

# NewsLine

The quarterly membership publication of the National Hospice and Palliative Care Organization

Fall 2016

## ADVOCACY IN ACTION

Amplifying the Voice of Hospice and Palliative Care on Capitol Hill

NHPCO  
Presents The  
Intensives.

Learn more about this  
exciting event, see page 2.



### INSIDE

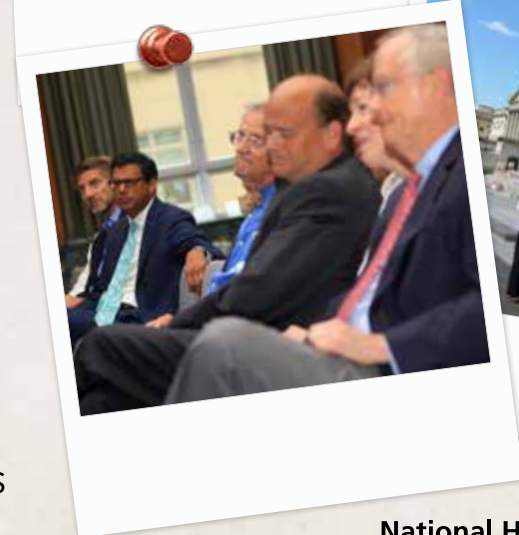
The Moving Story of  
Rory & Joey Feek

Pet Peace of Mind

NHPCO Solutions  
Center

November Outreach  
Materials

Short Takes, Members  
News and More...



National Hospice and Palliative Care  
Organization





# THE INTENSIVES

MASTERING WHAT'S NEXT IN PATIENT AND FAMILY CARE



DIPLOMAT  
RESORT  
AND SPA

HOLLYWOOD, FL

MOVE OVER, "BEST PRACTICES,"  
WE'RE TALKING "NEXT" PRACTICES.

What you need to know to get ahead of the curve.

*The Intensives* will immerse you in a NEW, in-depth learning experience on topics that you choose.

Innovative. Cutting-edge. Dynamic. Be there.

OCTOBER 31 - NOVEMBER 2, 2016

*The Intensives* allow your team members to dive into advanced level education in a specific topic. Pick **ONE** Intensive from **EACH** of the two groups to create a customized conference experience. Or only choose one Intensive if resources are limited.

Register now at [www.nhpco.org/intensives](http://www.nhpco.org/intensives)

**Online Registration Savings!** Register by **October 7.**

**GROUP ONE:**  
OCT. 31 ALL DAY – NOV. 1 MORNING



**CLINICAL PRACTICE**

**The Future is Now: Clinical Preparation for Changing Populations**

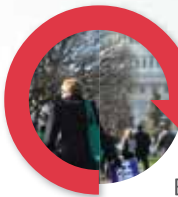
Prepare for the challenging and unprecedented needs of changing patients and families.



**PEDIATRIC PALLIATIVE CARE**

**Community-Based Pediatric Palliative Care: Building Bridges for Future Success**

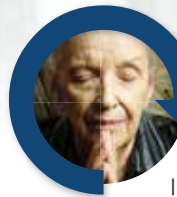
Increase your clinical and coalition-building expertise to care for the pediatric population in your community.



**REGULATORY AND COMPLIANCE**

**Focus on Compliance: Stay Out of the Spotlight**

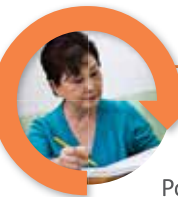
Be equipped to face regulatory and compliance challenges ahead and prevent unwelcome scrutiny and financial penalty.



**PSYCHOSOCIAL AND SPIRITUAL**

**Equipping Professionals for the Future of Psychosocial and Spiritual Care**

Improve your assessment skills, develop effective approaches to challenging cases and learn fresh interventions.



**QUALITY**

**Reach for the Stars: Make High Quality Performance a Reality**

Position your organization for a successful future in achieving and exceeding your goals for quality.



**COMMUNITY-BASED PALLIATIVE CARE**

**Palliative Care 2021: Preparing for the Future of Community-Based Care**

Advance your knowledge on one of the fastest growing medical specialties in the US as it transitions to becoming fully integrated into community-based settings.



**BEREAVEMENT**

**Advances and Innovations in Bereavement Care**

Increase your effectiveness in providing excellent care and services.



**VOLUNTEER MANAGEMENT**

**Impacting the Future of Volunteer Engagement**

Learn to rewrite the rules of engagement and embrace innovations that will position your volunteer programs to thrive in the future.

**GROUP TWO:**  
NOV. 1 AFTERNOON – NOV. 2 ALL DAY



# Table of Contents



## End-of-Life Care Advocacy in Action

### Ensuring Hospice is Heard on the Hill

NHPCO “Being Mortal” event brought members of Congress, industry experts, and a well-known family caregiver together to discuss advance care planning and more. This along with the annual Advocacy Intensive and Virtual Hill Day kept our community visible among legislators.

**13**

Rory Feek  
**Sharing His Family’s Powerful Story**

**14**

2016 Advocacy Intensive  
**Advocates Converge on Capitol Hill**

**16**

Virtual Hill Day  
**Amplifies the Hospice Message**

# 18

## **Pet Peace of Mind**

Since 2009, Pet Peace of Mind has provided a turnkey program to help local, nonprofit hospice and palliative care organizations meet the needs of their patients with pets.

# 26

## **NHPCO Edge Consultants**

NHPCO Edge has added several experienced consultants to its roster of professionals; in this *NewsLine*, we introduce you to Pam Barrett and Pat Gibbons.



# 22

## **November's Outreach Materials**

“Know Your Options!” is the theme for November’s National Hospice and Palliative Care Month and NHPCO has created materials for providers to use in outreach and awareness efforts.

**NHPCO Solutions Center** A valuable resource for members is our Solutions Center Team. **20**

## **28**

Short  
Takes

## **32**

Member  
News

## **36**

News From  
**National  
Hospice  
Foundation**

## **38**

News From  
**Global  
Partners  
In Care**



## Delivering care-focused, innovative and cost-effective solutions

### **Hospiscript is now Optum Hospice Pharmacy Services.**

For more than 20 years, you've known Hospiscript for empowering hospice care through innovation. Now, as part of Optum®, we will continue to provide industry-leading expertise in helping you control costs, improve trends and deliver exceptional service so you can put your energy where it matters most — with your patients.

Learn more at [optum.com/hospicepharmacy](https://optum.com/hospicepharmacy)



## Message **From Don**

---

As I navigate my remaining months as President and CEO, I want to be sure to express the deep appreciation that I have for you – our members – and your commitment to NHPCO and our shared vision of the highest quality care that humankind can offer. The work of NHPCO would not be possible without your support and it is never taken for granted.

In thinking about what NHPCO does, it can be easy to think only of the resources that you as a member might access for your daily work. But there are many things that your membership in NHPCO makes possible. Through your support, we are able to:

- Advocate on behalf of hospice and palliative care and the patients and families served;
- Work to protect the Medicare hospice benefit;
- Monitor Congressional and regulatory activities;
- Proactively engage with CMS on matters vital to hospice care delivery;
- Maintain the highly-respected National Data Set and other performance measurement tools;
- Develop professional educational programs and conference – onsite and online;
- Conduct national consumer awareness initiatives that increase understanding and availability of hospice and palliative care;
- Provide technical informational resources to the membership;
- Offer the “Find a Provider” online tool on multiple websites;
- Work closely with other organizations that share an interest in end-of-life care.

Through your ongoing membership dues, board service, committee participation, contributions as conference and webinar faculty, and your willingness to work together, we are strengthening the unified hospice and palliative care community while we work to envision our future.

There have been challenges, certainly, but by addressing 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.

Our work together requires trust. Trust among our colleagues and staff at the organizational level as well as trust among the broader national provider community. For the trust you have generously given to NHPCO, I thank you.



P.S. I hope to see many of you at our event in Hollywood, Florida, [The Intensives](#), (Oct. 31 – Nov. 2) which is replacing the CTC in 2016. It was a final chance to greet you as President and CEO!







Senator Warner



Congressman Reed



Senator Collins



Dr. Gawande



Congressman Blumenauer



Congressman Roe



Rory Feek



Distinguished guests

Hill Event Photos: Sol Tucker Push Media Group.



