



National Hospice and Palliative Care
Organization



National Hospice
Foundation



**GLOBAL
PARTNERS**
IN CARE



Hospice Action Network

2016 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.



A YEAR TO REMEMBER

It has been an exciting time at NHPCO and our family of affiliated organizations. This past year, in particular, has seen a number of significant events and transitions that we are proud to briefly outline in this report.

Most notably, we honored J. Donald Schumacher as he retired after more than four decades of service on behalf of hospice and palliative care at the community provider level as well as in national and international leadership roles. The year 2017 welcomed new board leadership under NHPCO Chair Jan Jones, HAN Chair Norman McRae and the tenure of our new President and CEO Edo Banach.

At NHPCO, we saw an expansion of resources focused on community-based palliative care, an entirely new professional development experience, *The Intensives*, was conceived and hosted in Florida. The Hospice Action Network held another successful Advocacy Intensive and sponsored a Congressional Briefing where five members of Congress and noted physician Atul Gawande spoke on behalf of care planning and end-of-life care. Global Partners in Care transitioned to a new home with the Hospice Foundation in Indiana where it will certainly flourish.

So, while there are transitions to note in the past year, opportunities ahead of our family of organizations and the broader provider community are ahead of us. This report only offers representative accomplishments; we encourage you to visit our websites for more comprehensive information on each of our organizations.

To all our members, supporters and collaborators, we extend our grateful appreciation for the work we share and all that we have accomplished together.

Thank you!



Edo Banach
President and CEO



Jan Jones
NHPCO Board Chair



Norman McRae
HAN Board Chair



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

NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION

Learn more about NHPCO at www.nhpc.org

REGULATORY, QUALITY AND PERFORMANCE MEASUREMENT

- ◆ NHPCO continued to monitor, analyze, comment and keep members informed about new, changing, and proposed policy and compliance issues.
- ◆ Submitted eight comment letters to CMS on relevant proposed rules.
- ◆ Helped members understand issues related to Hospice Quality Reporting.
- ◆ Administered multiple performance measures that yield useful, meaningful, and actionable results.
- ◆ Continued collaborative work with state organizations through NHPCO's Council of States.

COMMUNICATIONS, OPERATIONS, ADMINISTRATION AND CONSULTING

- ◆ NHPCO's CaringInfo.org – a website offering free information on hospice, palliative care, advance care planning, and related topics had more than 350,000 visitors with 55,000 free documents downloaded.
- ◆ NHPCO's Find a Provider online tool was utilized by more than 36,000 people.
- ◆ Engaged with media at the national and local levels working with such media outlets as the *Associated Press*, *USA Today*, *Reader's Digest*, *New York Times*, *Washington Post*, *Forbes*, *Kiplinger's*, *NPR*, *Politico*, *CQ Roll Call* and others. Served as a source of information for industry publications, including *Modern Healthcare*, *Inside CMS*, *Home Health Line*, and *Eli's*.
- ◆ *NewsLine*, NHPCO's digital quarterly, was honored with an AssociationTrends Gold Award and was a finalist in the 2016 Folio: Eddie & Ozzie Awards.
- ◆ Created the NHPCO Podcast which debuted in October and within four months achieved more than 10,000 downloads.
- ◆ Launched the NHPCO Edge speakers bureau and began offering regulatory workshops tailored to the client's needs through NHPCO's consulting services division.
- ◆ Maintained a strong member retention rate of 92 percent during a period with increasing mergers and acquisitions among member organizations and competition within the association field.

PROFESSIONAL EDUCATION

- ◆ Created an entirely new professional development offering, *The Intensives: Mastering What's Next in Patient Care*, that featured eight different Intensives offered over three days.
- ◆ Presented the 2016 Virtual Conference in collaboration with AAHPM and HPNA.
- ◆ Hosted a monthly Webinar Series featuring a Regulatory & Quality track and Interdisciplinary track.
- ◆ Added 25 new courses to NHPCO's E-Online (E-OL), a cost-effective way for professionals to access education and training.

PALLIATIVE CARE INITIATIVE

- ◆ Expanded the Palliative Care Resource Series to include 19 issue briefs and 13 companion PowerPoint presentations on topics relevant to community-based palliative care.
- ◆ Collaborated with MJHS Institute for Innovation in Palliative Care on the continuing monthly inter-professional webinar series.
- ◆ Offered a community-based palliative care Intensive in October and hosted a MLC preconference seminar in collaboration with the CSU Institute for Palliative Care.

