



2018 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.



NHPCO
Leading Person-Centered Care



NHF
National Hospice
Foundation



HAN
Hospice Action
Network

A MESSAGE FROM LEADERSHIP

This past year, National Hospice and Palliative Care Organization marked its 40th anniversary. In the early days of what was NHO, it's unlikely any of our founding members would have anticipated the growth in hospice care, the expansion into community-based palliative care, and the innovative ways that the interdisciplinary team model has been put into place. The landscape around us has changed, at least partially as a result of the model that our founders set in motion, and the need for person-centered, interdisciplinary care is immense. We have much work to do, together, to bring more care to more people, earlier.

The representative accomplishments listed in this report are broken down by priorities from our current strategic plan that continues through 2019. Our future strategic plan will be informed by the success of our current work as well as the knowledge and expertise of our 40-year history.

In thinking about the work of NHPCO, National Hospice Foundation, and Hospice Action Network, it's impossible not to think about the many hospice and palliative care professionals, volunteers, donors, supporters and advocates who are at the heart of our work. We are a unified community working collaboratively, and as we move forward, more strategically.

Through your membership dues, board service, committee participation, philanthropic support, grassroots advocacy, and your willingness to work together, we have and will continue to accomplish much – and for that, we thank you. As organizational leaders, working on your behalf, we continue to be impressed by the way our community responds, adapts, and evolves.

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

Thank you!



Edo Banach
President and CEO



Gregory Wood
NHPCO Board Chair



Angela Sells
HAN Board Chair

ACCOMPLISHMENTS REFLECTING 2018 STRATEGIC PRIORITIES

Highlights of representative achievements based on the organization's primary strategic priorities.

Assure access to high-quality hospice care to a broad cross-section of patients and families.

- *NHPCO's Standards of Care for Hospice Programs* and the *Pediatric Hospice Standards of Practice* published.
- Monitored, analyzed, and commented on new, changing, and proposed regulations of significance. More than 3,100 members received individualized support from NHPCO staff, reinforcing the value of membership.
- Educational sessions offered at the Management and Leadership Conference, Interdisciplinary Conference, Virtual Conference, and via the monthly webinars put our expertise and resources out in the field.
- Launched the Hospice Compliance Certificate Program in November to a sold-out audience of professionals.
- Supported legislation such as the *Patient Choice and Quality Care Act*, the *Rural Access to Hospice Act*, and *The Medicare Patient Access to Hospice Act* (that was included in 2018 legislation signed by the President in February 2018).
- NHPCO and Hospice Action Network continued serving as the respected voice of hospice and palliative care with members of Congress and with federal regulators.
- HAN's network of grassroots advocates grew to more than 24,000 individuals.

Broaden the spectrum of services to foster a seamless continuum of care for seriously ill patients and families.

- Conducted the Palliative Care Needs Survey and issued findings, led by the Palliative Care Advisory Council.
- Engaged in discussions and awareness activities related to hospice and Medicare Advantage, including a convening hosted in partnership with Better Medicare Alliance.
- Held eight meetings with CMMI officials to discuss opportunities for a serious illness alternative payment model.
- Active in development and launch of the *National Consensus Project Clinical Practice Guidelines for Quality Palliative Care* (4th edition).
- Facilitated Congressional panel for (Senator-elect) Rep. Jacky Rosen to launch a new bipartisan Palliative Care Task Force.
- The We Honor Veterans program has grown to include 4,500 hospice and community-based healthcare partners as well as 99 Hospice-Veteran Partnerships. WHV launched a new Level 5 Partner program.
- Published the 50th edition of the free Pediatric E-Journal, produced by NHPCO's Children's Project on Palliative/Hospice Services.
- Conducted 79 National Council of Hospice and Palliative Professionals chats for members that represented 15,276 chat registrations, a 47% growth over 2017.



Develop a campaign to demonstrate the value of hospice and palliative care services.

- My Hospice Campaign was launched in April 2018; through published op-eds, videos, and social media, providers took positive messages to legislators and the public about the value of person-centered, interdisciplinary care.
- With well over 6.2 million impressions of #MyHospice, and an audience of 57,640,000 for op-ed placements, My Hospice earned an equivalent of \$535,744 in advertising value.

Expand access to data and analytics to support the efforts of the hospice and palliative care community.

- Completed Phase 1 HCCI project: Foundational Hospice Data Report involving Medicare claims and NHPCO membership data.
- Implemented IT managed support with external vendor, developed user-friendly integrations between netFORUM database and other systems, and created multiple layers of technical expertise to ensure higher level of staff support.
- Established work plan for creating protocols from the Vietnam Veteran focus group to prompt program development.

Foster an environment of collaboration with other entities focused on serving patients and families.