# END-OF-LIFE CARE ADVOCACY IN ACTION

AMPLIFYING THE VOICE OF HOSPICE  
AND PALLIATIVE CARE ON CAPITOL HILL



**T**he Hospice Action Network was created by NHPCO in April 2007 as The Alliance for Care at the End of Life and officially changed its name to the Hospice Action Network in 2010. Since its inception, the organization has worked to preserve, protect and strengthen the Medicare hospice benefit, and to ensure compassionate, high-quality care for all Americans facing life-limiting illness. HAN employs a variety of strategies to achieve that goal, from grassroots advocacy to social media to good old, shoe-leather lobbying.

Several of those strategies were on display recently, as NHPCO and HAN hosted a Congressional briefing to bring attention to end-of-life issues, worked with Congressional champions to introduce new end-of-life bills, and trained the next generation of grassroots advocates to build support for our policy objectives.

**NHPCO *Being Mortal* event brought Members of Congress, industry experts, and a well-known family caregiver together to discuss advance care planning**

## Five Members of Congress Speak about End-of-Life Care

On Wednesday, June 22, NHPCO hosted a Congressional screening of the PBS/Frontline documentary, *Being Mortal*, based on Dr. Atul Gawande's best-selling book of the same name. The film and accompanying discussion helped educate Members of Congress, congressional staff, policymakers and other stakeholders about the challenges the health care delivery system has serving individuals with advance and life-limiting illness and their families.

**NHPCO and  
HAN hosted a  
Congressional  
briefing to bring  
attention to end-  
of-life issues...**

Several Members of Congress shared their personal stories about hospice and end-of-life with the audience of nearly 200 people that included many Congressional staffers and hospice advocates.

Dr. Gawande was the featured panelist for the evening and led the discussion that followed the Emmy-nominated film. He was joined by Rory Feek, a Grammy-nominated country music singer/songwriter and caregiver to his late wife, Joey.



ATUL GAWANDE, MD.

“It was heartening to see so many hospice champions and congressional leaders come out for this screening,” said J. Donald Schumacher. “Through events like this, NHPCO continues to educate policymakers about end-of-life issues and build support for our legislative agenda.”

Schumacher kicked off the evening by welcoming Senator Mark Warner (D-VA). Senator Warner

shared the poignant story of his mother, who suffered advanced dementia and was non-verbal for nine years. He spoke of his family’s pain in caring for and making decisions for his mother – who had no advance directive and could not speak for herself – fearful that they were making choices that wouldn’t comply with her wishes.



SENATOR MARK WARNER (D-VA)



CONGRESSMAN PHIL ROE (R-TN-1)

Congressman Phil Roe (R-TN-1) shared his perspective as both a physician who struggled to support patients with advance illness, and as a husband watching his wife quickly succumb to late-stage cancer.



SENATOR SUSAN COLLINS (R-ME)

Senator Susan Collins (R-ME) spoke of her efforts, as Chair of the Senate Aging Committee, to bring more attention to these important issues.



CONGRESSMAN EARL BLUMENAUER (D-OR-3) AT THE PODIUM IN THE DIRKSEN SENATE OFFICE BUILDING.

Congressman Earl Blumenauer (D-OR-3), a longtime advocate for high quality end-of-life care who has worked tirelessly to find common ground with his Republican colleagues on important end-of-life legislation voiced his appreciation for our nation’s dedicated hospice and palliative care providers.





CONGRESSMAN TOM REED (R-NY-23) IS WELCOMED BY NHPCO'S DON SCHUMACHER.

Congressman Tom Reed (R-NY-23) shared that his mother's experience with hospice led him to become a hospice volunteer himself. "It was easier to get my top-secret security clearance than it was to train to become a hospice volunteer," Reed quipped to the audience.

Following the screening of the film, the audience was treated to a panel discussion featuring the book's author, Dr. Gawande, as well as CMS Chief Medical Officer Patrick Conway, and Rory Feek, a Grammy-nominated country singer/songwriter and caregiver to his late wife, Joey.



THE PANEL DISCUSSION FEATURED, FROM L TO R: DR. ATUL GAWANDE, DR. PATRICK CONWAY, AND RORY FEEK.

The panelists provided a range of perspectives about end-of-life care, how physicians might do better, the role of patients and families in

advocating for themselves, and the importance of federal policy in promoting early advance care planning and access to hospice and palliative care.



CELEBRATED COUNTRY-MUSIC SINGER AND SONGWRITER RORY FEEK WORE HIS SIGNATURE OVERALLS FOR HIS VISIT TO CAPITOL HILL.

Rory's story was especially heartfelt, as he shared a preview of an upcoming documentary he's releasing in September, TO JOEY, WITH LOVE.

"In the era of the 24-hour news cycle and the 140-character sound bite, it can be challenging to get the attention of policymakers and Congressional staff," said NHPCO Vice President of Health Policy,



PICTURED ARE DR. ATUL GAWANDE, NHPCO'S PRESIDENT AND CEO J. DONALD SCHUMACHER, AND COUNTRY-MUSIC SINGER SONGWRITER RORY FEEK.

Hill Event Photos: Sol Tucker Push Media Group.

Through events like this, NHPCO continues to educate policymakers about end-of-life issues and build support for our legislative agenda.

Sharon Pearce. “But by screening *Being Mortal* and highlighting personal stories like Rory Feek’s, NHPCO was able to raise awareness about and support for high-quality end-of-life care.”

The event was featured in the [“Reliable Source”](#) section of The Washington Post.

In all, the event succeeded in re-igniting the dialogue on Capitol Hill about end of life, and brought greater attention to and support for our important legislative initiatives.

This screening, hosted by NHPCO, was made possible by a grant from The John and Wauna Harman Foundation in partnership with the Hospice Foundation of America who is coordinating a national outreach campaign, [the Being Mortal Project](#) with screenings and outreach events taking place throughout the country.



RORY FOUND TIME TO VISIT SOME DC LANDMARKS, INCLUDING THE WHITE HOUSE.

## Rory Feek Shares His Heart for Hospice

At the invitation of NHPCO, singer, author, and filmmaker Rory Feek joined a distinguished panel on Capitol Hill to participate in a Congressional briefing about hospice and end-of-life issues. Here is an excerpt from a post Rory wrote on his popular blog, “This Life I Live,” about his experience testifying in Washington.

*I was blessed with the opportunity to be part of two very special events that were for causes that are near-and-dear to my heart, and Joey’s. The first one took place in Washington, DC.*

*I had been invited to DC by the National Hospice and Palliative Care Organization to take part in a Congressional briefing on hospice and end-of-life issues. I am not a political person in any way, but I am passionate, like my wife was, about people having the right to choose a better way to spend their final days, weeks and months. So early last week, our manager Aaron and I flew to our nation’s capital to be part of a roundtable discussion on Capitol Hill in front of some members of the House, the Senate and many other nice folks that were there.*

*One of the speakers, a wonderful doctor and author named Atul Gawande, showed his powerful PBS documentary “Being Mortal” and he and others spoke about important legislation for hospice initiatives. Then the moderator showed the trailer for Joey’s documentary and asked me to share some of our story and what a difference hospice made in our lives during that difficult time.*

*I’ve been amazed to learn how many people are scared of the word ‘hospice’, and end up spending most of their remaining days fighting, struggling to find a cure that never comes...and miss precious time with their family and friends that they could be spending while they’re still here and healthy enough to enjoy it. I am so proud and in awe of Joey and the wonderful gift of time and memories that she gave all of us during the final months of her life. Hospice and their doctors and nurses are part of how that happened for us.*

**READ RORY’S ENTIRE POST, “STRONG FOUNDATIONS.”**



# To Joey, With Love

In Theaters September 20 and October 6



Husband-and-wife singing duo Joey+Rory wanted more to life ... so they chose less. In preparation for the birth of their child, the couple simplified their lives by putting their music career aside and staying at home, planting roots deep in the soil of their small farm, and the community they loved.

They believed God would give them a great story ... and He did.

In select theaters for two special showings—Tuesday, September 20 and Thursday, October 6—you can experience the incredible true story of Joey and Rory Feek in the poignant new film **TO JOEY, WITH LOVE**. Intimately filmed by the couple over two and a half years, the movie documents the stirring journey of the popular singing duo.

**TO JOEY, WITH LOVE.** takes moviegoers from the birth of their daughter Indiana, who was born with Down Syndrome, through Joey's struggle with and ultimate surrender to cancer—all amidst their never-ending hope in something far greater. God gave Joey+Rory a love story for the ages, one that is sure to inspire hope and faith in all who experience it.

You can learn more about **TO JOEY, WITH LOVE.**, find theaters that are showing this special movie, and get your tickets by visiting the [movie's website](#). You can also read more about their story on Rory's blog, [This Life I Live](#).



