



2017 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.

National Hospice and Palliative Care
Organization



National Hospice
Foundation



Hospice Action Network

A YEAR OF EDUCATION AND LISTENING

The past year, 2017, has been an exciting one for NHPCO, National Hospice Foundation, and Hospice Action Network. It was President and CEO Edo Banach's inaugural year with our organization – a time that was rich with learning, listening, and exploration. Throughout 2017, NHPCO hosted listening sessions in several cities where Edo welcomed members and non-members alike to engage and share ideas and concerns about the field and our organization. NHPCO leadership had the opportunity to present at national and state-wide conferences, visited programs of all sizes, and welcomed many hospice professionals to our offices in Alexandria. Meetings with Congressional leaders and federal staff have been ongoing. The insight gained from all this activity is invaluable.

So, if 2017 was a year of learning, then 2018 will be a year of action. Yet, that does not imply that there were not accomplishments last year. This report offers only a brief list of representative accomplishments; we encourage you to visit our websites for more comprehensive information on each of our organizations.

The work of NHPCO, NHF, and HAN would not be possible without the support and commitment from our members, supporters, and advocates. Through your membership dues, board service, committee participation, philanthropic support, grassroots advocacy, and your willingness to work together, we have and will continue to accomplish much.

As the oldest and largest leadership organization working on behalf of hospice and palliative care, NHPCO's work extends beyond the ranks of our membership. Along with our affiliates, our accomplishments serve a broad constituency and are recognized as a vital part of the work involving advanced care and life-limiting illness.

We are the original interdisciplinary, person-centered, population health movement and we look forward to the promise and opportunity the future holds.

Thank you!



Edo Banach
President and CEO



Jan Jones
NHPCO Board Chair



Norman McRae
HAN Board Chair

2017 STRATEGIC ACCOMPLISHMENTS

We share some of the ways in which the National Hospice and Palliative Care Organization, Hospice Action Network, and National Hospice Foundation have supported the membership, the professional community, and the broader public.

Regulatory, Quality, and Research

- NHPCO leadership and staff continued to monitor, analyze, and comment on new, changing, and proposed regulations that affect the field.
- More than 3,108 members received individualized support from the Health Policy Team via phone and email, 96 percent within 24 hours or less, reinforcing the value of this member benefit.
- Preconference offerings and regulatory concurrent sessions were offered at NHPCO's Management and Leadership Conference in April, the Interdisciplinary Conference in the fall, and in the Regulatory & Quality track of monthly Webinars.
- New regulatory and compliance guides were created specifically for hospice providers on topics such as: Emergency Preparedness for Hospice Providers, General Inpatient FAQs, guides on Continuous Home Care, General Inpatient Care, Inpatient Respite Care, and more.
- The Regulatory Podcast series that explores specific regulatory and policy topics in a twice-a-month podcast garnered more than 60,000 downloads in seven countries across the globe in 2017.

- Administered multiple performance measures that yield useful, meaningful, and actionable results and are available as a benefit of membership to NHPCO provider members.
- Continued collaborative work with state organizations through NHPCO's Council of States.
- Issued the re-envisioned edition of NHPCO's annual report, *Facts and Figures: Hospice Care in America* utilizing CMS data as primary data source.

Regulatory
Podcast Series
60,000+
downloads



Advocacy and Legislative Affairs

- Supported legislation such as the *Patient Choice and Quality Care Act*, the *Rural Access to Hospice Act*, and *The Medicare Patient Access to Hospice Act* (that was included in 2018 legislation signed by the President in February 2018).
- The Hospice Action Network and NHPCO's 2017 Advocacy Intensive brought nearly 240 hospice advocates from 120-plus hospices, representing 43 states, to Capitol Hill during the summer. Earlier in the year, HAN working collaboratively with the Council of States, took conference attendees to Capitol Hill as part of "Advocacy at MLC."
- Continued to serve as the respected voice of hospice and palliative care beyond the halls of Congress with federal regulators – most notably the Centers for Medicare and Medicaid Services where leadership met with CMS Administrator Seema Verma to discuss issues of importance now and for the future.
- Hospice Action Network and NHPCO hosted a Capitol Hill briefing on advance care planning in recognition of the 10th anniversary of National Healthcare Decisions Day.

