



National Hospice and Palliative Care Organization



National Hospice Foundation



GLOBAL PARTNERS IN CARE



Hospice Action Network

# 2015 ANNUAL REPORT

## Our Shared Vision:

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



## AN AWARD WINNING YEAR

There is much to be proud of regarding our accomplishments throughout 2015, both within our family of affiliated organizations and within the wider hospice and palliative care community. However, this past year, in particular, we have received a number of awards that underscore the excellence and value of the work we are doing, together.

First, our *We Honor Veterans* initiative was awarded the prestigious Summit Award by the American Society of Association Executives. This is the highest honor they bestow upon organizations working on behalf of the public good. Additionally, ASAE awarded our affiliate Global Partners in Care with its Power of A Gold Award. Our *Moments of Life: Made Possible by Hospice* public engagement campaign was also recognized this past year with the eHealthcare Leadership Gold Award for use of rich media, Bulldog Reporter's Gold Award for Best Non-profit Campaign, and *Moments* was honored as a finalist in the PRNews 2015 Digital PR Awards putting us in the company of Exxon/Mobil, Toyota, Pizza Hut, and the ALS Ice Bucket Challenge.

We share these honors with you. For example, what makes *We Honor Veterans* such a significant initiative is the thousands of hospice providers and other community-based organizations that are using the tools we make available to honor our Veterans. Global Partners in Care exists because of the work that partner hospice and palliative care organizations in the U.S. do to support providers in need across the globe. *Moments of Life* is all about sharing the real stories of hospice and palliative care patients that are finding special moments of life through the compassionate, high-quality care that you, our members, provide in communities across the country. These awards really recognize the work that we are doing as a cohesive hospice and palliative care community – and we congratulate you and share these honors with you.

While this report shares only a small number of the representative accomplishments that we've achieved this past year, it does demonstrate the health of all four of our organizations: NHPCO, National Hospice Foundation, Global Partners in Care and Hospice Action Network. Please remember that you can find more comprehensive information on each of the organizational websites.

We could not do the work we do without the support and involvement of our members and no report would be complete without extending our deep appreciation to all those supporting our shared journey.

### Thank you!



**J. Donald Schumacher**  
President and CEO



**Linda Rock**  
Chair



**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.



## HOSPICE ACTION NETWORK

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

- ◆ Met with all newly-elected members of the House of Representatives and Senate to educate them about hospice; coordinated invitations for many officials to visit local programs.
- ◆ Connected members of the IDT and frontline caregivers with more than 90 percent of senior “key members” of Congress who serve on committees with health care jurisdiction.
- ◆ Succeeded in getting CMS to delay implementation of hospice payment reform until January 1, 2016; accomplished through coordinated efforts at the Advocacy Intensive to convince 25 bipartisan Senators to sign onto a letter of support, led by Senator Pat Roberts (R-KS) and Senator Mark Warner (D-VA).
- ◆ Brought health policy expert Eric Hammelman to NHPCO’s Management and Leadership Conference to discuss nuanced areas of hospice policy and helped hospice leaders understand their roles in addressing CMS’ concerns.
- ◆ Hosted a Congressional briefing on the *We Honor Veterans* program and Veterans’ needs at the end-of-life, which led to the participation of 10 elected officials in Veterans Day ceremonies and WHV events.
- ◆ Worked with Senators Mark Warner (D-VA) and Johnny Isakson (R-GA) to reintroduce the “Care Planning Act,” a bill that would create a new Medicare benefit for team-based advanced care planning, and would also authorize a demonstration project to allow hospices to provide concurrent or wrap-around care for chronically ill, but not yet hospice-eligible individuals.
- ◆ Continued building a legion of grassroots advocates to support hospice policy, with trained and engaged advocates established in each of the 102 states/districts represented by a “key member.”
- ◆ Blazed advocacy trails in the “twitterverse” by adding 1,500 new twitter followers, lit up Facebook with more than 1 million total views, and greatly increased traffic to the HAN website and blog page.
- ◆ Contributed to Public Affairs Council events, participated in Google’s #Hack4Congress, and was highlighted for its best practices with the Congressional Management Foundation.

