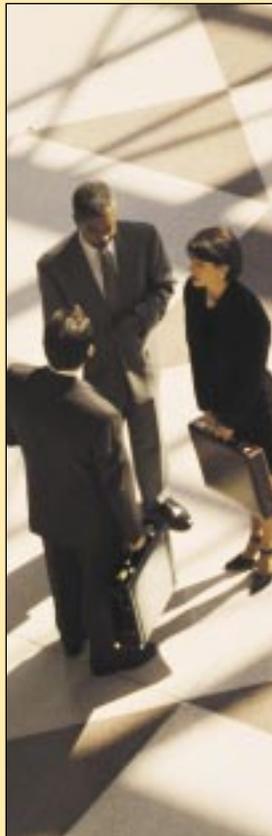
Look for more information on the Leadership Center on our Web site at www.nhpc.org.

Legislative Advocacy and Updates

Advocacy is one of the most important member benefits with NHPCO because we represent the collective voice of hospice and palliative care to Capitol Hill and regulatory agencies such as the Centers for Medicare and Medicaid services. Every day, hospice, palliative, and other health care providers are faced with an unending stream of regulations and legislative developments. As hospice and palliative care's voice in Washington, DC, NHPCO works, in partnership with our members, toward our shared goals. NHPCO's public policy efforts are focused on developing and advocating for consensus-based, innovative, long- and short-term solutions to legislative and regulatory barriers that divert hospice resources away from the bedsides of hospice patients.

WHAT'S AHEAD FOR LEGISLATIVE AND PUBLIC POLICY?

- ✿ Continue to develop and advocate for a nationwide, regionally-based curative and palliative care delivery model demonstration program.
- ✿ Continue to advocate for a mechanism, under the Medicare program, to allow hospice professionals to provide consultations to physicians, patients, and families
- ✿ Continue to develop and advocate for an outlier policy demonstration program.
- ✿ Continue to advocate for the reimbursement of nurse practitioners, employed by a hospice, who provide physician services, where provided by state law.
- ✿ Continue to advocate for a redirection of the nursing home room and board rate while maintaining current payment rates.
- ✿ Continue to advocate for rural and frontier program relief.
- ✿ Continue to pursue opportunities to shift costs from administrative and regulatory components to patient care.
- ✿ Continue to pursue opportunities to increase access to hospice care and extend lengths of service for patients and their families.



Regulatory Advocacy and Updates

NHPCO works through its committees, volunteers and staff to provide ongoing advocacy for hospice and palliative care in the regulatory arena.

WHAT'S AHEAD FOR REGULATORY AFFAIRS?

- ✿ Monitor the progress of the new draft Hospice Conditions of Participation with a plan for review and distribution of the draft to the membership.
- ✿ Continue dialogue with various offices within CMS to promote discussions about hospice issues in Medicare.
- ✿ Continue committee and workgroup discussions around CMS regions, fiscal intermediaries, and education.
- ✿ Proactively work toward clarification on hospice Medicare regulations that hinder the provision of hospice care.
- ✿ Look for ways to provide regulatory relief to hospices and provide answers to questions through the Open Door Forum process.
- ✿ Continue to develop relationships with other programs under Medicare that may have an impact on or provide relationships with hospice—PACE, nursing homes, disease management, among others.

... NHPCO is the world's oldest and largest national nonprofit hospice membership organization devoted exclusively to the promotion of hospice and palliative care and to maintaining quality care for persons facing the end of life, and their families.

NHPCO's Web site receives a monthly average of more than 85,000 "user sessions" with over 54% being a "Find a Provider" search, with a total of more than 28 million "hits" for 2003.



Referrals

As a provider member of NHPCO, your hospice or palliative care program is listed on the "Find a Provider" section of our Web site, which is available to the public. Our Web site receives a monthly average of more than 85,000 "user sessions" — with over 54% of that traffic going to the "Find a Provider" search. With more than 28 million "hits" for 2003, www.nhpcoco.org/directory is *The Place* to find a hospice or palliative care provider.

The public receives referrals to provider members by calling NHPCO's toll-free HelpLine at 800/658-8898. HelpLine receives an average of 450 calls per month and is staffed Monday through Friday, 9 a.m. to 5 p.m. Eastern Time.

Enjoy free "advertising" just by being a member. Your program will also be listed in our annual membership directory, which is distributed to all organizational members and purchased by many organizations across the globe.

