

# 2013 Annual Report

National Hospice and Palliative Care Organization | FHSSA  
Hospice Action Network | National Hospice Foundation

**Our Shared Vision:**

*A world where individuals and families facing serious illness, death,  
and grief will experience the best that humankind can offer.*

## A Message from Don..

**J. Donald Schumacher,**  
*President and CEO*



For the first time, our family of affiliated organizations working at the National Center for Care at the End of Life has created a combined annual report. We are keeping this document somewhat short knowing that you can find more comprehensive information on each of the organizational websites. This report shares only a small number of the accomplishments that we've achieved this past year but it serves to demonstrate the health of all four of our organizations: NHPCO, NHF, FHSSA and HAN. We each have a unique mission yet are guided by a shared vision.

I would like to note that there is not a single achievement that would have been possible without the passionate dedication and ongoing support of our members, donors and advocates.

In the year ahead, we mark a significant anniversary, for it was forty years ago that Connecticut Hospice – the first hospice in the US – opened its doors. Inspired by the work of Dame Cicely Saunders, we have developed a distinctly American model of care that is globally recognized for its quality and compassion.

I am honored to be working with a talented team at the National Center and am proud to be a part of this very special community that has changed care delivery in this country.

Thank you for all that you do!

A handwritten signature in black ink that reads "J. Donald Schumacher". The signature is fluid and cursive.



### **In Memory of Galen Miller: 1951-2013**

On August 22, the hospice community lost a dear friend and supporter: NHPCO Executive Vice President Galen Miller, PhD.

His death was a tremendous loss to everyone working at the National Center and to the entire hospice palliative care community. He is remembered not only for his service to NHPCO and its affiliates, but also for his breadth of knowledge, his skills and insights, and his willingness to share these gifts for the greater good of others.



# National Hospice and Palliative Care Organization

## Mission:

To lead and mobilize social change for improved care at the end of life.

## NHPCO Board of Directors for 2014

### Chair:

Ronald Fried

### Vice Chair:

Linda Rock

### Secretary:

John Thoma

### Treasurer:

Samira K. Beckwith

### President & CEO:

J. Donald Schumacher

Rex Allen

Sharon Baxter

Mara Benner

Kavin Cartmell

Kate Cummings

Jeanne Dennis

Joan Harrold

Suzi Johnson

Jan Jones

Sandy Kuhlman

Susan Lloyd

Michael McHale

Jane Moore

Michael Nisco

Russell Portenoy

David Prail

SueAnn Reynolds

Linda Todd

Gregory Wood

Kenneth Zeri

### Founding Chairperson

### Emeritus

Zachary Morfogen

## Representative Accomplishments

- ✓ Provided support and education through webinars, onsite conference sessions, *NewsLine* articles and website resources to help providers manage the many regulatory changes initiated through the year.
- ✓ Served as a valued source of information on Quality Reporting and federally mandated data collection initiatives.
- ✓ Utilized research from phase one of the Affirming Hospice campaign to take targeted messages out via *USA Today* publications and the CBS Super Screen in Times Square.
- ✓ Expanded the reach of the innovative *We Honor Veterans* program to communities outside of hospice.
- ✓ Hosted two annual conferences, the virtual conference on grief, 24 Webinars and the *Futuring Forum* which focused on innovation.
- ✓ Developed a 10-module online series on pediatric palliative care.
- ✓ Continued to engage with other national associations, organizations and stakeholder groups.
- ✓ Launched ehospiceUSA, an online resource for news and information on end-of-life care.



Ronald Fried,  
NHPCO Board Chair

*“On behalf of the entire board, I want to thank all those who support our organization which, ultimately, strengthens the entire hospice palliative care community. Most importantly, however, is our appreciation for the high-quality care that you provide to patients and families – each and every day. I am honored to be serving with such distinguished colleagues.”*

National Hospice and Palliative Care  
Organization



Learn more about NHPCO at [www.nhpco.org](http://www.nhpco.org)

# Hospice Action Network

## Mission:

To advocate, with one voice, for policies that ensure the best care for patients and families facing the end of life.

## HAN Board of Directors for 2014

<b>Chair:</b> Mara Benner	Tim Bowen James Deal	Jeffrey Preuss Michael Reed
<b>Vice Chair:</b> Carole Fisher	Kathy L. Fernandez Ronald Fried ( <i>ex-officio</i> )	David Rehm Linda Rock ( <i>ex-officio</i> )
<b>Secretary:</b> Samira K. Beckwith	Rod Hildebrant Susan Lloyd	Rafael Sciallo Todd Stern
<b>Treasurer:</b> Christie Franklin	Norman McRae Mark Murray	
<b>President:</b> J. Donald Schumacher	Amy Pellegrino Todd Picou	

## Representative Accomplishments

- ✓ Maximized use of the landmark research from Mount Sinai's Icahn School of Medicine on the cost savings of hospice care to Congressional leaders, regulators and the media.
- ✓ Met with 90-plus first-term members of Congress to introduce them to hospice.
- ✓ Connected more than 50 first-term Congress members with local programs.
- ✓ Brought representatives from 115 hospice programs to 350 scheduled meetings with legislators as part of HAN's 2013 Advocacy Intensive.
- ✓ Hosted the policy symposium "Conversations Before the Crisis" to advance the national discussion on advance care planning.
- ✓ Launched a quarterly newsletter in March for high-level advocates.
- ✓ Worked with local hospices to increase in-district engagement among members of Congress.
- ✓ Formed a Short-Length-of-Service Task Force to examine implications for policy makers and the hospice community.