NHPCO is proud that a 90-second video from our national engagement campaign, Moments of Life: Made Possible by Hospice, will be included as part of the preshow at theaters showing **TO JOEY, WITH LOVE**.

...you can experience  
the incredible true story  
of Joey and Rory Feek...

## 2016 Advocacy Intensive a Success

### Hospice Advocates Converge on Capitol Hill

Our commitment on Capitol Hill continued this summer with the annual Advocacy Intensive, hosted July 18 - 19, 2016, by NHPCO and the Hospice Action Network. Nearly 250 hospice advocates from 120-plus hospices attended, representing 46 states and Puerto Rico. More than two-thirds of attendees were first-time participants from key Congressional districts who brought fresh voices to our hospice message.

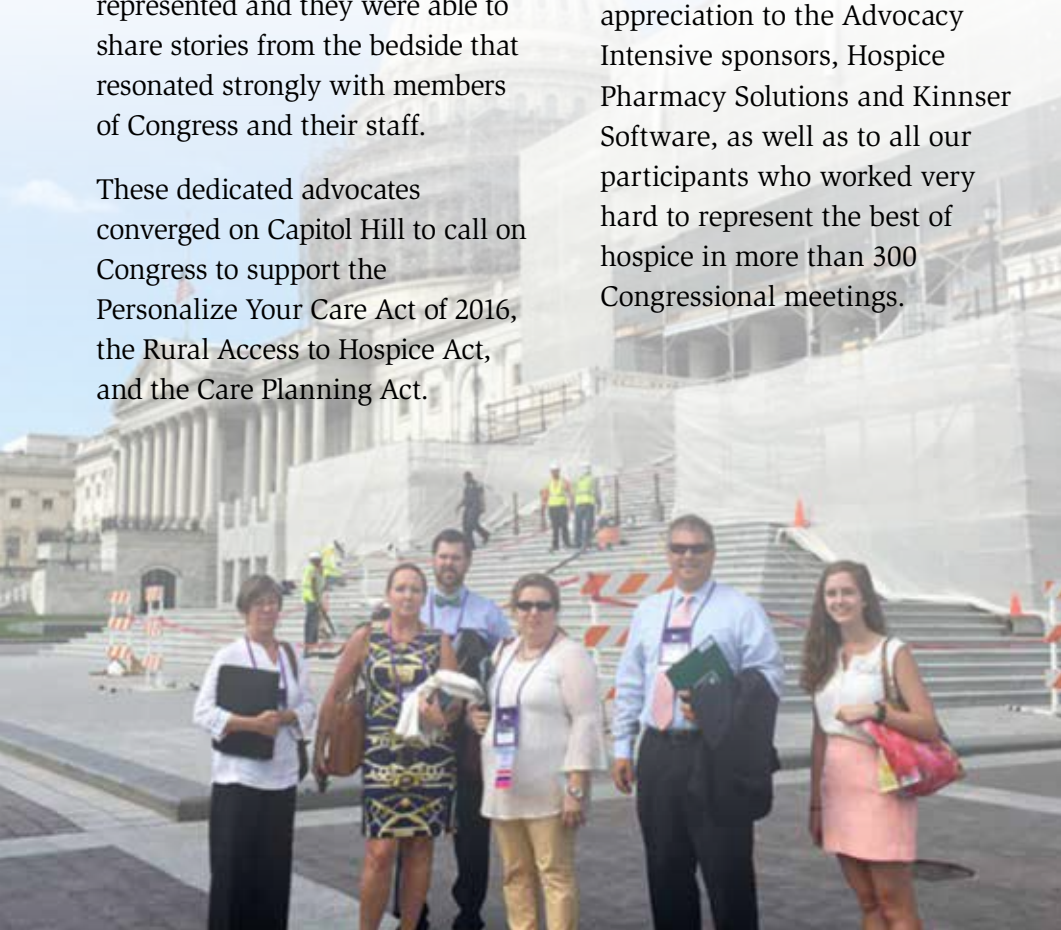
All the members of the interdisciplinary team were represented and they were able to share stories from the bedside that resonated strongly with members of Congress and their staff.

These dedicated advocates converged on Capitol Hill to call on Congress to support the Personalize Your Care Act of 2016, the Rural Access to Hospice Act, and the Care Planning Act.

This year's Advocacy Intensive theme was "Advocacy in Your Backyard." During the two-day event, attendees learned best practices for advocating for hospice and how to connect directly with their members of Congress not only on Capitol Hill but back in their home communities.

"Since the inaugural HAN Advocacy Intensive in 2012, more than 1,000 hospice advocates have shared their caregiving stories on Capitol Hill," said NHPCO President and CEO J. Donald Schumacher. "Our advocates make quite an impact on Members of Congress and leave Washington with tools and resources to advocate for hospice in their own community."

NHPCO and HAN extend deep appreciation to the Advocacy Intensive sponsors, Hospice Pharmacy Solutions and Kinnser Software, as well as to all our participants who worked very hard to represent the best of hospice in more than 300 Congressional meetings.





July 18-19, 2016!

# THE HAN ADVOCACY INTENSIVE

*advocacy in your backyard*

**NHPCO and the Hospice Action Network would like to thank the following programs for sending attendees to the 2016 Advocacy Intensive on July 18 and 19. We thank these programs and organizations for their ongoing commitment to preserving and protecting access to end-of-life care in the United States.**

Alive Hospice	Florida Hospice & Palliative Care Association	Hospice of Central Pennsylvania	Montgomery Hospice
Arizona Hospice and Palliative Care Org	Gentiva	Hospice of Orange and Sullivan Counties	Mountain Valley Hospice & Palliative Care
Ascend	Georgia Hospice and Palliative Care Organization	Hospice of Salina	Nebraska Hospice & Palliative Care Association
Aseracare	Good Shepherd Hospice	Hospice of Siouxland	New Hampshire Hospice and Palliative Care Org
Barnabas/VNA Hospice and Palliative Care	Gulfside Hospice & Pasco Palliative Care	Hospice of Southern Maine	New Jersey Hospice and Palliative Care Org
Bayada Hospice	Haven Hospice	Hospice of Southwest Virginia	Oregon Hospice Association
Bristol Hospice, LLC	HCI Care Services	Hospice of Spokane	Prairie Home Hospice & Community Care
Caldwell - Heart 'n Home Hospice & Palliative Care	Healthcare Market Resources	Hospice of the Bluegrass	Providence Hospice of Seattle
Care Dimensions	Heart N Home Hospice & Palliative Care	Hospice of the Panhandle	Regional West Hospice
Care Initiatives Hospice	Heartland Home Health Care and Hospice	Hospice of the Western Reserve	Seasons Hospice & Palliative Care
CareFirst	Heartland Hospice	Hospice of Western Kentucky	Texas & New Mexico Hospice Org
CareFirst NY, Inc.	Holy Name Hospice	Hospice Pharmacy Solutions	The Carolinas Center for Hospice and End of Life Care
Carroll Hospice	Home Care & Hospice Association of NJ	Hospice Services of Northwest Kansas	The Center for Hospice Care
Casa De La Luz Hospice	HoriSun Hospice	Hospicio Toque de Amo	The Denver Hospice
Catskill Area Hospice and Palliative Care	Horizon Hospice	HPCA	Transitions LifeCare
Center for Hospice Care	Hospice & Community Care	JSSA Hospice	Treasure Coast Hospice
CHI Health at Home	Hospice & Palliative Care Association of Arkansas	Kentucky Association of Hospice and Palliative Care	Treasure Valley Hospice
Coastal Hospice	Hospice & Palliative Care Association of NYS	Kindred Hospice	Tri-County Hospice Services, Inc.
Commanche County Memorial Hospital and Hospice	Hospice & Palliative Care Charlotte Region	LifePointe Hospice	UPMC
Community Hospice	Hospice & Palliative Care Network of Maryland	LightBridge Hospice	Virginia Association for Hospices & Palliative Care
Compassus Hospice and Palliative Care	Hospice at Home	Los Alamos Visiting Nurse Service	VITAS Healthcare
Concord Regional VNA	Hospice Buffalo	Louisiana Mississippi Hospice Palliative Care Org	VNA Care Network & Hospice
CT Association for Healthcare at Home	Hospice By The Bay	Maine Hospice Council, Center for End of Life Care	VNA Hospice and Palliative Care
Delaware Hospice, Inc.	Hospice For All Seasons	Masonic Village Hospice	VNSNY Hospice and Palliative Care
Elizabeth Hospice	Hospice House	Michigan HomeCare & Hospice Association	Wellmont Hospice
Emmanuel Hospice	Hospice in the Pines	Midland Care Hospice	
Fairview Hospice and Palliative Care		Midland Hospice	
Family Hospice and Palliative Care/ HNA of UPMC		Missouri Hospice	
		MJHS Hospice and Palliative Care	

**HAN's mission is to advocate, with one voice, for policies that ensure the best care for patients and families facing the end of life.**

HAN would also like to recognize our Advocacy Intensive sponsors Hospice Pharmacy Solutions and Kinnser Software for their support of the Advocacy Intensive.