ACCESS AND DIVERSITY

- ◆ Partnered with Morgan State University to develop a pilot outreach program to educate family caregivers about issues related to end-of-life care.
- ◆ Worked with the Diversity Advisory Council to create resources to help increase access for diverse communities.
- ◆ *Moments of Life: Made Possible by Hospice* released its first video with Mandarin Chinese subtitles, "Grandma Luk." Created a Spanish-language video, "A Dance for Gloria." Worked with the Dream Foundation to share a story on the value of palliative care, "Lyle's Hawaiian Adventure." *Moments of Life* has garnered more than 25 million social media impressions, more than 85,000 video views, 10,000+ media placements on broadcast and online news outlets, and 130,000 website visitors.
- ◆ We Honor Veterans continued its innovative work with a growing network of more than 3,120 hospice partners and 1,100 community partners. The Veterans Advisory Council focused on the integration of end-of-life care into VA Medical Centers.
- ◆ NHPCO's Children's Project on Palliative/Hospice Services (ChiPPS) published its e-journal with each themed edition containing collections of articles on pediatric palliative care and hospice.



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



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



GLOBAL PARTNERS IN CARE

Learn more at www.GlobalPartnersinCare.org

REPRESENTATIVE ACCOMPLISHMENTS

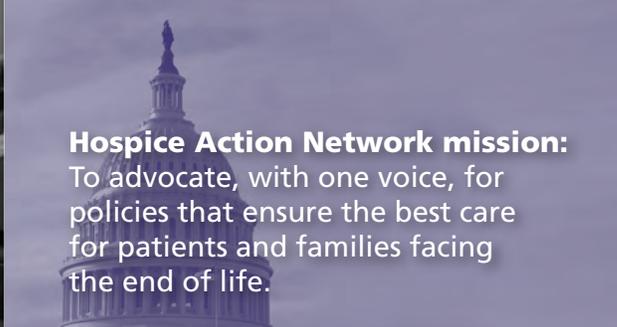
- ◆ Directed more than \$400,000 to hospice and palliative programs in Africa; funds were donated by U.S. partner programs for their respective international partner.
- ◆ Awarded five palliative care education scholarships to nurses and social workers in Africa through a collaborative initiative with NHF and the African Palliative Care Association.
- ◆ Published the quarterly "Focus on Compassion."
- ◆ Provided technical assistance and support for over 70 U.S. and international partnerships representing 28 U.S. states and 15 international countries.
- ◆ Transition of Global Partners in Care to the Hospice Foundation at the Center for Hospice Care began in the 4th quarter of 2016 and will be completed in 2017.

NATIONAL HOSPICE FOUNDATION

Learn more about NHF at www.NationalHospiceFoundation.org

REPRESENTATIVE ACCOMPLISHMENTS

- ◆ Secured two new grant opportunities: The Taproot Foundation to support research into NHPCO messaging. (pro bono grant valued at \$70,000) and the Y.C. Ho/Helen and Michael Chiang Foundation to support palliative care.
- ◆ Raised \$62,000 through a special NHF Gala appeal to support the *Moments of Life* public awareness campaign.
- ◆ Raised \$38,600 to support pediatric hospice and palliative care through a special appeal in honor of retiring President and CEO J. Donald Schumacher.
- ◆ Expanded the Philanthropic Partnership program to accept memorial donations on behalf of Grace Hospice of Oklahoma.
- ◆ Secured \$90,000 in support of We Honor Veterans from new community partners.
- ◆ Raised \$16,500 in sponsorships to support Global Partners in Care at a lunch event at the 2016 Management and Leadership Conference.
- ◆ Granted 34 one-in-a-lifetime experiences for hospice patients through the NHF Lighthouse of Hope Fund.
- ◆ Published quarterly "Giving Matters" newsletter that shared inspiring donor stories and accomplishments of note.



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

REPRESENTATIVE ACCOMPLISHMENTS

- ◆ Hosted a Congressional briefing and screening of the PBS/Frontline documentary, *Being Mortal*, to encourage dialogue about advance care planning. Event speakers included Dr. Atul Gawande, Grammy-nominated musician Rory Feek, and five members of Congress.
- ◆ Hospice Action Network's 2016 Advocacy Intensive brought nearly 250 hospice advocates from 120-plus hospices, representing 46 states and Puerto Rico, to Capitol Hill in July for two days of training and congressional visits. The Virtual Hill Day component amplified the voice of the hospice and palliative care community with hundreds of calls and emails.
- ◆ Supported legislation such as the Personalize Your Care Act of 2016 and the Care Planning Act that both work to improve advance care planning and patient choice and the Rural Access to Hospice Act that facilitates the provision of care in rural areas.

- ◆ Continued to serve as the respected voice of hospice and palliative care beyond the halls of Congress with federal regulators – most notably CMS where we spoke on behalf of the hospice community on such important issues as requirements surrounding the Notice of Election and Notice of Termination/Revocation, ICD-10 implementation, the MCCM demonstration project, the FY2017 Hospice Wage Index Final Rule, to name a few.
- ◆ Developed online hospice advocacy resources to help organizations share their work caring for our nation's Veterans with legislators at the local and national level.