## NATIONAL HOSPICE FOUNDATION

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

- ◆ Secured three new grant and contract opportunities: The Legal & General Company to offer grief and bereavement training for their staff (\$20,000); the Banfield Charitable Trust to help support the Pet Peace of Mind program (\$100,000); and AARP contract to support a diversity pilot working with Historically Black Colleges and Universities (\$65,000).
- ◆ Launched a new fundraiser challenge to engage NCHPP members’ support for NHF funded programs.
- ◆ Secured over \$20,000, including a \$10,000 challenge match, for the Global Partners in Care Scholarship Fund to provide palliative care education to African nurses and social workers
- ◆ Raised \$23,000, including a \$5,000 “champion” donation, through a special NHF Gala appeal to support the diversity initiative.
- ◆ Granted 17 once-in-a-lifetime experiences for hospice patients through the NHF Lighthouse of Hope Fund.
- ◆ Raised support for *We Honor Veterans* through sponsorship, donations and Community Partner expansion.
- ◆ Published “Giving Matters” that shared inspiring donor stories and accomplishments of note.
- ◆ Sponsored the 2015 Circle of Life Award® that celebrates innovation in end-of-life care.



**National Hospice Foundation**  
**mission:** Inspiring donors  
to advance compassionate  
end-of-life care.



**Global Partners in  
Care mission:** To build  
partnerships to enhance  
compassionate care  
globally.

## NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION

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

- ◆ Awarded the prestigious Summit Award by ASAE for *We Honor Veterans* initiative that marked WHV's fifth anniversary and continued growth of more than 3,900 WHV partners.
- ◆ Awarded new two year contract (representing \$637,000) from Department of Veteran Affairs.
- ◆ Honored with awards from eHealthcare Leadership, Bulldog Reporter, and PR News for our national engagement campaign, *Moments of Life: Made Possible by Hospice*.
- ◆ Created resources to help providers with regulatory and compliance challenges such as ICD-10 Coding, determining terminal prognosis, hospice payment reform, components of the FY2016 Hospice Wage Index, and more.
- ◆ Provided in-depth comments on eight CMS proposed rules involving hospice and palliative care issues.
- ◆ Served as a valued source of information on federally mandated Quality Reporting initiatives and offered comparative reporting on a variety of NHPCO sponsored performance measures.
- ◆ More than 25,700 individuals participated in 108 educational offerings from NHPCO providing more than 15,500 hours of continuing education credit.
- ◆ Earned reaccreditation through the American Nurses Credentialing Commission.
- ◆ Collaborated with AAHPM and HPNA on the virtual conference *Clinical Advances in the Art and Science of Care*.
- ◆ Launched a new Palliative Care membership with increased resources on the provision of community-based palliative care.
- ◆ Partnered with CSU Institute for Palliative Care and the MJHS Institute to make advanced palliative care training available in-person and online.
- ◆ Published the revised *Hospice Volunteer Program Resource Manual*.
- ◆ Increased the reach of NHPCO Edge, our consulting services division.
- ◆ Engaged with national and local media that included print, digital, and broadcast.
- ◆ Published *Facts & Figures: Hospice Care in America* and the *Pediatric Hospice and Palliative Care Facts and Figures Report*.
- ◆ Secured a partnership opportunity with Morgan State University to pilot continuing education courses on end-of-life care.

## GLOBAL PARTNERS IN CARE

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

- ◆ Honored with the American Society of Association Executives Power of A Gold Award.
- ◆ Directed more than \$500,000 to hospice and palliative programs in Africa; funds were donated by U.S. partner programs for their respective international partner.
- ◆ Published the quarterly "Focus on Compassion" sharing news and updates of the work of GPIC and its partners.
- ◆ Hosted "A Night at the Taj Mahal" fundraising event in conjunction with the NHPCO Clinical Team Conference.
- ◆ Awarded six palliative care education scholarships to nurses and social workers in Africa through a collaborative initiative with NHF and the African Palliative Care Association.
- ◆ Established partnerships in Nepal and India.
- ◆ Provided technical assistance and support for over 80 U.S. and international partnerships representing 31 U.S. states and 14 international countries.



