Our Shared Vision:
A world where individuals and families facing serious illness, death, and grief will experience the best that humankind can offer.
Mission: To lead and mobilize social change for improved care at the end of life.

Representative Accomplishments

- Launched Moments of Life: Made Possible by Hospice campaign telling real stories of hospice that garnered more than 17 million digital impressions and 32,000+ video views in 2014.
- Helped prepare the provider community for increased federal oversight mandated by the IMPACT Act as well as creating a wide range of regulatory tools to help members with compliance.
- Hosted two annual in-person conferences (MLC and CTC), a virtual conference on palliative care, 27 Webinars, and over 100 online courses among our professional development offerings.
- Launched our first mobile conference app at the Clinical Team Conference in Nashville.
- Served as a valued source of information on Quality Reporting and federally mandated data collection initiatives.
- Answered more than 5,000 member inquiries involving regulatory and compliance issues.
- Unveiled NHPCO Edge, our consulting services division designed to increase available services and expand the reach of our expertise.
- Explored timely issues in depth through work groups that included the Palliative Care Advisory Council, Rural Task Force, Relatedness Workgroup, and Ethics Workgroup.
- Coordinated efforts of the Diversity Advisory Council to provide guidance and technical expertise on serving diverse populations.
- Maintained valued relationships and ongoing discussions with agencies that included CMS, MedPAC, OIG, NQF and other national and international associations and stakeholder groups.
- Engaged with national and local media that included print, digital, and broadcast.
- Welcomed new community partners as part of the We Honor Veterans initiative and launched a new website that includes electronic submission system for partners to report activity.
- Signed new one year contract with the VA for $330,000 to support expansion of We Honor Veterans.
- Created the Galen Miller Leadership Award to recognize a hospice champion and leader in the field.

Learn more about NHPCO at www.nhpco.org

Linda Rock, NHPCO Board Chair

As the oldest and largest leadership organization working on behalf of hospice and palliative care, the work of NHPCO extends beyond the ranks of our membership. Our accomplishments serve a broad constituency and are recognized as a vital part of the work being done to advance the continuum of care within this country and beyond.
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 2015

Chair
Mark Murray
Vice Chair
Michael Reed
Secretary
Norman McRae
Treasurer
Susan Lloyd
President and CEO
J. Donald Schumacher

Board Members
Samira Beckwith
Mary Ann Boccolini
Tim Bowen
Christie Franklin
Ronald Fried
Rod Hildebrant
Angela Hollis-Sells
Craig S. Jeffries
Suzi Johnson
Jan Jones
Sandy Kuhlman
Jane Moore
Todd Picou
Randy Platt
David Rehm
Linda Rock (ex-officio)
Rafael Sciullo
Todd Stern

Representative Accomplishments

- Successfully led the hospice community in a multi-pronged campaign to pressure CMS to change their guidance on hospice and Medicare Part D, bringing relief to providers, patients and family caregivers.
- Protected patient choice for Medicare Advantage enrollees by advocating against a hospice “carve-in.”
- Supported passage of the IMPACT Act that mandates more timely surveys for hospice programs.
- Hosted the Policy Symposium, “The Right Care at the Right Time,” an open conversation about hospice length of stay.
- Brought 240 Hospice Advocates representing 200 Congressional districts to Capitol Hill to connect with and influence federal lawmakers at the annual two-day Advocacy Intensive.
- Continued ongoing efforts to prepare local hospices for increased in-district engagement among members of Congress.
- Conducted the Hospice Advocacy Intelligence Survey to catalogue existing relationships between federal lawmakers and Hospice Advocates.
- Created innovative Policy Points videos explaining the IMPACT Act and policy activity likely to figure prominently in the year ahead.
- Produced the webcast “Leadership Live: Election Analysis” focusing on the impact of the mid-term elections.
- Provided continued support of the HELP the Hospices legislation and endorsed the Personalize Your Care Act and the Care for Our Heroes Act.

Learn more about HAN at www.HospiceActionNetwork.org

Mark Murray, HAN Board Chair

With a mission of protection and expansion of compassionate, high quality, patient and family-centered hospice and palliative care, I am proud to Chair the HAN Board as we fight for those facing a life-limiting illness by sharing the hospice story on Capitol Hill and by activating a grassroots network of advocates throughout the U.S.
Mission: Inspiring donors to advance compassionate end-of-life care.

Foundation Board of Directors for 2015
The Foundation Board oversees the work of both the National Hospice Foundation and of Global Partners in Care.