Mara Benner,  
*HAN Board Chair*

*"Through the strategically coordinated work of HAN and NHPCO, the values of hospice care to patients, families and the overall healthcare system is being achieved through direct lobbying, grassroots advocacy and by working with Hospice Advocates to educate and share the hospice story with Congress."*



Hospice Action Network

Learn more about HAN at [www.HospiceActionNetwork.org](http://www.HospiceActionNetwork.org)

# National Hospice Foundation

## Mission:

To inspire donors to advance compassionate end-of-life care.

## Foundation Board of Directors for 2014

The Foundation Board oversees the work of both the National Hospice Foundation and of FHSSA.

### Chair:

Samira K. Beckwith

### Vice Chair:

Michael P. Cinque

### Secretary:

Jan Jones

### Treasurer:

Linda Todd

### President:

J. Donald Schumacher

Elaine Ashby

Betty Brennan

Gretchen Brown

Elizabeth Clark

Terry A. Duncombe

Patricia Ford

Ronald Fried

Dennis Gilardi

Peggy Gilmour

Catherine Y. Hamel

Patrice Moore

Polly Rehnwall

Beverly Schwartz

Lynn Shapiro Synder

Catherine L. Smith

Mary Taverna (*ex-officio*)

Ann M. Vickery

Douglas G. Wagemann

Alana Ward Robinson

## Representative Accomplishments

- ✓ Reached the \$4.4 million goal for the Capital Campaign with 56 named spaces reserved throughout the National Center.
- ✓ Launched the Tributes Project to provide individuals and organizations with another way to honor, remember and invest in hospice palliative care.
- ✓ Hosted the annual National Hospice Foundation Gala which honored pediatric palliative care and raised over \$220,000.
- ✓ Launched the Lighthouse of Hope Fund to support hospice organizations in making a patient and family's remaining time together as meaningful as possible.
- ✓ In concert with NHPCO's *We Honor Veterans* team, received a \$350,000 contract from the Department of Veterans Affairs to support the VA's Hospice and Palliative Care National Program.



Samira K. Beckwith,  
Foundation Board Chair, NHF & FHSSA

*“Whether we’re thinking about end-of-life care broadly from the national or international perspective or from the point of view of an individual, the work of NHF in collaboration with its affiliated organizations is critically important and helps raise the bar for all providers and increase necessary awareness on all levels.”*



National Hospice  
Foundation

**SHARE YOUR STORY. LEAVE A LEGACY.**

Learn more about NHF at [www.NationalHospiceFoundation.org](http://www.NationalHospiceFoundation.org)

# FHSSA

## Mission:

To build partnerships to enhance compassionate care in Africa.

## Representative Accomplishments

- ✓ Established new partnerships in the FHSSA Partnership Program, bringing the total to over 81 US partners reaching 15 African countries.
- ✓ Increased the focus on the Champion Program allowing for one-time support of a specific project.
- ✓ Conducted a comprehensive assessment with ICPCN of children's palliative care delivery models in Africa.
- ✓ Lead a focus group on pediatric programs at the APCA/HPCA conference in Johannesburg.
- ✓ Hosted the FHSSA event, *From Kansas City to Africa*, raising \$45,000.
- ✓ Used the Crowdfunding digital platform to garner support from a wider donor base.

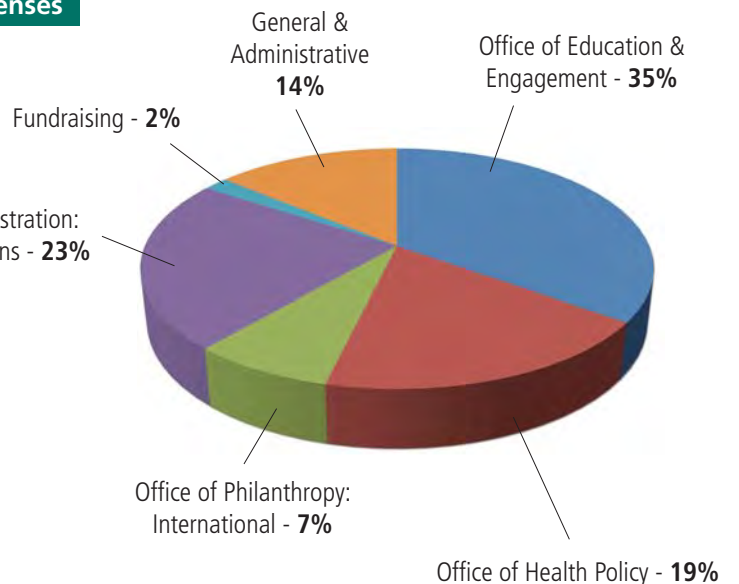


Learn more at [www.fhssa.org](http://www.fhssa.org)

And look for some exciting news from FHSSA in early 2014 about the organization's expanding mission.

## NHPCO and Affiliate Organizations Consolidated Financial Information, 2012 (audited).

### Expenses



### Revenues