**National Hospice and Palliative Care Organization mission: To lead and mobilize social change for improved care at the end of life.**

## BOARD OF DIRECTORS

Board of Directors for 2015

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

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**Vice Chair**

Jan Jones

**Immediate Past Chair**

Ronald Fried

**Secretary**

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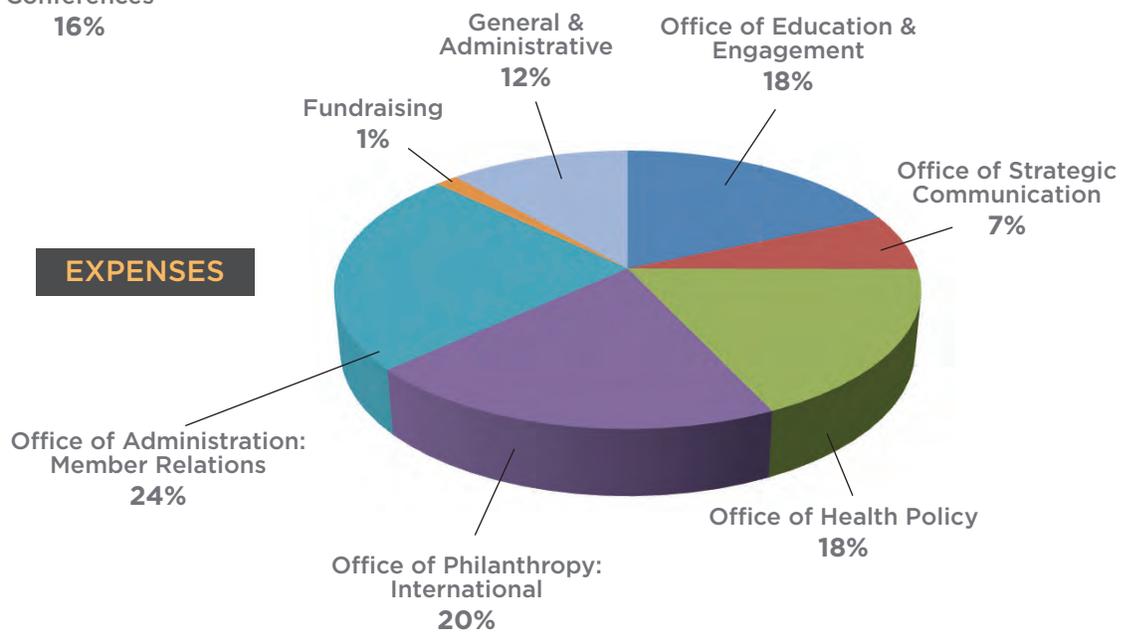
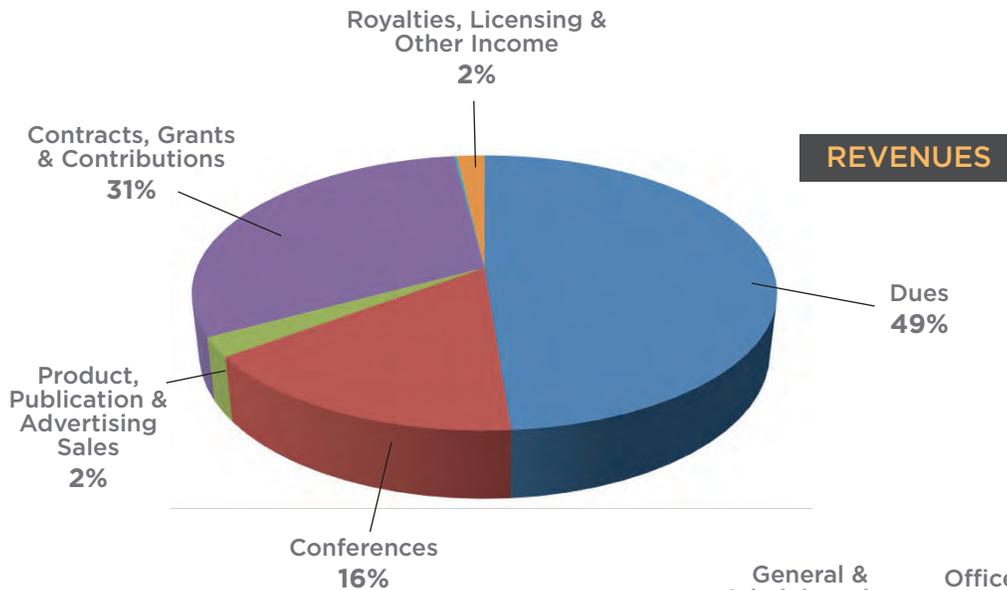
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## NHPCO AND AFFILIATE ORGANIZATIONS

2015 Consolidated Financial Information (audited)



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