## Virtual Hill Day Amplifies the Hospice Message

### Galvanizing Hospice Advocates to Support the Call to Congress

In addition to the work that the on-the-ground advocates accomplished on Capitol Hill, advocates and hospice supporters across the country participated virtually by contacting their elected officials in the annual Virtual Hill Day coordinated by the Hospice Action Network.

More than 230 phone calls and 180 emails representing 41 states were received by Congressional offices specifically calling for support of the Personalize Your Care Act of 2016, the Rural Access to Hospice Act, and the Care Planning Act. The flood of virtual advocacy along with the hospice advocates carrying this message to the halls of Congress resulted in a coordinated voice of hospice that was strong, enthusiastic and on message.

Virtual advocates further amplified the voice of hospice by taking to social media to share the call for action and support.



### Be an Advocate

Want to be sure you're up to date on hospice and palliative care advocacy issues, calls to action, and insight from the field? Then be sure to register with the Hospice Action Network at [www.hospiceactionnetwork.org/joinus](http://www.hospiceactionnetwork.org/joinus), and follow us on Facebook and Twitter. It's the easiest way to be connected to advocacy in the field.

## Our Legislative Agenda

The Hospice Action Network advocates for pieces of legislation that ensure timely access to hospice and palliative care services, improve hospices' access to a qualified, trained workforce, assure appropriate reimbursement for services, and promote effective oversight to promote high quality care, transparency, accountability and patient choice.

This year, the Advocacy Intensive focused on building support for two key policies: legislation that promotes advance care planning and early access to hospice care (HR 5555, the Personalize Your Care Act/S. 1549 the Care Planning Act), and legislation that facilitates hospice care in rural communities (S. 2786/HR 5799, the Rural Access to Hospice Act).

Both the Personalize Your Care Act and the Care Planning Act work to improve advance care planning so that an individual's end-of-life wishes will be honored even if they are no longer able to communicate them. The bills also authorize demonstration projects to allow hospice care alongside more conventional, curative treatments. There are some differences between the two bills, but in general, they would both support advance care planning and earlier access to hospice and palliative care.



The Rural Access to Hospice Act addresses a statutory barrier that inhibits access to hospice in rural communities. When patients enroll in hospice, they select a physician or nurse practitioner to serve as their attending physician. The attending physician collaborates with the hospice in the development of the care plan, and is kept informed of the patient's care. Typically, the attending physician is reimbursed for these services under Medicare Part B. Unfortunately, Rural Health Clinics (RHCs) or Federally Qualified Health Centers (FQHCs) do not bill Medicare under Part B; they are paid a fixed, all-inclusive payment for all services provided to Medicare beneficiaries. Because of this billing challenge RHC and FQHC clinicians cannot be paid for hospice attending physician services. The Rural Access to Hospice Act corrects this problem by allowing RHCs and FQHCs to receive payment for serving as the hospice attending physician.

Visit the HAN website for more information about [HAN's Legislative Agenda](#).



[PRINT-FRIENDLY PDF](#)

## Attention Hospice Providers!

### Are You Losing Money Due to NOE Errors?

The NOE Tracker is a first-of-its-kind software that will help you avoid thousands of dollars in lost monthly revenue and excessive hours of data entry/re-entry, follow-up and appeals diligence.

- 1 NOE Tracker Validates Data**  
50% of entries into DDE with errors WILL BE PENALIZED as the result of a processing delay.
- 2 NOE Tracker is Faster & Easier**  
Manual entry with DDE requires 3 dates, 5 NPI numbers, 5 physician names and many screens to navigate through.
- 3 NOE Tracker Clarifies Status**  
Manual search efforts using DDE require research every day for every patient.

Call or email us today to learn more about how NOE Tracker can help you speed up, improve accuracy, eliminate redundant data entry, and AVOID PENALTIES.

 For more information, contact [NOEtracker@simione.com](mailto:NOEtracker@simione.com) or call 844.293.1526

**Simione**<sup>™</sup>  
HEALTHCARE CONSULTANTS

**PROBLEM SOLVED!**

## NOE Tracker Helps Hospice

Your first month is FREE  
with a new 3-year contract!

ADC 1-100

**\$499** MONTHLY FEE  
PER PROVIDER

ADC 101+

SPECIAL PRICING AVAILABLE





## Helping Hospice and Palliative Care Patients Keep Their Pets

People have come to bond with their pets in much the same way they bond with people. Pets are treated and loved like family members and they comfort their owners much like a close friend or relative. It is no wonder then that during one of the most important and challenging life stages — the end-of-life journey — pets can play a critical role.

For these pet families, the human-pet bond takes on deeper meaning and value. Pets may serve as their sole source of companionship, comfort and love and

give them hope and a reason to get up every day. As their illness progresses, most patients will need help with pet care issues.

Some patients are fortunate to have a broad support network and receive all the assistance they need. Unfortunately, as some families deal with grief and loss surrounding the patient's illness, beloved pets may be overlooked or treated as an afterthought by family members who are unfamiliar with the patient's bond with a pet.

Since 2009, Pet Peace of Mind has provided the solution to this challenging situation. Pet Peace of Mind helps local nonprofit hospice and palliative care

organizations meet the needs of their patients with pets.

“I know of countless patients who have said that their pet is their lifeline. Pets are great medicine for coping with the anxiety that comes from dealing with a serious medical condition. For many patients, keeping their pets near them during the end-of-life journey and finding homes for their beloved pets after they pass is one of the most important pieces of unfinished business,” said Dianne McGill, president and CEO at Pet Peace of Mind.



Pet Peace of Mind helps nonprofit hospices and palliative care organizations successfully build volunteer-based programs that help patients maintain the bond with their pets. PPOM provides a turnkey program covering everything an organization needs to get started including a well-established program module, staff and volunteer training, start-up funding, marketing materials, and plenty of ongoing coaching once the program is operational.

**Here are a few of the benefits to adding a Pet Peace of Mind program:**

- The human-pet bond enhances the quality of life for hospice and palliative care patients.
- Pet Peace of Mind supports your mission of providing caring comfort for the patient’s entire family.
- Your organization gains visibility by serving as the catalyst to rally pet lovers in your community to help patients with their pet care needs.
- Pet-focused programs attract new volunteers.
- Pet Peace of Mind helps attract new donors who are passionate about helping people care for their furry family members.

Learn more about Pet Peace of Mind and share some of the touching videos available at <http://petpeaceofmind.org>.

Hospice and palliative care providers with specific questions about Pet Peace of Mind may email [info@petpeaceofmind.org](mailto:info@petpeaceofmind.org).

“A Program for the Love of Pets” is a video available on the Moments of Life: Made Possible by Hospice website that shares the story of the care Pet Peace of Mind provided to Sharon’s beloved Yorkshire Terriers, Shelby and Yogi.

**PPOM provides a  
turnkey program  
covering everything an  
organization needs to  
get started...**

**PRINT-FRIENDLY PDF**



# NHPCO Solutions Center: A Valuable Resource for Members

**By Cassius Harris**  
**NHPCO Solutions Coordinator**

Are you having issues placing a marketplace order? Are you frustrated with downloading a document from the NHPCO website? How about accessing a webinar or downloading an MP4? If these are the kinds of issues that you struggle with, then look no further than NHPCO's Solutions Center.

The Solutions Center consists of three passionate individuals who are dedicated to providing top quality customer service. From providing support related to NHPCO membership to solving problems related to webinar and conference registrations, the solutions team ensures that members/nonmembers are getting the most out of their NHPCO experience.

Additionally, the solutions team has expertise in education, regulatory, membership and research. If they cannot provide you with the correct solutions, they are more than willing to transfer you to the appropriate department to fulfill your needs.