 **240**
Hospice Advocates
from **43**
states to Capitol Hill



Professional Development and Education

- Hosted national conferences in Washington and in San Diego featuring faculty of recognized thought-leaders and content experts that offered unparalleled networking among the professional community.
- Presented the 2017 Virtual Conference, *Aligning Practice with Evidence*, in collaboration with American Academy of Hospice and Palliative Medicine and the Hospice and Palliative Nurses Association, an event that brought 46 states and the International Community together.
- Created the *Hospice Aides Webinar Series* specifically for hospice aides and CNAs. This unique offering was in addition to NHPCO's monthly Webinar Series that featured an Interdisciplinary track and a Regulatory & Quality track.
- Expanded NHPCO's joint-providership relationships with national organizations, academic institutions, and providers.
- NHPCO was successfully reviewed by the Accreditation Council for Continuing Medical Education and awarded Accreditation with Commendation for six years as a provider of CME.



Palliative Care

- Expanded the Palliative Care Resource Series to address more topics relevant to community-based palliative care and added a collection of Pediatric Palliative Care issue briefs. A number of the issue briefs include companion PowerPoint presentations to help members disseminate the information and train their teams.
- Collaborated with MJHS Institute for Innovation in Palliative Care on a monthly inter-professional webinar series.
- Hosted the preconference seminars "Community-Based Palliative Care: Getting Started" and "Community-Based Palliative Care: Making It Work" as well as offering palliative care session tracks at MLC and IDC.
- Took information about our Palliative Care resources out to the professional provider community at events such as the AAHPM & HPNA Annual Assembly.

Consumer Engagement and Access

- Released new videos on the value of music therapy, the benefits of palliative care, and the importance of advance care planning – all part of *Moments of Life*, NHPCO's award winning consumer engagement initiative.
- NHPCO's CaringInfo.org – a website offering free information on hospice and palliative care, advance care planning, grief, coping with pain, and related topic areas had nearly 419,457 visitors with 143,231 downloads of free fact sheets and state-specific advance directive forms and nearly 30,000 individuals used the NHPCO "Find a Provider" search tool to find a program in the community.
- Now entering its eighth year, the *We Honor Veterans* program has grown to include the commitment of over 4,500 hospice and community-based healthcare partners as well as 99 Hospice-Veteran Partnerships. And the work will continue as *We Honor Veterans* was awarded support through a new Veterans Health Administration contract totaling \$991,500 over three years.
- NHPCO's Children's Project on Palliative/Hospice Services (ChiPPS) continued publication of its e-journal made available to the public free-of-charge online.



Philanthropy

- Through NHPCO's fundraising affiliate, the National Hospice Foundation distributed over \$33,000 in Disaster Relief to State Members affected by the hurricanes in Texas and Florida.
- NHF's Lighthouse of Hope Fund awarded over \$46,000 to 51 hospice patients to have a special final experience, from traveling to visit loved ones to attending a home game for their favorite team.
- Hosted the successful National Hospice Foundation Gala in Washington, DC, in conjunction with the 2017 Management and Leadership Conference giving leaders in the field an opportunity to join supporters and advocates in a celebration of hospice and palliative care.

Communications, Operations and Administration

- Engaged with media at the local, national, and international level as a trusted source of information on advance care planning, serious illness, and end-of-life care.
- NHPCO social media (Facebook, Twitter, Linked-In, Instagram and Pinterest) continues to grow in viewership, engaging both members and the general public.
- The NHPCO website continues to play a vital role as a member tool and educational resource. As an example, here's a snapshot of NHPCO website activity from January to September: 494,900 unique website visitors with 1,724,221 total page views.
- "Hospice: A Historical Perspective," a permanent exhibit at NHPCO's offices which documents the development of hospice over the past four decades, was unveiled at a celebratory event featuring the Mayor of Alexandria, Virginia.
- Member retention remained strong at 90 percent during a period with increasing mergers and acquisitions among member organizations and competition within the association field.
- To date there have been 9,314 chat registrations from member organizations – representing an unknown number of total participants – for 81 chats offered by NCHPP. These chats are archived in the NCHPP Section e-communities of My.NHPCO.org.