NHPCO BOARD OF DIRECTORS 2017

Oversees the work of NHPCO and NHF.

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HAN BOARD OF DIRECTORS 2017

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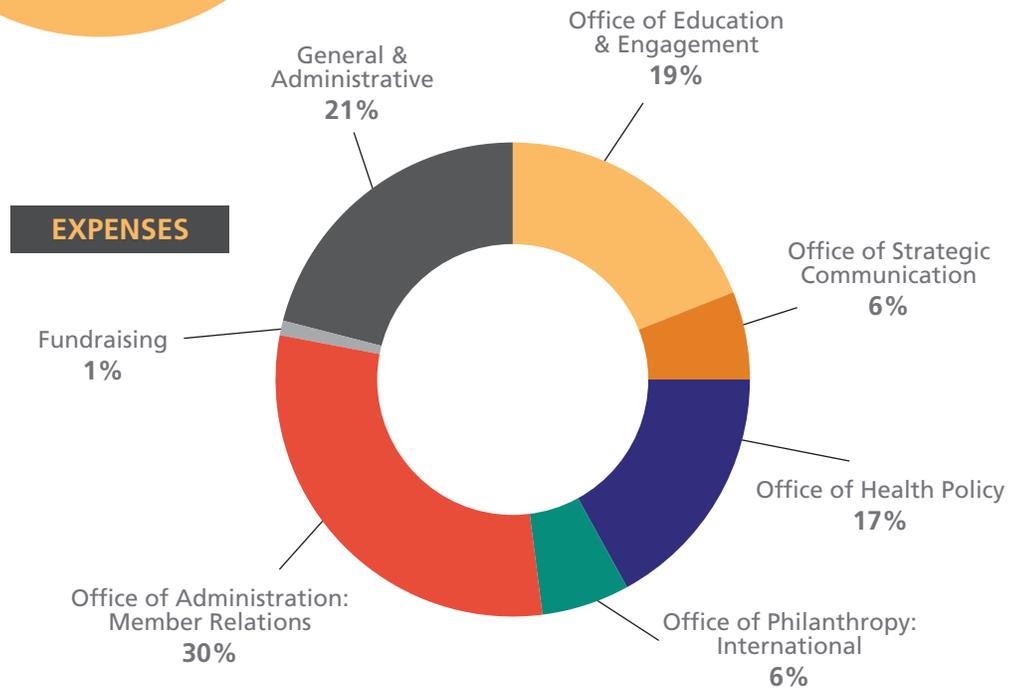
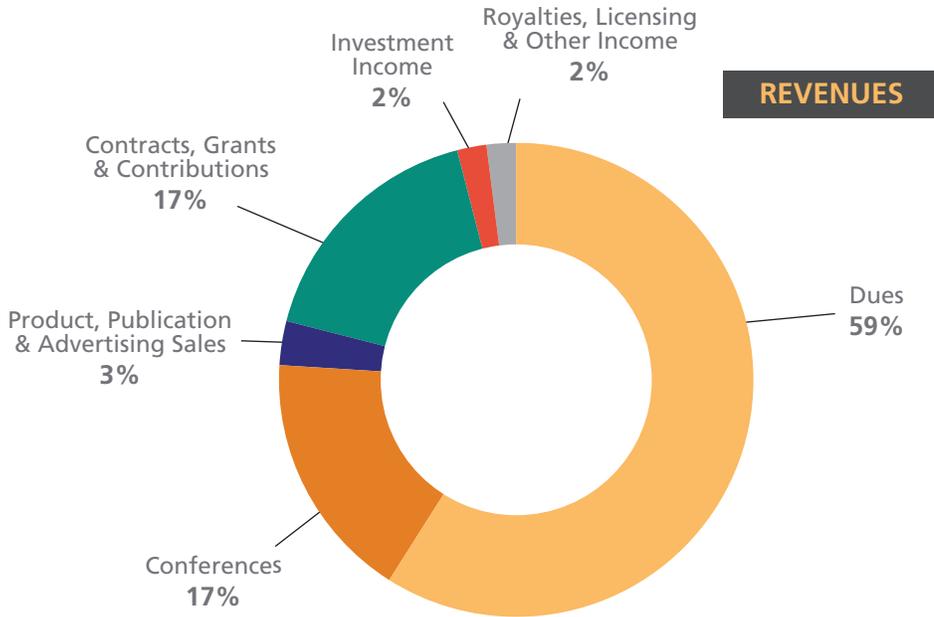
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NHPCO AND AFFILIATE ORGANIZATIONS

2016 Consolidated Financial Information (audited)



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