**Listed below are the top five calls that the Solution Center deals with on a regular basis:**

1. Membership
2. Log-In information
3. Webinar/MP3/MP4
4. Marketplace
5. Conference Registration

If you are looking for a great resource or a helping hand, please feel free to contact NHPCO's Solutions Center at 800-646-6460. The hours of operation are Monday through Friday from 8:30 AM–5:30 PM eastern standard time.



**Lorna Etienne** is a two year veteran of the Solution Center, splitting her duties between the

Solution Center and the Meetings Department. In Lorna's free time she likes to challenge her body and mind with indoor rock climbing.



**Cassius Harris** has been an employee of the Solutions Center for over nine years. Cassius has a Bachelor of Arts

degree in Sports Communications from Marshall University in Huntington, WV. He enjoys educating members about NHPCO and answering inquiries regarding hospice and palliative care.



**Carla Phillips Smith** has been working in the Solutions Center as a Solutions Associate, and

with the National Council of Hospice and Palliative Professionals (NCHPP) team for a year; this fall she transitions to the membership team. Carla has a Bachelor's of Arts in Psychology from the University of Maryland University College. Carla enjoys working with our members and non-members assisting with their needs and our shared mission to improve care at the end of life.



# Advance Care Planning for Primary Care Practitioners

A 4-HOUR, SELF-PACED CERTIFICATE COURSE

LEARN MORE: SARAHLAWRENCE.EDU/EOL

SARAH  
LAWRENCE  
COLLEGE  
END of LIFE  
CARE



## ACCREDITATION IN YOUR FIELD

FOR PROVIDERS. BY PROVIDERS.

ACHC offers a consultative accreditation approach for hospice agencies, providing a strong foundation to:



Demonstrate your  
commitment to **quality**.



Create **distinction**  
among competition.



Drive continuous  
**improvement**.

Begin your ACHC experience by visiting → [achc.org](https://www.achc.org)  
ACCREDITATION COMMISSION *for* HEALTH CARE



FOR PROVIDERS.  
BY PROVIDERS.™



# NATIONAL HOSPICE AND PALLIATIVE CARE MONTH: OUTREACH MATERIALS FOR NOVEMBER

By Jon Radulovic  
NHPCO Vice President, Communications

## Know Your Options!

This is the theme for November's National Hospice and Palliative Care Month. NHPCO has created some outreach materials that providers can use to promote this important month of awareness in the community.

The goal is to make outreach easier and more affordable for all members, large and small, during National Hospice and Palliative Care Month and beyond.

Members are also encouraged to use the theme and tagline in other aspects of their outreach. Doing so saves time and development costs, but also helps promote unified messaging in communities all across the country.

Materials include two ads in different sizes, posters, digital graphics and more. We encourage providers to be as creative as possible in using these materials that are linked in the Outreach Tools section of the website, [www.nhpc.org/outreach](http://www.nhpc.org/outreach).



**KNOW YOUR OPTIONS!**

Learning about your care options if you or a loved one is facing a serious or life-limiting illness can offer hope during difficult times. Hope to live life as fully as possible – even up to the final moment.

**Hospice** brings you and your family compassionate care when a cure isn't possible. **Palliative Care** provides comfort and support earlier in the course of a serious illness. And **advance care planning** lets you make your wishes known. The time to learn about your options is before you're faced with a medical crisis.

**NATIONAL HOSPICE & PALLIATIVE CARE MONTH**  
November 2016  
*Know Your Options!*

Learn what options might be right for you at [www.momentsoflife.org/options](http://www.momentsoflife.org/options).

**KNOW YOUR OPTIONS!**

If you or a loved one is facing a serious or life-limiting illness, the best time to learn about your options is before you're faced with a medical crisis.

**Palliative Care** offers comfort and support earlier in the course of an illness. **Hospice** brings you and your family high-quality, compassionate care when a cure is not possible. Together, **Hospice** and **Palliative Care** can help you live each moment of life to the fullest.

**NATIONAL HOSPICE & PALLIATIVE CARE MONTH**  
November 2016  
*Know Your Options!*

Learn what options might be right for you at [www.momentsoflife.org/options](http://www.momentsoflife.org/options).

The displays ads are [available online](#) as full-page, half-page horizontal or vertical, and poster-sized in high-resolution PDFs. [Versions of the ads](#) are available without reference to National Hospice and Palliative Care Month, so they can be used beyond November.

## “What Are My Options?” Decision Tool

An [interactive, online tool](#) that walks people through available options and some of the things to consider regarding advance care planning, palliative care or hospice is now available. The options tool is found on the *Moments of Life: Made Possible by Hospice* engagement campaign website.

NHPCO is encouraging all providers to link to this valuable tool (<http://moments.nhpc.org/options>) via

moments of **life**

[SHARE YOUR STORY](#) [FIND A HOSPICE](#) [HOME](#)

SELECT WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT SITUATION?

- MINIMAL SYMPTOMS OR NO EFFECTS
- MODERATE SYMPTOMS OR SIDE EFFECTS
- CONSIDERABLE PAIN AND/OR OTHER SYMPTOMS ARE BEING MANAGED**
- ALREADY IS NOT RESPONDING TO TREATMENT AND/OR YOU A THING WILL IMPROVE SITUATION



their websites, social media, and other materials that they may create for outreach.

## Options Tool Animated Graphics

A series of animated graphics designed to tie-in with hospice month and available in three different sizes have been created to make posting/linking on your website simple. A series of evergreen graphics that can link to the options tool are also available.



"hospice month" theme banners



"evergreen banners"

## CaringInfo.org as a Resource

Once a person understands the importance of making his or her wishes known, we remind providers that free state-specific advance directive forms are available on [NHPCO's CaringInfo.org website](http://NHPCO's CaringInfo.org website).

In fact, CaringInfo.org offers a range of materials and information on many topics related to end-of-life care and advance care planning. So please share and/or link to this valuable online resource to make sure your community members have access to documents and information needed to make their wishes known.

## Additional Resources Now Online

### Basic Outreach

- An Introduction to Outreach
- Event Planning Guide
- Media Relations Tips

### Document Templates

- Press Release for National H/PC Month
- Letter to the Editor (National H/PC Month)
- Letter to the Editor (from a family member who is now a volunteer)
- PSA Radio Scripts
- National H/PC Month Proclamation

### Article Collection

(Evergreen content for use all year)

- Myths of Hospice Care
- Don't Wait to Talk about Hospice
- Hospice and Palliative Care: Making a Difference
- Learn What Hospice Care Really Means to Patients and Families
- How Palliative Care Can Help
- Paying for End-of-Life Care

- It's Never Too Late to Thank a Veteran, Even at the End of Life
- Grief During the Holidays: Some Tips

### Background Documents

(Evergreen content for use all year)

- NHPCO Facts & Figures on Hospice Care in U.S.
- NHPCO Facts & Figures: Pediatric Palliative and Hospice Care in U.S.
- Common Misconceptions About Hospice
- Plus More

PowerPoint presentations and a range of outreach guides for various underserved populations are also available on the NHPCO website.

Visit [www.nhpc.org/outreach](http://www.nhpc.org/outreach)

Through your direct outreach efforts, you shine a powerful light about what you are doing in your community and raising awareness about hospice, palliative care, and advance care planning – all of which are essential components of high-quality care for people coping with serious and life-limiting illness.

If you have questions about your outreach efforts, please contact NHPCO's Communications Team at [communications@nhpc.org](mailto:communications@nhpc.org). Good luck!

## Answers to Common Questions

### Do I need permission to personalize the ads—or use the photos or copy in other materials?

No, NHPCO members (with current, paid membership) do not need permission to utilize these ads in any way that helps them promote their organization and services. In fact, NHPCO encourages members to maximize the use of these materials to advance the hospice and palliative care message!

### How do I personalize the ads and insert my organization logo?

The ads are provided as high-resolution PDFs that can be opened and easily manipulated in Adobe Acrobat Professional or Adobe Illustrator.

### Where can I find the “Member of NHPCO” logo if I also want to insert that?

Various versions of the “Member of NHPCO” logo are also [available online](#). Members can use the logo in these display ads, on other materials, or even on their website to visually communicate their commitment to quality.

...make sure your community members have access to documents and information needed to make their wishes known.

PRINT-FRIENDLY PDF

# INTRODUCING: NHPCO EDGE

By Sue Lyn Schramm, MA, Director, NHPCO Edge

NHPCO Edge has added several very experienced consultants to its roster over recent months. We'd like to introduce just two of our associates this month: **Pam Barrett** and **Pat Gibbons**.