Technical Assistance – A Direct Line to Answers

Through publications, NHPCO's Web site, and direct contact with NHPCO's technical assistance staff, members receive assistance in the areas of planning, reimbursement, fundraising, regulations, training, research, hospice and palliative care management. We have expanded our resources to include technical assistance in areas of nursing home care and managed care — benefits to help you!

NHPCO Insurance



Administered by Glatfelter Underwriting Services

"Before you can take care of others, you have to take care of yourself." NHPCO Insurance helps take care of you. It is designed to ensure your peace of mind and is administered by people who care. This national agency with more than 30 years experience offers a customized insurance and risk management program designed to protect special businesses like yours.

Here are samples of the coverage NHPCO Insurance offers:

- ✿ Professional Liability
- ✿ General Liability
- ✿ Directors and Officers Liability
- ✿ Auto Coverage
- ✿ Excess Liability
- ✿ Property Insurance
- ✿ Crime Insurance

For more information, contact NHPCO Insurance at 800/233-1957 or online at www.nhpcocoinsurance.com.

Material Safety Data Sheets (MSDS) Program

NHPCO is pleased to offer our members the convenience of and discounted rates to the MSDS program for the third year. OSHA requires that health care agencies have readily available for each hazardous chemical or cleaning product they use, a data sheet from the manufacturer that lists the potential hazards and health effects, and describes the measures to take in case of an emergency. It is a cumbersome process to gather these forms, called material safety data sheets, for all products and to keep them up to date. NHPCO has partnered with 3E Company to provide our members with easy access to your MSDS/chemical information.

How does 3E's MSDS on Demand service work? Visit their Web site, call, fax, or mail your MSDS requests to the 3E Company. 3E's MSDS on Demand service is available 24 hours a day, seven days a week. This service is available to organizational members of NHPCO for a fee. For additional information, please visit 3E online at www.3ecompany.com.

Committees and Task Forces

NHPCO depends on its members to support the work of the organization through its committee structure. Members continue to contribute significant time and expertise to advancing the organization. By participating, members have the opportunity to take on a leadership role and impact national issues. Current committees include: Ethics, Professional Education, Public Policy, Research, and Standards.

Research

NHPCO's research staff addresses issues at the national level that individual hospices cannot pursue on their own, such as compiling a national data set or undertaking studies to track what is happening in the hospice movement. NHPCO also conducts surveys and studies that bolster its advocacy efforts by providing data to support the need for new legislation, new research funding, or improved regulations. NHPCO is also supporting efforts to improve clinical practice and to develop measures of the outcomes of hospice care that reflect important aspects of care.

NHPCO focuses on research issues that impact the health care field. In 2004, NHPCO will provide practical and empirical deliverables to its members on a wide variety of topics, including:

- ❁ Release new evidence-based protocols for pain and dyspnea management in hospice care and field-testing.
- ❁ Create "How To Manual" for pediatric palliative care program development.
- ❁ Develop and submit proposals for creation of an outlier payment system for hospice.
- ❁ Develop and submit proposals for evaluation of the impact of simultaneous curative palliative treatment leading to the development of demonstration projects.
- ❁ Choose one of the major journals in the field as "the official journal of the NHPCO."
- ❁ Host a specialized research conference on the outcomes of hospice care in August 2004.



WHAT'S AHEAD FOR RESEARCH, DEVELOPMENT, AND INTERNATIONAL RELATIONS?

- ❁ Launch Improving Care for Children at the End-of-Life: a research project that will collect cost and quality data on the health care services provided to chronically ill children in an effort to determine the value of specialized children's programs that provide hospice and palliative care services.
- ❁ Release enhanced version of the new Family Evaluation of Hospice Care and first Web-based benchmarking report system.
- ❁ Develop new standardized bereavement program evaluation tool.
- ❁ Field test new self-determined life closure measurement survey.

Internal and External Communications

NHPCO offers internal and external communications for our member hospice and palliative care programs to reach out to their communities. In 2003, communication efforts included professionally designed public awareness ad packages; full-page advertisements in NASCAR, Major League Baseball, and professional golf tournament programs; media kits including news releases, op-eds, and letters to the editor; two new Public Service Announcements (PSAs), one a prestigious ADDY award winner; and collaboration with the *Today Show* to produce a segment on hospice. In addition, NHPCO started an annual Photography and Writing Contest for its members.

