

Numbers at a Glance

About Hospice Care in the U.S.*

- 1.65 million people received care from a hospice in 2011—approximately 44% of all deaths in the U.S.
- There are more than 5,300 hospice programs in all 50 states, the District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands.
- The percentage of hospice patients with a cancer diagnosis rose slightly to 37.7% while those with dementia account for 12.5%.
- The *Family Evaluation of Hospice Care* reports that 73.9% of family members rated the quality of hospice care as “excellent.”

About NHPCO

- In recent years, NHPCO has seen a 99% member retention rate—a reflection of the importance of NHPCO to the hospice palliative care community.
- NHPCO’s total membership exceeds 52,000 providers and professionals.
- There were over 421,500 unique visits to the NHPCO website.
- Our educational programs reached more than 50,000 professionals.
- More than 20,000 callers were assisted by the NHPCO Solutions Center.

About the Capital Campaign

- In the second year of its public phase, the Capital Campaign has raised \$4 million towards NHPCO’s \$10 million goal.
- Forty-eight named spaces at the National Center for Care at the End of Life have been designated to honor individuals and organizations.
- Participation in the Capital Campaign among NHPCO and affiliate staff is 100%.

* NHPCO Facts and Figures, 2012 edition.



NHPCO and affiliate staff in front of the National Center.

NHPCO Affiliate Organizations

National Hospice Foundation

NHF supports NHPCO’s quality and research initiatives; hospice palliative care provider education activities; consumer engagement and caregiver services; the work of FHSSA; and is leading the Capitol Campaign for the National Center. Learn more at www.nationalhospicefoundation.org.



Hospice Action Network

HAN works collaboratively with NHPCO as a strategic lobbying entity for the hospice palliative care community. HAN provides a more aggressive, focused and unified voice that serves the entire field and, ultimately, one of America’s most vulnerable populations—those nearing the end of life and their families. More than 80,000 individual advocates are connected through HAN. Learn more at www.hospiceactionnetwork.org.



FHSSA

FHSSA provides compassionate care where the need is great and resources are few. FHSSA connects organization in the U.S. and sub-Saharan Africa through partnership and collaboration. FHSSA supports our partners in expansion of comprehensive care services to transform communities, families and individuals, and to sustain efforts in order to multiply the impact of services on the ground. Learn more at www.fhssa.org.



National Hospice and Palliative Care Organization



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

ANNUAL REPORT

Released April 2013

National Hospice and Palliative Care
Organization



Message from Don and Ron

As the year began, NHPCO released the new Strategic Plan designed to guide our family of affiliated organizations through 2013 to 2015. This is the first time we've created one combined plan and it reflects the synergy that exists between NHPCO, NHF, FHSSA, and HAN.

As we eagerly focus on the future, we want to take the opportunity to review some of the highlights of the past year that we share here.

While this list of representative accomplishments provides just a snapshot of our achievements, it offers us a valuable reminder of what we have accomplished working together as a unified hospice palliative care community. The work of NHPCO would not be possible without the support and commitment from our members. Through your membership dues, board service, committee participation, contributions as conference and webinar faculty, and your willingness to work together, we continue to break new ground—and we thank you.

In fact, there is nothing that gives us more pride than reporting that we had a 99 percent member renewal rate. This is a reflection of the impressive work accomplished together—by NHPCO and our members.

We have an exciting year ahead, and you are vital to NHPCO's success. Let us continue to do good on behalf of so many.



J. Donald Schumacher
President and CEO



Ronald Fried
Chair, Board of Directors

NHPCO 2013 Board of Directors

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Representative Accomplishments

Advocacy

- Launched a new, more interactive Legislative Action Center advancing the work of Hospice Action Network and our base of 80,000 advocates.
- Collaborated with the Senate Aging Committee to facilitate testimony on care coordination and to protect hospice in the Nursing Home Resident Pain Relief Act.
- Worked to update and reintroduce the Palliative Care and Hospice Education and Training Act.
- Obtained additional cosponsors of the HELP Hospice Act.
- Hosted advocacy events, including the first HAN Advocacy Intensive, to ensure the “voice of hospice” was heard during the busy election year.