Chair
Elizabeth Clark
Vice Chair
Gretchen Markum Brown
Immediate Past Chair
Samira Beckwith
Secretary
Catherine Hamel
Treasurer
Elaine Ashby
President and CEO
J. Donald Schumacher

Board Members
Bob Clarke
Terry Duncombe
Patricia Ford
Peggy Gilmour
Jan Jones
Patricia Moore
Jeannee Parker Martin
Polly Rehnwall
Linda Rock (ex-officio)
Beverly Schwartz
Lynn Shapiro Snyder
Mary Taverna (ex-officio)
Linda Todd
Ann Vickery

Representative Accomplishments

- Celebrated 40 years of hospice in America at the 2014 NHF Gala raising more than $270,000 in sponsorships, auction and the appeal.
- Hosted the Indian-themed "A Night in Mumbai" fundraiser in Nashville that brought in $55,000 in sponsorships and donations benefitting Global Partners in Care.
- Transitioned Run to Remember into the Become a Fundraiser initiative allowing people to use this innovative fundraising platform to turn any passion or event into a fundraising opportunity.
- Continued to honor, remember and invest in hospice and palliative care through the NHF Tributes Project.
- Re-envisioned a new, dynamic web presence for the National Hospice Foundation.
- Launched the NHF Gift Catalog allowing individuals to give gifts that benefit specific programs or initiatives.
- Published NHF newsletter “Giving Matters” that shared inspiring donor stories and accomplishments of note.
- Proudly sponsored the 2014 Circle of Life Award® that celebrates innovation and is presented annually by the American Hospital Association.

Learn more about NHF at www.NationalHospiceFoundation.org

Elizabeth Clark, Foundation Board Chair
I am inspired by our Global Partners in Care tagline that "compassion has no borders." I would add that compassion in the care of persons who are dying should have no limits or exceptions. Yet, only half of individuals dying in this country receive compassionate end-of-life care. As a society, we can do better--much better, and National Hospice Foundation and Global Partners in Care work each day toward this goal.
**Global Partners in Care**

**Mission:** To build partnerships to enhance compassionate care globally.

**Representative Accomplishments**
- Rebranded FHSSA as Global Partners in Care focusing on increased partnerships in Africa and India; announced the first partnership in India in West Bengal and established three additional partnerships between U.S. hospices and programs in Africa.
- Wired a total of $524,235 directly to hospice and palliative programs in Africa – funds that were raised by U.S. programs for their respective international partner.
- Launched a new website for Global Partners in Care.
- Provided technical assistance and support for over 80 U.S. and International partnerships representing 31 U.S. states and 14 international countries.
- Created a new online “Partner Toolkit” of practical strategies and resources for U.S. and International partners.

- Generated funds for the African Palliative Care Nursing and Social Work Scholarship programs.
- Published *Guidelines for Clinical Placement in Hospice and Palliative Care in Africa* in collaboration with the African Palliative Care Association.
- Registered Global Partners in Care with AmazonSmile and TisBest Charity Gift Card program.
- Continued “Gold” status with Guidestar – their highest rating.
- Updated the design of our e-newsletter, “Focus on Compassion”

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

**NHPCO and Affiliate Organizations Consolidated Financial Information, 2014 (audited)**

**Revenues**
- Conferences: 19%
- Dues: 58%
- Contracts, Grants & Contributions: 16%
- Product, Publication & Advertising Sales: 3%
- Investment Income: 2%
- Royalties, Licensing & Other Income: 2%

**Expenses**
- Fundraising: 15%
- Office of Administration: Member Relations: 23%
- Office of Philanthropy: International: 9%
- Office of Health Policy: 21%
- Office of Strategic Communication: 9%
- Office of Education & Engagement: 21%
- General & Administrative: 15%
- Office of Education & Engagement: 21%
A Message from Don...

J. Donald Schumacher, President and CEO

Four organizations that share a single vision of a world where individuals and families facing serious illness, death, and grief will experience the best that humankind can offer. As I think about the work of the National Hospice and Palliative Care Organization, National Hospice Foundation, Global Partners in Care, and Hospice Action Network from the past year, it’s impossible not to think about the many hospice and palliative care professionals, volunteers, donors, supporters and advocates who all make our work possible. We are indeed a unified community working together – and while this report shares only a selection of the accomplishments from our family of organizations, I hope you’ll remember that an essential component of all our work is you and our shared passion to make a profound difference at the bedside, in our communities, in our nation and beyond.

This annual report is relatively brief, by design. I encourage you to visit each of our websites where you will find more comprehensive information about each of our organizations.

Yes, it seems we are faced with ongoing challenges but I continue to be impressed by the way our community responds, adapts and evolves. Looking towards the future I am confident that we have much to accomplish and we will achieve far more than we can imagine.

I am honored to be working with a talented team and a dedicated membership; most importantly, I 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!

J. Donald Schumacher, PsyD

Moments of Life: Made Possible by Hospice

This innovative multi-faceted campaign, launched in 2014, is showing the world that hospice is about more than care for the dying. Hospice and palliative care can make more meaningful moments possible, even when a person is facing a serious or life-limiting illness. Featuring videos, photos, blogs and educational information, Moments of Life is changing the way people think about hospice. See hospice in action at www.momentsoflife.org.