**Pam Barrett, ACSW, FACHE**, is a seasoned hospice executive and Associate Consultant for NHPCO Edge, based in Greensboro, North Carolina. Pam works as a member of the NHPCO Edge team for

organizational assessments, strategic planning and executive coaching engagements.

Pam served as CEO of Hospice & Palliative Care of Greensboro, NC from 1985 to 2007, providing executive leadership and management for a leading Medicare-certified and accredited hospice and palliative care program. During her tenure, she conducted four successful capital campaigns and three (debt-free) building programs.

From 2007-2011, Pam was Executive Vice President for Organizational Excellence with Hospice &

Palliative Care of the Charlotte Region, a large regional hospice. In that role she supported leaders and promoted innovation and best practices, serving as an internal consultant. Pam has consulted to hospices and other nonprofit clients since 2012 and has worked with NHPCO Edge since 2015.

Pam is comfortable working within and across health systems to advance palliative and hospice care best practices. Executive mentoring, succession and sustainability planning, board engagement and fund development are areas of special expertise. Using the practical wisdom of nearly three decades of leadership, she is also an educator, motivational speaker and workshop facilitator.

Pam holds a BA in Sociology and Social Work from Winthrop University in South Carolina, and an MSSW from the University of Tennessee School of Social Work. She is board certified in healthcare management by The American College of Healthcare Executives.





**Pat Gibbons, RN, BSN, CHPN**, is a well-known hospice clinician who has been involved in hospice nursing for more than 35 years. As an Associate Consultant at NHPCO Edge, Pat specializes in advising clients on best practices in operations and planning for freestanding hospice facilities.

Until 2015, Pat served as Clinical Director of the 14-bed inpatient facility operated by Hospice and Palliative Care of Greensboro in Greensboro, North Carolina. Pat has also served on many committees and task forces for the National Hospice and Palliative Care Organization. For eight years she served as the section leader for the Nurse Section of NCHPP, the National Council of Hospice and Palliative Professionals.

Pat has also been very active in HIV/AIDS care throughout her career. 2003, at the request of NHPCO she traveled to South Africa to participate in a workgroup to develop a Clinical Guide to Supportive and Palliative Care for HIV/AIDS in sub-Saharan Africa. She has twice returned to South Africa in connection with her work to support those providing hospice care.

Pat has been featured as a frequent presenter at numerous local, state and national conferences on the subjects of hospice care, access, diversity, the art and science of nursing, HIV, facility-based and GIP hospice care.

**Sue Lyn Schramm, MA**, is the Director of NHPCO Edge, the consulting services division of NHPCO. NHPCO Edge offers guidance to hospice and palliative care providers in strategic planning, business development and market analysis. For more information, see <http://www.nhpco.org/resources/nhpco-edge>. Contact Sue Lyn Schramm at [sschramm@nhpco.org](mailto:sschramm@nhpco.org).

**NHPCO Edge has  
added several very  
experienced consultants  
to its roster...**

## The Intensives: Mastering What's Next in Patient and Family Care



Many of our members are familiar with NHPCO's Clinical Team Conference offered each year in the fall in locations across the country. Our education team has created something new, [\*The Intensives: Mastering What's Next in Patient and Family Care\*](#) being held October 31 – November 2, 2016, in Hollywood, Florida.

*The Intensives* will immerse attendees in an in-depth learning experience on topics that they choose. Here's how it works: There are eight separate Intensives, each over 1.5 days. Four Intensives are Monday, October 31 to midday on Tuesday, November 1 (group one). Four different Intensives are scheduled from midday Tuesday, November 1 through Wednesday afternoon on November 2 (group two).

Most team members can benefit from the opportunity to customize the learning experience. For example:

- A compliance officer could take the Regulatory and Compliance Intensive from the first group paired with the Quality Intensive from the second group.
- A clinical supervisor or medical director might want to pair the Clinical Practice Intensive with the Community-Based Palliative Care Intensive.
- Any number of staff members could benefit from the Psychosocial and Spiritual Care Intensive from group one paired with the Bereavement Intensive of group two.
- Volunteer Managers won't want to miss the Intensive from group two created just for them.

The pairings are almost limitless. And, if resources are an issue, an individual can register and attend just one of the eight Intensives. [Learn more and register online.](#)

## World Day: Get Involved

Each year, on the second Saturday of October, groups and organizations in countries around the globe help celebrate and support World Hospice and Palliative Care Day (World Day). Some sponsor public awareness campaigns, others engage in advocacy, while others hold fundraising events.

The theme for World Day 2016—on Saturday, October 8—is “Living and Dying in Pain: It Doesn't Have to Happen.”

Many NHPCO members already lend support, but greater participation will make the event that much more effective in 2016 and beyond. If you're not yet familiar with World Day, there's information and free resources available on the [World Day website](#).

If you have already planned an event, please add it to the World Day event [calendar online](#).



## **We Honor Veterans announces new Advocacy Toolkit Partner Resource**



### **WE HONOR VETERANS**

*Caring Professionals on a Mission to Serve.*

4,100 partner organizations, the WHV team strives to provide the best resources available to give our partners the tools they need to serve and honor our heroes at the end of life.

In collaboration with the Hospice Action Network, we have developed the [We Honor Veterans Advocacy Toolkit](#) that will enable our partners to reach out to their Members of Congress, state and local officials and get them involved in veteran-centric activities.

Reaching out and developing relationships with Members of Congress can seem intimidating, however *We Honor Veterans* partners are already well-poised to engage Members of Congress, state, and local officials. All elected officials are concerned about the welfare of our nation's veterans, and the *We Honor Veterans* program can be an effective way to engage Members of Congress in discussions about hospice. The toolkit provides resources for in-district meetings, site visits, sample press release/thank you letters as well as a video how-to on the steps and best practices when involving a Member of Congress in a *We Honor Veterans* Honor Ceremony.

The toolkit debuted at the Hospice Action Network's Advocacy Intensive in July to a session filled with *We Honor Veterans* partners. Rochelle Salinas of Heartland Hospice and Greg Nelson of Hospice of the Piedmont presented on their experiences hosting Congressional members for Veteran recognition events. By going step-by-step through the process and sharing their best practices, their fellow partners were able to hear how to successfully hold an event as well as share stories and give updates on different programs and projects across the country. Many partners discussed what the program has done for their organization and discussed projects and events that have been successful in their communities.

Go to the [We Honor Veterans Advocacy Toolkit](#) page to see how you can reach out and connect with your Members of Congress and get them involved in your next Veteran Honor Ceremony or contact the *We Honor Veterans* team with any questions at [veterans@nhpco.org](mailto:veterans@nhpco.org).

*We Honor Veterans* has created a new toolkit to help our partners advocate and share experiences and stories with elected officials. Supporting over

**Not a We Honor Veterans partner? It's free to join. Visit [www.WeHonorVeterans.org](http://www.WeHonorVeterans.org) to learn more.**



## Team Tri for Hospice: “Caring to the Finish!”



Team Tri for Hospice at the finish line in Annapolis.

Karen Buxton has been a professional coach for over 25 years and has specialized in working with endurance athletes for the past 15. In 2011 Hospice and Palliative Care of Greensboro helped Buxton care for her brother, Jeffrey, in her home during the last 10 weeks of his life. He died at 54, following a ten-year battle with colon cancer.

Buxton soon discovered that she had a number of triathlon training partners who had also been touched by hospice; and they decided to use their passion for the sport as an ongoing vehicle to support the vital community service of hospice care. With that in mind, Buxton started the charity Tri for Hospice in 2012.

That first year the team of athletes, Team Tri for Hospice, dedicated efforts to the NYC Ironman and raised over \$34,000. Over the past four years, Tri for Hospice has raised over \$75,000 for Hospice and Palliative Care of Greensboro

Team Tri for Hospice is made up of Karen Buxton, Charles Fields, Chip Harris, and Becky Sage. Hospice recently helped Becky Sage’s father and mother-in-law in their final stages of life. Charles Fields and Chip Harris, both medical professionals, have seen hospice help their patients and families and have also been touched by hospice in their own families.

This summer, Team Tri for Hospice completed the 35th edition of the “Race Across America – the World’s Toughest Bicycle Race”

cycling 3,069 miles from Oceanside, CA to Annapolis, MD, in 7 days, 16 hours and 53 minutes. Between June 18 and June 26, they raced through 12 states to raise money and awareness for hospice. They finished fourth in the Four-Person Mixed (Under 50) category.

Team Tri for Hospice’s “Race Across America” initiative has seen sponsors, donors and supporters contribute \$40,000 to date – and fundraising efforts continue.