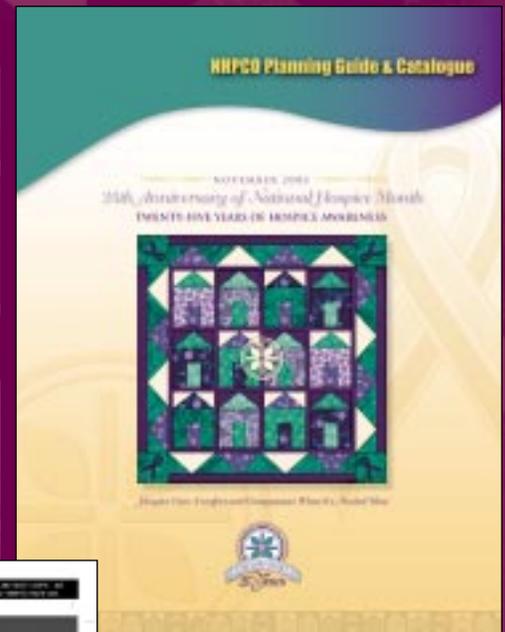
NHPCO assists its members by creating consistent and powerful community outreach communication and programs that teach the public about hospice and palliative care with a universal voice.

National Hospice Month



Every year, November is celebrated as National Hospice Month. NHPCO develops a *National Hospice Month Planning Guide* and poster designed to assist members with community outreach and education efforts. The guide contains suggested activities; key messages on hospice care; a sample opinion editorial piece, news release, and proclamation; and copy for radio public service announcements.

Also included are NHPCO-developed camera-ready print advertisements that members can place in local newspapers and periodicals. The print ads may be personalized by individual hospices so that they can serve as a local resource for their community.

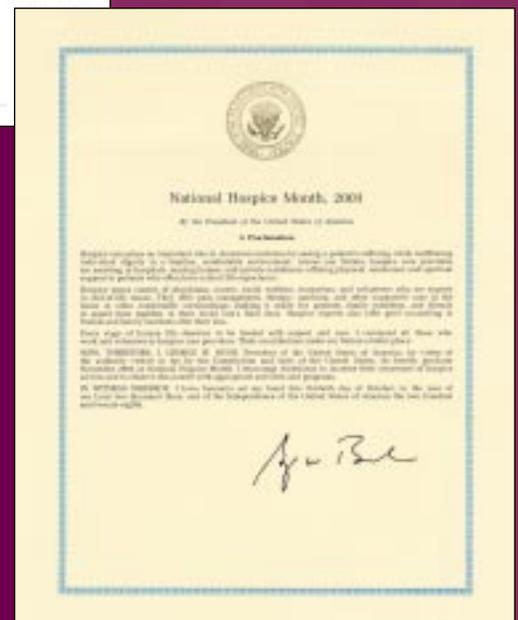
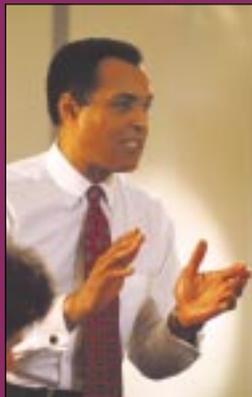


NHPCO develops products to assist its members with public outreach and education, such as the National Hospice Month Planning Guide (above), and camera-ready print ads (left) that help to bring a consistent message to communities. The National Hospice Month official Presidential Proclamation provides additional guidance and support to NHPCO's outreach communications.

Education and Training

NHPCO member leaders and staff are finalizing the framework and curriculum design for NHPCO's Professional Education and Leadership Program. Beginning in 2004, this new program will offer tiered learning opportunities and experiences for new hospice and palliative care managers. In addition, an extensive program will

focus on leadership development for senior team members. Program modules for each level will incorporate a variety of learning formats including on-site activities at the national and state levels, audio conferences, Web-based programming, self-directed learning, and mentoring and coaching exchanges. This program is being created based upon extensive feedback and involvement from the NHPCO Education Committee, NCHPP leaders, focus groups, and a survey process. Check the NHPCO Web site for program updates at www.nhpc.org.



Publications

Member programs receive valuable publications to keep them aware of what's happening in the industry and how it may affect their organization.

NHPCO NewsBriefs

New for 2004, this weekly memo will be sent electronically to give you up-to-date information on NHPCO and the hospice and palliative care community.

