

# 2014 Annual Report



more

advocacy  
philanthropy  
quality  
education  
compliance  
awareness  
support  
networking  
connections



## 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

**Mission:** To lead and mobilize social change for improved care at the end of life.

## NHPCO Board of Directors for 2015

### Chair

Linda Rock

### Vice Chair

Jan Jones

### Immediate Past Chair

Ronald Fried

### Secretary

Sandy Kuhlman

### Treasurer

John Thoma

### President and CEO

J. Donald Schumacher

### Board Members

Rex Allen

Sharon Baxter

Samira Beckwith

Lori Bishop

Regina Bodnar

Elizabeth Clark (*ex-officio*)

Kate Cummings

Jeanne Dennis

Joan Harrold

Suzi Johnson

Daniel Maison

Michael McHale

Jane Moore

Mark Murray (*ex-officio*)

David Prail

SueAnn Reynolds

Jim Robinson

Linda Todd

Gregory Wood

Kenneth Zeri

## 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.

National Hospice and Palliative Care  
Organization



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







# 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.

## 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 Sciuлло

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.

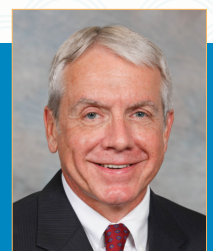


Hospice Action Network

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





# National Hospice Foundation

**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

Jeanee 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.



National Hospice  
Foundation

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

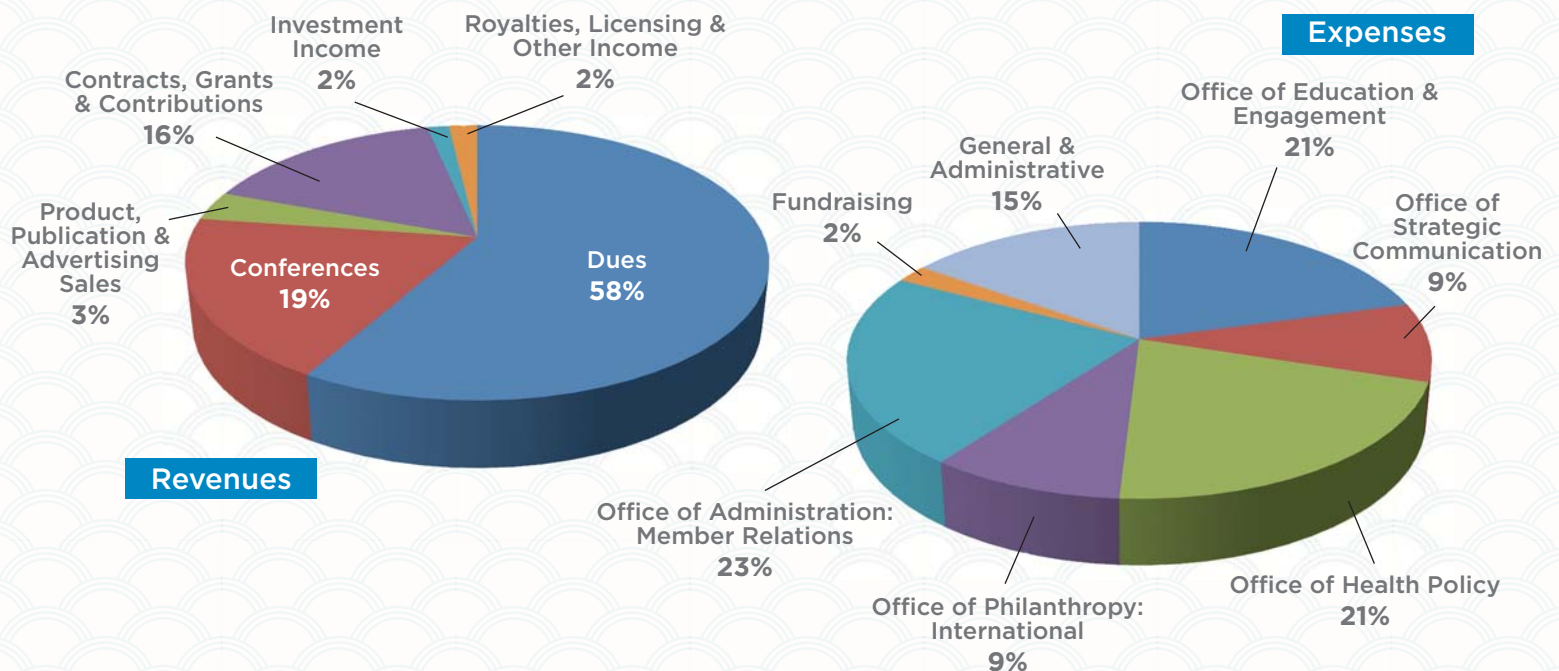
### Representative Accomplishments

- 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)





## 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](http://www.momentsoflife.org).**