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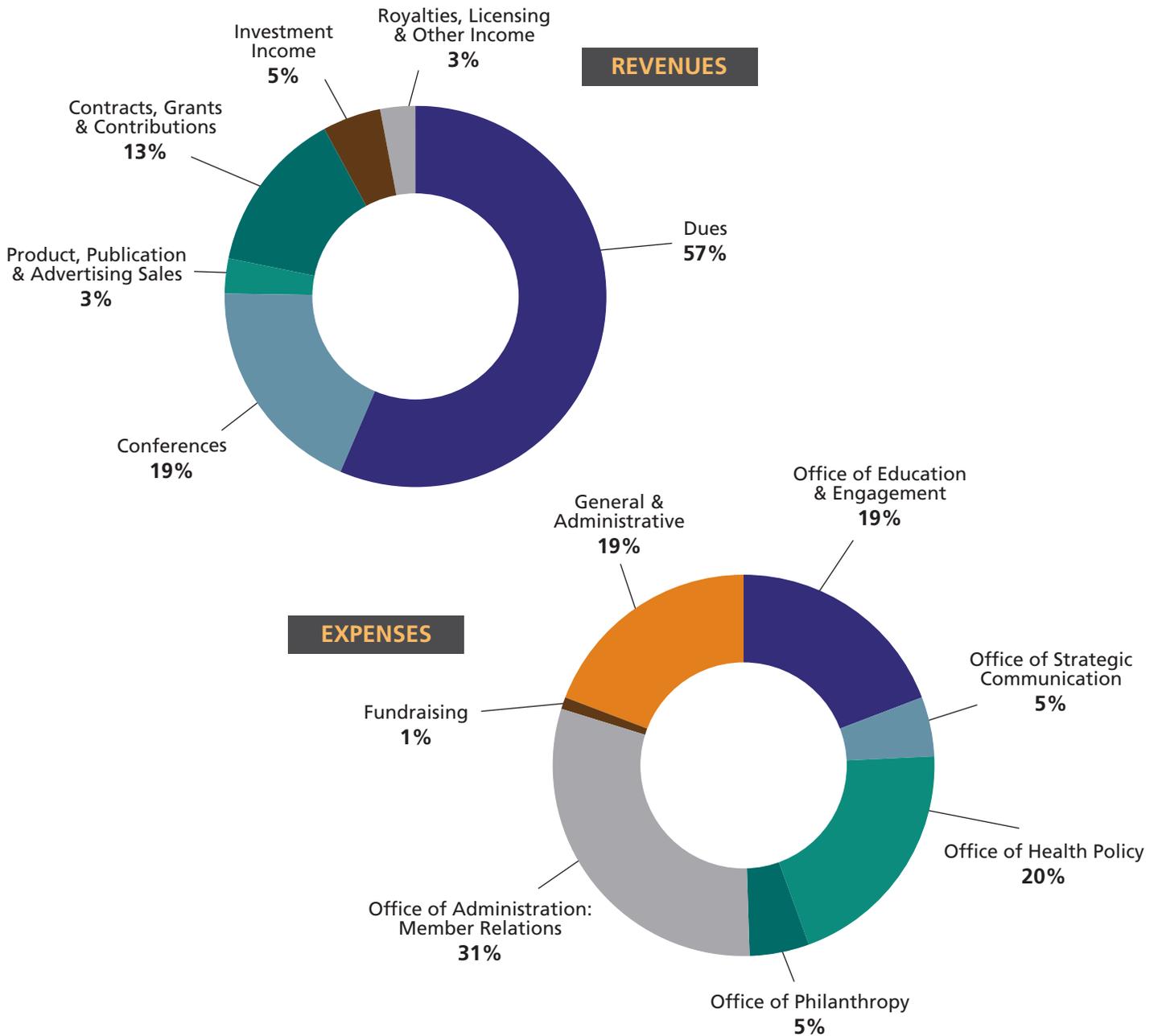
Edo Banach

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CONSOLIDATED FINANCIAL INFORMATION

NHPCO and Affiliate Organizations Consolidated Financial Information, 2017 (audited)



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