As Team Tri for Hospice reflects on their recent cross country journey, the team would like to thank their “partner hospices” that supported them along the route: Hospice of Havasu (AZ), Our Hospice of South Central Indiana, Hospice of Montezuma (CO), Hospice of the Chesapeake (MD), The Elizabeth Hospice (CA), Sangre de Cristo Hospice and Palliative Care (CO), Benton County Hospice (MO), FairHoPe Hospice and Palliative Care Inc. (OH), Hospice of the Prairie (KS), Lincolnland Hospice of Sarah Bush Lincoln (IL), Hospice and Community Care (PA) and Hospice Care Corp (WV), as well as the many people who stopped along the way to share their hospice experiences with the team, cheer them on and support this worthwhile cause.

Learn more about [Tri for Hospice](#).

# New Jersey Hospice & Palliative Care Organization Receives National Recognition for Outstanding Contribution to Ethical Practices

The [New Jersey Hospice & Palliative Care Organization](#) is the honored recipient of the 2016 Trailblazer Award from the National Hospice and Palliative Care Organization.

NJHPCO President Don Pendley accepted the award at the annual gathering of the Council of States held on July 20 in Washington, DC, following the NHPCO and Hospice Action Network's Advocacy Intensive.

The award honors NJHPCO's Ethics In Practice, a video-based program that has trained hundreds of hospice and nursing home professionals in ethical team decision-making about end-of-life issues.

Don Pendley, president of NJHPCO stated, "It is a great honor to accept the Trailblazer Award on behalf of our Ethics Council. We have already trained over 500 professionals from hospice and nursing homes in our eight-step process to deliberate ethical issues by the team."

"Other state organizations can benefit from what NJHPCO has done to advance quality of care and the attention the New Jersey Hospice & Palliative Care Organization has placed upon ethical practices is outstanding," said J. Donald Schumacher, NHPCO president and CEO.

The Trailblazer Award was created to recognize state organizations demonstrating high levels of excellence, innovation and leadership that expand access to hospice and palliative care, promote quality, and increase awareness.

State hospice organizations that are members of the NHPCO Council of States and have established an innovative program or initiative advancing hospice and/or palliative care within its home state are eligible for the annual Trailblazer Award.



Lto R: NJHPCO Trustee and current Ethics Council Chairman William Isele of Archer & Greiner; Chris Edwards, formerly of Haven Hospice; Diana Kwiecinski of Lighthouse Hospice (past Ethics Council Chairperson); Theresa Moran of Passaic Valley Hospice; and Don Pendley, NJHPCO President.

### Community Hospice Marketing Efforts Garner National Recognition



Community Hospice's award-winning television commercial.

The *We Choose* advertising campaign created by Community Hospice of Northeast Florida and ruckus. advertising + public relations has received a multitude of national awards from health care advertising peers.

A rousing television commercial, affectionately known as "[Harmonica Man](#)," won two Telly Awards – a Bronze Award for Commercial Not-for-Profit and a People's Telly Bronze Award (which is recognition from industry leaders, producers and advertising professionals).

The organization was awarded four Health Care Advertising Awards including two golds, one silver and two merit awards. The *We Choose* campaign also notched two 2016 Aster Awards; gold for the *We Choose* print advertising and silver for the *We Choose* outdoor advertising campaign for billboard design. Aster Awards are an elite competition dedicated to recognizing the nation's most talented health care marketing professionals for outstanding excellence in advertising.

### Brown's Medical School, Hope Hospice RI Extend Affiliation

The Warren Alpert Medical School of Brown University and Hope Hospice & Palliative Care Rhode Island have renewed and expanded their affiliation for five more years, the institutions announced last July.

Hope Hospice RI President & CEO Diana Franchitto praised the new accord and the partnership it represents saying, "The renewal of this agreement between such a prominent, renowned medical school and a national hospice and palliative care leader underscores the growing emergence of hospice and palliative care into mainstream medicine."

"We are honored this renewal allows us to continue to train the next generation of physicians to understand the role and importance of caring for those who are seriously ill," said Edward W.



Martin, MD, MPH, FAAHPM, Chief Medical Officer, Hope Hospice & Palliative Care Rhode Island and clinical associate professor, Warren Alpert Medical School of Brown University.

Diana Franchitto and Edward W. Martin.



## Procura Healthcare Software to Acquire Suncoast Solutions

Procura Healthcare Software announced on July 7, 2016, that it has entered into a definitive agreement to acquire Suncoast Solutions, the hospice technology arm of Empath Health. This transaction joins two of the strongest performing companies in the healthcare industry and deepens Procura's commitment to the industry's hospice segment.

Learn more about this acquisition by [reading the article on ehospiceUSA.](#)

## New President of Haven Hospice and VNA/HFK



Haven Hospice, based in Gainesville FL, and Visiting Nurse Association & Hospice of

the Florida Keys (VNA/HFK) announce the appointment of Gayle Mattson as President. Mattson will have overall responsibility for the development and execution of the strategic, operational and clinical programs and services provided to the patients and families served by Haven Hospice and VNA/HFK.

L to R: Melanie Dickinson, Publisher of *South Florida Business Journal*, Honorees Kal Mistry, and Lonnie Mairer, FPL FiberNet.

## VITAS Executive Named Among Influential Business Women By South Florida Business Journal

VITAS Healthcare Executive Vice President and Chief Administrative Officer Kal Mistry was honored by the *South Florida Business Journal* as one of its 2016 "Influential Business Women." Kal and the other honorees were celebrated at an awards luncheon on May 20, 2016 in Fort Lauderdale, Florida.

Kal leads VITAS Healthcare's strategic workforce initiatives in the areas of recruitment, compensation and benefits, employee relations and risk management. She also oversees VITAS' communications and public relations functions, as well as the company's brand reputation online.



### **Good Shepherd Hospice Welcomes New Executive Director**



Good Shepherd Hospice, an affiliate of Chapters Health System, welcomes Paul Marois, RN, MBA as its new executive director. A respected leader in hospice and home health, Paul Marois brings 25-plus years of experience in business development, management and administration. Marois will manage operations and strategic business development for Good Shepherd Hospice, which provides expert hospice care and support services to more than 600 patients and their loved ones each day in Polk, Highlands and Hardee counties of Florida.



### **Hospice Community Mourns Death of Connie Raffa**

Connie A. Raffa, JD, LLM, an attorney with Arent Fox LLP in New York, died at her home on July 7, 2016, following a battle with cancer. She was 67. Connie, who was well known throughout the hospice and palliative care community, was a staunch legal advocate working on behalf of hospice throughout her professional career.

NHPCO remembers Connie fondly and is grateful for all she has done to support the work of the organization and the broader hospice community. [An obituary is available online.](#)







## Interested in starting a pet care program for your patients?

Pet Peace of Mind offers a turnkey program for nonprofit hospices that covers all aspects of pet care for your patients. Visit [petpeaceofmind.org](http://petpeaceofmind.org).



## Transform your HOSPICE

Click to Learn **HOW**



[www.multiviewinc.com](http://www.multiviewinc.com)  
828-698-5885

**MVI**  
MULTI-VIEW INCORPORATED



Software for Hospice,  
Built by Hospice.



- Web-Based Clinical Charting
- Revenue Cycle Management
- Business Intelligence & Analytics
- Mobile Visit & Mileage Management

[Click to Schedule a Demo! >>](#)



## **Book on Grief Helps Readers and Benefits NHF**



Pictured are illustrator Ann Bonville Trombly, and author Ira Baumgarten.

A bench on a small island off the coast of Maine is the centerpiece of the book *A Night on Buddy's Bench: An End of Life Story*.

In the story, the bench represents more than just a place of rest; it's a space for reflection, support, and peace. Author Ira Baumgarten wrote the book as a way to deal with the loss of three family members and he hopes that readers, who may be dealing with grief and loss, will find the content helpful.

Proceeds the hardcover book, which includes beautiful watercolor illustrations by Ira's mother-in-law Ann Bonville Trombly and an audio book version, will be donated to the National Hospice Foundation. Ira chose NHF after doing research online about hospice. Both his mother and aunt received hospice care and as a thank you to caregivers nationwide, he chose to give on the national level.

"Hospice was so helpful to our family and inspired us to write the book and give back," says Ira. [READ MORE...](#)

## **You Can Participate in Workplace Giving**

Does your employer offer matching gifts? Many employers have matching gift programs that can double or even triple your contribution. Make the most of your donation by requesting a matching gift form from your employer. If you send a completed and signed form with your gift, we will take care of the rest!