- Engaged with external advocacy organizations that included: National Academies for Sciences, Engineering and Medicine, LeadingAge, National Alliance for Caregiving, American Cancer Society, Cancer Action Network, Patient Quality of Life Coalition, The Conversation Project, End Well Project, Horizon Foundation, HHS Center for Faith and Opportunity Initiatives, Aetna, Better Medicare Alliance, Humana, United Healthcare, AAHPM, AHIP, BCBS NC, CAPC, C-TAC, and HPNA.
- Worked collaboratively with Council of States to advance shared goals for the field.
- Maintained joint-providership relationships with eight organizations, universities, and related stakeholders.
- Through National Hospice Foundation's Lighthouse of Hope Fund, awarded over \$46,000 to 51 individuals to allow them to enjoy a special final experience. Additionally, NHF distributed over \$33,000 in Disaster Relief to State Members affected by the hurricanes in Texas and Florida.
- Launched a multi-level NHPCO Partner Program outlining opportunities for partnerships and collaborations with outside organizations.
- Developed a research plan with Association Laboratory utilizing recurring market research survey findings to inform organizational decisions regarding membership.



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Oversees the work of NHPCO and NHF.

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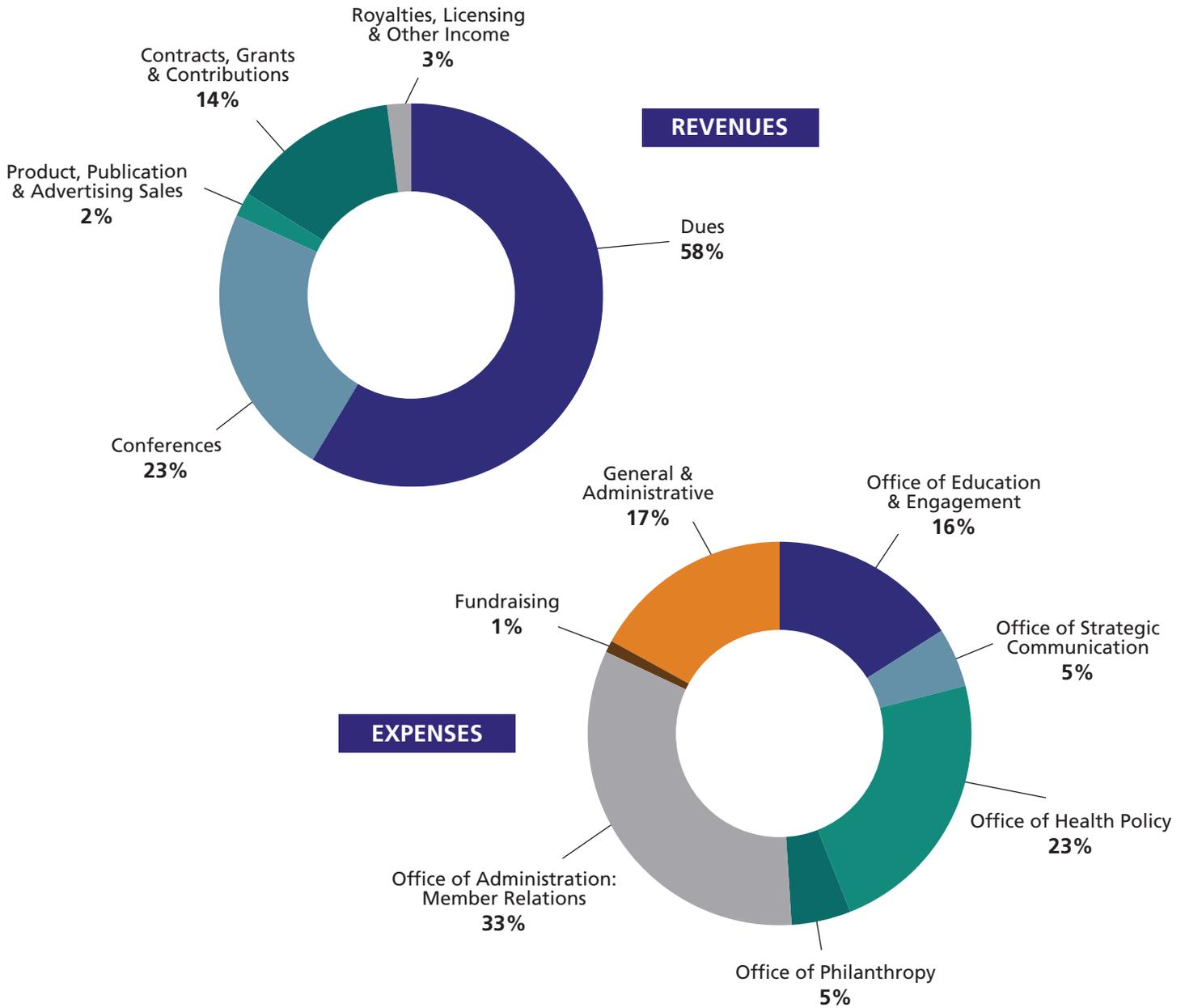
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CONSOLIDATED FINANCIAL INFORMATION

NHPCO and Affiliate Organizations Consolidated Financial Information, 2018 (audited)



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