NewsLine

A monthly newsletter providing information about hospice and palliative care trends, Medicare regulations, legislative activities, membership news, and upcoming events. For 2004, *NewsLine* will expand its scope to include a story on hospice trends, innovation, or unique programs in each issue.

Member Alerts

These updates inform members of hot issues such as communications, legislative, regulatory, and grassroots efforts.

Membership Directory

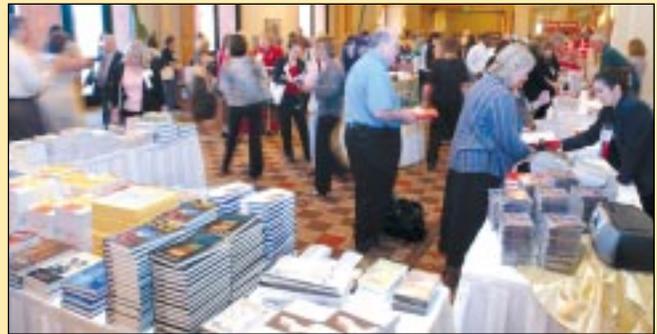
The *Directory* is a nationally distributed, comprehensive listing of member hospice and palliative care programs throughout the country. Published annually, it includes "Yellow Pages" of Organizational Members and advertising.

WHAT'S AHEAD FOR COMMUNICATIONS?

- ✿ Create a library of articles to help members with educational outreach programs.
- ✿ Develop new video and photo resources that can be used to educate the public about hospice.
- ✿ Expand advance care planning materials.

Marketplace

NHPCO's *Marketplace* has the most comprehensive selection of technical materials, consumer education brochures, books, and videos to assist hospice and palliative programs to provide the best service to patients and their



families and offers the tools necessary to train hospice staff and volunteers. With over 500 products for bereavement, grief, clinical needs, regulatory issues, marketing and more, we are the largest retailer of products geared for the hospice and palliative care interdisciplinary team.

All our products are selected with the needs and budget restraints of our members in mind and with the expertise of professionals from the field. Let us know if you find lower pricing anywhere!

WHAT'S IN "STORE" FOR MARKETPLACE IN 2004?

- ✿ Increase product lines in other languages beyond English and Spanish.
- ✿ Offer additional pediatric and teen grief and bereavement products.
- ✿ Expand selection of interdisciplinary team products.
- ✿ Bring you new interfaith and cultural diversity products.

Ordering Has Never Been Easier!

All orders must be paid in full prior to fulfillment.

Online: 24 hours a day, 7 days a week:

www.nhpco.org/marketplace

Call Toll-free: 800/646-6460

Fax Toll-free: 877/779-6472

Mail: NHPCO Marketplace, Department #929

Alexandria, VA 22334-0929



2004 Conference Dates and Locations:

 Monthly Audio Conferences and Interactive Audio Conferences
 5th Annual Clinical Team Conference and Exposition: *Fostering Excellence: Individual and Team Leadership and Growth*; March 23–25, 2004 at the Riviera Hotel in Las Vegas, Nevada

 Research Conference – Irvine, California, Summer 2004
 19th Management and Leadership Conference & Exposition: *Creating Pathways for Care at the End of Life*; September 30–October 2, 2004 at the Omni Shoreham Hotel, Washington, DC
 Conference on Hospice Pediatric Care – Detroit, Michigan, Fall 2004

2004 Calendar of Health Care Celebration/Recognition Events

JANUARY

25 National IV Nurses' Day

FEBRUARY

3 Patient Recognition Day

MARCH

National Social Worker's Month

14-20 Children and Healthcare Week

14-20 Long Term Care Administrators Week

30 National Doctors' Day

APRIL

*Cancer Control Month
Counseling Awareness Month*

18-24 National Volunteer Week

21 Professional Secretaries' Day

21-27 National Minority Cancer Awareness Week

MAY

*Critical Care Awareness Month
National Mental Health Month
Older Americans Month
Oncology Nursing Month*