Regulatory and Compliance

- Devoted significant time to address the CGS Audits and ADRs affecting member providers.
- Created regulatory tip sheets and care maps to help providers with day-to-day compliance.
- Developed the annual Wage Index Calculator and other Wage Index tools.
- Responded to more than 4,400 regulatory and compliance requests from members.
- Brought about needed change to the Hospice Medicare Summary Notice.
- Offered monthly regulatory webinars and presented at NHPCO and state conferences.

Quality Reporting

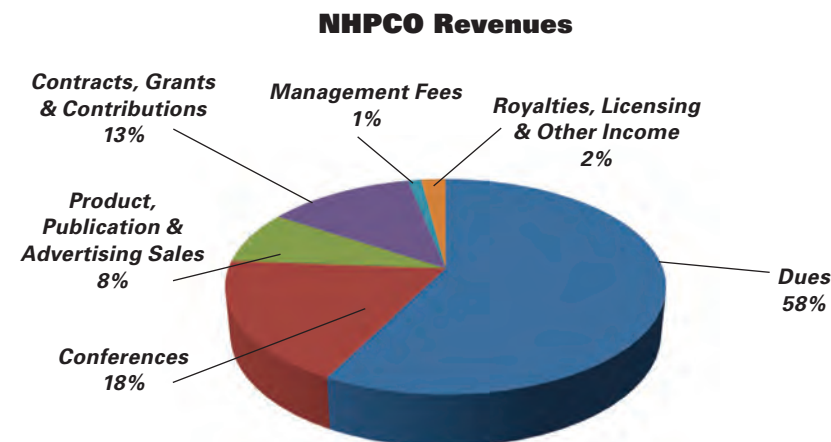
- Created a central, online hub for Quality Reporting.
- Revised support materials for the Comfortable Dying measure (NQF 0209) and created additional tools for quality reporting and data management.
- Under contract with CMS, collaborated on the creation of provider education materials related to quality reporting. Submitted extensive comments to CMS on the Proposed Rule related to expansion of quality reporting in 2013 and beyond.

Research

- Published the annual report, *Facts and Figures: Hospice Care in America*.
- Released the National Summary of Hospice Care report.
- Supported provider quality initiatives through comparative reporting for multiple performance measures.

Financial Information

2011, Audited.



Access

- Launched the Labyak Institute to develop and promote programs ensuring the best possible care.
- Partnered with the Department of Veterans Affairs to improve access to hospice palliative care services within the VA.
- Continued working with more than 50 external organizations, associations, and state and federal agencies on issues relating to end-of-life care.
- Completed the research phase of the “Affirming Hospice” national campaign that included qualitative and quantitative research on public and professional understanding of hospice.
- Continued the “Hospice in the Continuum” series in *NewsLine*.
- Hosted the two-day Pediatric Intensive in conjunction with the CTC and developed six E-OL pediatric learning modules.
- Produced the first NHPCO virtual conference on Volunteer Management.
- Expanded *We Honor Veterans* to funeral homes through the creation of the Community Partnership level.
- Presented the inaugural Trailblazer Award to recognize an outstanding state hospice organization.

Consumer Engagement

- Collaborated on initiatives to empower consumers, including ABIM Foundation and Consumer Reports “Choosing Wisely” and the Joint Commission’s “Speak Up” campaigns.
- Reached more than 1.5 million online viewers with our six-part video series, “Basics of Hospice.”
- Distributed hospice PSAs to TV/cable stations nationwide.
- Referred more than 10,000 people to member hospices via the Helpline.
- Reached new audiences through outreach with our first Hospice Ambassador, the actress and hospice advocate Torrey DeVitto.

Media Relations

- Served as a trusted resource to national and local media outlets including: AP, NY Times, Reuters, USA Today, Washington Post, ABC, CNN, Fox News, NPR, Ladies Home Journal and many more.
- Expanded social media reach and launched the successful “Hospice is...” campaign prior to and during National Hospice Month.
- Reached more than 2 million consumers through a unique partnership with several major music festivals.

For more about our accomplishments, see January 2013 *NewsLine*.