If you are a federal employee, you can participate in the annual CFC, which runs from September 1 through December 15. Support through the CFC will help such great programs as We Honor Veterans continue to provide programs and services focused on improving the quality of hospice care for Veterans and their families. [READ MORE...](#)

## **Stories from Lighthouse of Hope**



Michael and Sharon Bryant

Michael and Sharon Bryant's wish was to spend time together away from home. In the summer of 2016 the couple received news that Michael had a terminal diagnosis so time away, alone,

would help ease the stress they both were feeling. Jennifer Smith, social worker at Caris Healthcare, applied for a Lighthouse of Hope grant to send the couple on a small getaway to a quaint cabin in the woods. [READ MORE LIGHTHOUSE OF HOPE STORIES...](#)

## **It's Back to School! Help a Nurse or Social Work Student in Africa Today.**



# NHPCO 2017 WEBINAR TOPICS

2 <sup>ND</sup> THURSDAY	INTERDISCIPLINARY
January 12	Discontinuing Medication Appropriately
February 9	Renal Disease: A Palliative Approach
March 9	Veterans: Care at the End of Life
April 13	Advanced Grief and Bereavement Care
May 11	Trauma-Informed End-of-Life Care
June 8	Drug Addiction and End-of-Life Pain Management
July 13	Avoiding Compassion Fatigue and Burnout
August 10	Billing for Community-Based Palliative Care Services
September 7*	Spiritual Care for the Non-Religious
October 12	Addressing Drug Diversion
November 9	Advancing Hospice Care Upstream
December 7*	End-of-Life Care in Lung Disease

As you plan your 2017 budget and education calendar, include this opportunity to bring teams together to stay on top of pressing issues in the field while earning continuing education credit in one of the most cost effective and affordable ways.

**BUY A 2017 WEBINAR PACKAGE NOW AND SAVE UP TO 20%!**

Register online at:  
[www.nhpc.org/webinars](http://www.nhpc.org/webinars)

4 <sup>TH</sup> TUESDAY	QUALITY AND REGULATORY
January 24	Documentation: Compliant and Complete
February 28	"Hot Topics:" Regulatory and Quality
March 28	Sustaining Lessons Learned from PIPs
April 25	Part D, Drug Disposal, Drug Review: Issues and Concerns
May 23	Root Cause Analysis: Digging Deep
June 27	Hospice Audits: Surviving and Thriving
July 25	Community-Based Palliative Care Certification
August 22	"Hot Topics:" Regulatory and Quality
September 26	Performance Improvement Priorities
October 24	Balancing Compliance and Compassionate Care
November 28	Eligibility and Prognosis: Determination Challenges
December 19*	Hospice CAHPS® Survey: Using Measures to Assess and Improve Performance



\*Denotes change from regular schedule to avoid conflicts





## News From **Global Partners in Care**

### **The Tale of a Successful Partnership**



Participants in Samaritan's Painting with a Twist fundraiser display their humanitarian masterpieces.

Many of our Global Partners in Care U.S. partners engage in unique activities to maintain a strong and robust relationship with their international partner. The

following article was submitted by Carol Paprocki from Samaritan Healthcare & Hospice. In it she describes how Samaritan has remained committed to their partner, Kawempe Home Care of Uganda.

*Read more...*

### **Partnership and its Impact**

VITAS Innovative Hospice Care of Philadelphia and Khanya Hospice of South Africa have been partners for over ten years. The funds VITAS has raised to support their international partner have been put to good use allowing the organization to focus on caring for their patients despite challenging conditions. In a letter of thanks received from CEO Neil McDonald, he highlights some of the ways the funds have been used. *Read more...*



### **Congratulations to the 2016 African Palliative Care Education Scholarship Recipients**

Global Partners in Care in collaboration with the African Palliative Care Association (APCA) have awarded education scholarships to further the knowledge and skill of African nurses and social workers in the provision of palliative care.

**Congratulations to the following recipients:**

#### **Social Worker:**

*Justine Nyegenye*

Mbale Hospital, Mbale, Kenya

*Rebecca Mirembe*

Uganda Christian Univeristy, Mukono, Uganda

**Learn more** about Global Partners in Care and APCA's scholarship program and find out how you can make a donation.



### **World Hospice and Palliative Care Day is October 8th**

The theme of World Hospice and Palliative Care Day 2016 is: **Living and dying in pain: It doesn't have to happen.** WHPC Day notes that 75% of the world population does not have adequate access to controlled medications for pain relief. As a result, millions of people suffer from pain which is avoidable and could be managed with proper access to the correct medications. *Read more...*



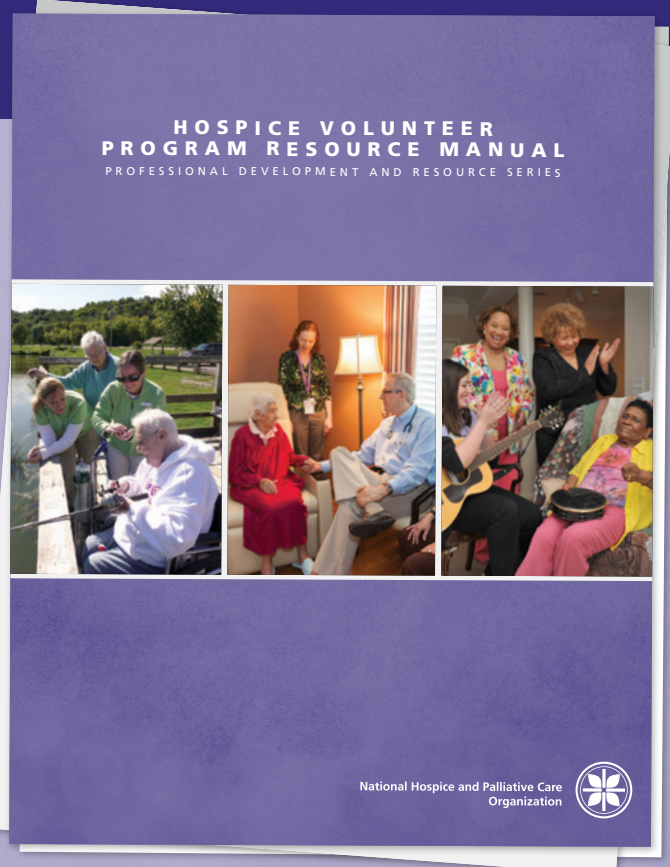


# Now Back in Stock!

This updated **“must have”** manual gives you the tools to create a state of the art volunteer program. It includes competency checklists, surveys, training outlines, job descriptions and sample forms you can adapt to your program’s needs.

**Get yours now!**

[www.nhpco.org/marketplace](http://www.nhpco.org/marketplace)



# NHPCO'S VIRTUAL CAREER FAIR

WEDNESDAY SEPT. 21, 2016  
11:00 AM - 4:00 PM ET

Connect with companies across the nation! If you're exploring career opportunities or looking to add to your team, register today!

[www.nhpco.org/careerfair](http://www.nhpco.org/careerfair)



National Hospice and Palliative Care Organization



# Links to Some Helpful Online Resources

## Quality and Regulatory

- Quality Reporting Requirements
- QAPI Resources
- Regulatory Center Home Page
- Fraud and Abuse
- Past Regulatory Alerts and Roundups
- Staffing Guidelines
- Standards of Practice
- State-specific Resources
- Survey Readiness

## Professional Education

- Education Home Page
- Webinar Schedule
- Upcoming Conferences
- End-of-Life Online
- Pediatric Palliative Care
- Palliative Care Resources

## Outreach

- Outreach Materials
- Social Media Resources
- NHPCO's CaringInfo

## Publications

- Weekly NewsBriefs
- NewsLine
- ChiPPS E-Journal

## Affiliate Publications

- Giving Matters
- Focus on Compassion



National Hospice and Palliative Care Organization



1731 King Street, Suite 100  
Alexandria, VA 22314  
703/837-1500  
[www.nhpc.org](http://www.nhpc.org) • [www.caringinfo.org](http://www.caringinfo.org)

Vice President, Strategic Communications ..... Jon Radulovic  
Advertising Inquiries ..... David Cherry, 703/647-8509  
Membership Inquiries ..... Solutions Center, 800/646-6460

All past issues of NewsLine are posted online: [www.nhpc.org/newsline](http://www.nhpc.org/newsline).

Copyright © 2016, NHPCO and its licensors. All rights reserved. NHPCO does not endorse the products and services advertised in this publication.

Affiliates:

