

Numbers Tell a Story

About Hospice Care in the US*

- 1.58 million people received care from a hospice in 2010—approximately 41.9% of all deaths in the US.
- The percentage of patients with a cancer diagnoses continues to decline (35.6%) and Heart Disease is the leading non-cancer diagnoses (14.3%).
- Family members who rated the quality of hospice care as “excellent” was 75.6%.
- Hospice Care won *Modern Healthcare’s* Big Impact Tournament with the biggest impact on healthcare delivery over the past 35 years.

About NHPCO

- NHPCO’s membership includes: 49,000 NCHPP members, 3,880 provider members, 200 associate members, and 48 state-organization members.
- More than 75% of the nation’s hospice providers are NHPCO members caring for the majority of hospice patients and families in the US.
- There were over 400,000 unique visits to the website.
- More than 18,000 callers were assisted by the Solutions Center.
- NHPCO’s Regulatory Team responded to 4,800 provider inquiries.

About the Capital Campaign

- In the first year of its public phase, the Capital Campaign has already raised \$2.8 million towards the \$10 million goal.
- 39 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, 2011.

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; and the FHSSA Impact Fund.

Learn more at www.nationalhospicefoundation.org.



National Hospice Foundation

Hospice Action Network

HAN works collaboratively with NHPCO as a strategic lobbying entity for the hospice and 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 60,000 individuals are connected through HAN.

Learn more at www.hospiceactionnetwork.org.



Hospice Action Network

FHSSA

FHSSA provides compassionate care where the need is great and resources are few. FHSSA connects organization in the US 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.



FHSSA

Compassion has no borders

National Hospice and Palliative Care Organization



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LEADERSHIP QUALITY ACCESS INNOVATION

National Hospice and Palliative Care Organization



2011 ANNUAL REPORT

Message from Don and Mark

As we look back over the many accomplishments of the past year, there is nothing that gives us more pride than reporting that we had a 99 percent member renewal rate in 2011. This is a reflection of the impressive work accomplished together—by NHPCO and you, our members.

We have completed the second year in our 2010-2012 Strategic Plan and we have done much to reinforce our strong and purposeful focus on advancing care at the bedside. Yes, there have been challenges, such as increasing regulatory demands, threats to reimbursement, and the evolving profile of the hospice community and the patients we care for. By addressing these challenges directly and allowing our strategic plan to guide us, we have discovered opportunities to enhance quality and expand innovation as we work to define the continuum of care.

Please take a moment to review this report. These representative accomplishments are organized according to the four key pillars outlined in our current strategic plan: Leadership, Quality, Access, and Innovation. While it is just a snapshot of our achievements, it offers us a valuable reminder of what we have accomplished.

There are no professionals better skilled at caring than those found in this country's hospice and palliative care community.



J. Donald Schumacher
President and CEO




Mark Murray
Chair, Board of Directors



NHPCO 2012 Board of Directors

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Mark Murray

President and CEO
J. Donald Schumacher

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Shareefah Sabur
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Kenneth Zeri

**Founding
Chairperson Emeritus**
Zachary Morfogen

Representative Accomplishments

Leadership

Advocacy

- Led efforts to introduce the bipartisan, bicameral Wyden-Roberts HELP Hospice Act.
- Sponsored two Congressional briefings and ran print ads with key advocacy messages in Congressional publications.
- Brought 500 hospice advocates to the halls of Congress—and 8,000 virtual participants—for Hill Day 2011.
- Launched the Hospice Advocacy Local Leaders program.
- Created In-District Action Kits for summer advocacy efforts.

Collaboration

- Engaged with many national associations, organizational stakeholders, and federal agencies.
- Strengthen state-national partnerships through collaboration with Council of States.
- Served as a national partner for StoryCorp's National Day of Listening.

Media Relations

- Worked with national and local media, including CNN, Associated Press, NY Times, USA Today, Washington Post, NPR, and many more.
- Served as a resource to industry press.
- Distributed audio and multimedia news releases that reached an estimated 51,826,000 people.

Quality

Regulatory and Compliance

- Negotiated with CMS for a three-month delay in enforcement of the Face-to-Face requirement.
- Developed compliance tools, the Wage Index Calculator, and tip-sheets on hot topics.
- Participated in Technical Advisory Panel discussions on hospice payment reform.
- Offered monthly regulatory webinars.

Research

- Released the new *Staffing Guidelines for Hospice Home Care Teams*.
- Published a new benchmarking tool, *NHPCO Peer Reports*.
- Enriched the online Quality Resource Center.
- Revised quarterly reports for the FEHC and created a Veterans module.
- Provided national-level comparative reporting results for four NHPCO-sponsored performance measures.
- Submitted two NHPCO quality measures for continued endorsement from the National Quality Forum.
- Provided data on three of the six Supportive and Palliative Care Measures in the *National Healthcare Quality Report*.

Access

Reaching Populations

- Developed resources to advance pediatric palliative care.
- Enhanced the pioneering *We Honor Veterans* campaign.
- Created the innovative Continuum of Care Assessment tool.

Consumer Engagement

- Distributed hospice PSAs to TV/cable stations nationwide.
- Promoted National Healthcare Decisions Day.
- Distributed 473,317 free brochures, advance directives, and fact sheets.
- Created *Choosing a Quality Hospice*, a worksheet for patients & families.
- Referred 10,000 callers to NHPCO member hospices via the Helpline.

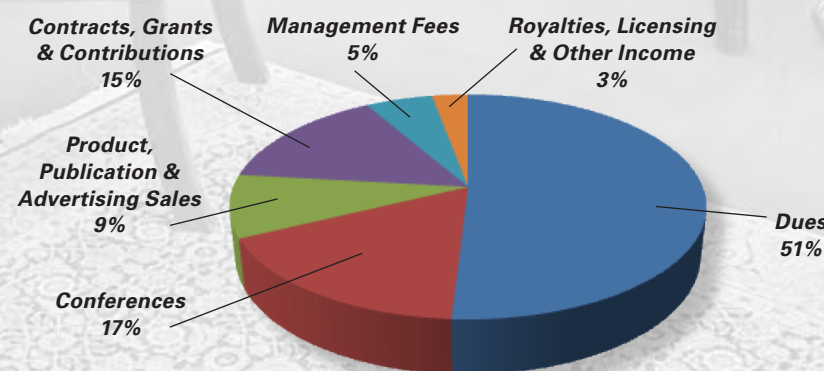
Innovation

- Produced the 36-page report, *Private Conversations and Public Discourse*.
- Hosted NHPCO's first virtual web event, Hospice MDP Summer School.
- Added 20 new courses to NHPCO's web-based education portal, End-of-Life Online.
- Published NHPCO's Ethical Marketing Practices position statement.
- Released the comprehensive *Hospice Care: A Physician's Guide*.
- Introduced the "Hospice in the Continuum" monthly feature in *NewsLine*.
- Launched Print On-Demand Marketplace.
- Produced award winning member resources and publications.

For more about our accomplishments, see January 2012 *NewsLine*.

Financial Information

NHPCO 2010 Revenues (audited)*



*2010, audited.

NHPCO 2010 Expenses (audited)*