1 Oncology Nursing Day

2-8 National Employee Appreciation Week

6-12 Nurses Week

9-15 National Hospital and Healthcare Week

9-15 National Nursing Home Week

JUNE

10-17 Career Nurse Assistants' Week

JULY

12-16 National Therapeutic Recreation Week

AUGUST

23 Health Unit Coordinators' Day

SEPTEMBER

12-18 National Assisted Living Week

OCTOBER

*National AIDS Awareness Month
National Breast Cancer Awareness Month*

1-8 National Gerontological Nursing Week

6 National Physician Assistant Day

10-16 National Case Management Week

10-16 National Healthcare Quality Week

17-23 National Pharmacy Week

17-23 Pastoral Care Week

18-22 National Medical Assistants' Week

24-30 National Healthcare Facilities and Engineering Week

NOVEMBER

National Hospice Month

7-13 National Home Health Aide Week

DECEMBER

1 World AIDS Day

NHPCO'S Web site

With the Internet quickly growing into a resource for health care information and purchases, NHPCO redesigned its Web site to meet those demands. With a monthly average of more than 85,000 "user sessions," and over 28 million hits in 2003, www.nhpc.org serves as a valuable source of information for members and the public. NHPCO



receives approximately 2,500 e-mail inquiries per year through the Web site. Get the latest information on what's happening in the hospice and palliative care field!

Find a Provider — One Way to Receive Referrals

Patients and their families can easily locate a hospice or palliative care program by name, city, county served, metropolitan area, or zip code served through NHPCO's Web site. When families of loved ones are searching for a provider member, the results are displayed in a random order. Each time the site is accessed, the results will be displayed in a different order than before. In addition, the toll-free phone number and Web site for the provider member is listed.

Organizational Members Home Page

With your exclusive member access, you can get instant information. Read *NHPCO NewsBriefs*, *NewsLine*, and recent news releases in the "Organizational Members Only" area. Get up-to-date technical assistance, regulatory, and conference information at the click of a button.

Career Center

NHPCO's Career Center is a free service for NHPCO organizational members to list their job openings on NHPCO's Web site. All listings are posted by members themselves and run for 30 days. These postings can be viewed by anyone who visits www.nhpc.org. NHPCO's Career Center receives over 1,750 "user hits" per month — what better way to get your ad viewed by the end-of-life care professionals you want to recruit?

New Provider Member Benefits

Starting January 1, 2004, provider members will be able to sign up all their employees for an e-membership to NCHPP. NHPCO is offering this to provider members so their employees and volunteers have access to more information in the field that will increase their knowledge and expertise to better serve patients and families. There will not be a dues increase for providers.

Many of the NHPCO monographs and technical materials (*Standards of Practice for Hospice Care*) will be available in a PDF format via www.nhpc.org.

Expanded List Servs/Discussion Groups.





National Hospice and Palliative Care
Organization

MEMBERSHIP CHART OF BENEFITS

TYPE OF BENEFIT	HOSPICE PROGRAM	PALLIATIVE CARE PROGRAM	MEMBER MULTIPLE LOCATION
VOTING MEMBER	X	X	
REFERRALS AT "FIND-A-PROVIDER" SECTION OF WWW.NHPCO.ORG	X	X	X
NEWSLINE – MONTHLY NEWSLETTER	X	X	X
NEWSBRIEFS – WEEKLY E-MEMO	X	X	X
REGULATORY ALERTS	X	X	X
ACCESS TO NHPCO INSURANCE	X	X	X
ACCESS TO NHPCO'S MSDS PROGRAM	X	X	X
ACCESS TO MEMBERS' ONLY SECTION OF WWW.NHPCO.ORG	X	X	X
FREE JOB POSTINGS ON ONLINE CAREER CENTER	X	X	X
CONFERENCE REGISTRATION DISCOUNTS	X	X	X
AUDIO CONFERENCE REGISTRATION DISCOUNTS	X	X	X
COMPLIMENTARY COPY OF THE DIRECTORY	X	X	X
COMPANY LISTING IN THE DIRECTORY	X	X	X
INFORMATION FOR VOLUNTEER WEEK	X	X	
INFORMATION FOR NATIONAL HOSPICE MONTH	X	X	
MARKETPLACE DISCOUNTS	X	X	X
ONLINE ACCESS TO HOSPICE & PALLIATIVE CARE INSIGHTS	X	X	X
TECHNICAL ASSISTANCE	X	X	X
DISCOUNTED EXHIBITING RATES AT CONFERENCE	X	X	X
ADVERTISING RATE DISCOUNTS	X	X	X
MAILING LIST RENTAL DISCOUNTS	X	X	X

CONTACTING NHPCO

NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION
1700 DIAGONAL ROAD • SUITE 625
ALEXANDRIA, VA 22314

PHONE: 703/837-1500
FAX: 703/837-1233
ONLINE: WWW.NHPCO.ORG