



2019 Annual Report

Trailblazing a Person-Centered Health Care Model

A Message from Leadership

It seems counter-intuitive to review organizational highlights from 2019 for the annual report during the Coronavirus (COVID-19) pandemic. While much of our current focus of late has centered on providing guidance, resources, education, advocacy, and care related to this global public health emergency, our broader work continues. We should be proud of all that we accomplished within our organization and as a unified provider community. Taking a moment to acknowledge what we achieved in 2019 may remind us of our resiliency and offer some hope for what remains to be done in the future.

No annual report would be complete without our thanks to the members who make the work of NHPCO, NHF, and HAN possible. Through membership dues, board service, committee involvement, faculty participation, philanthropic support, grassroots advocacy, and your willingness to work together, we have and will continue to accomplish a great deal that benefits our family of organizations, our membership, the broader field, and the patients and families that are at the heart of our shared mission and vision. Indeed, our accomplishments serve a broad constituency and are recognized as a vital part of the work involving advanced care and life-limiting illness.

This report shares some of the representative accomplishments that reflect our commitment to person-and family-centered, interdisciplinary team care and we look forward to the promise and opportunity the future holds.

We will get through this pandemic, working together with the resiliency that created the person-centered, community-based interdisciplinary model we call hospice and the rest of the nation might soon call "care." Onward.

Thank you!



Edo Banach
President and CEO



Gregory Wood
NHPCO Board Chair



Angela Sells
HAN Board Chair



2019 Accomplishments Reflecting 2019 Strategic Priorities

Health Policy and Advocacy

- Edo Banach delivered testimony to House Ways and Means Committee.
- Senator Jacky Rosen delivered opening keynote at IDC19.
- Facilitated panel discussion at launch of Senate Compassionate Care Caucus.
- Released comprehensive policy brief, *Hospice: Leading Interdisciplinary Care*.
- Partnered with Better Medicare Alliance on two stakeholder issues sessions.
- Virtual Hill Week resulted in over 3,300 actions from grassroots advocates from all 50 states.
- NHPCO and HAN, along with our lobbyists, engaged with congressional staff daily.
- Meetings with NHPCO staff and leaders from the provider community conducted with government agencies to include CMS, CMMI, OIG, and MedPAC.
- Launched the My Hospice Ambassadors Program.
- Supported legislation to include PCHETA and the Rural Access to Hospice Bill.
- Hosted virtual town hall with staff from Office of the Inspector General and two webinars in collaboration with HHS Center for Community Partnership.

Regulatory, Compliance, and Quality

- Expanded the NHPCO Compliance Certificate Program.
- Issued 24 Regulatory and Quality Alerts.
- Revised the *Managing Patient Travel in Hospice Care Resource*.
- Answered more than 2,000 provider questions, 95% in less than 24 hours.
- Published the *HQRP FAQ Index Resource*.
- Created the resource *Management of Imminent Death in Hospice Care*.
- Ongoing work with Abt Associates on development of hospice assessment tool.
- Conducted three focus groups at LAC on hospice assessment tool.
- Ongoing work with Rand on the hospice CAHPS survey.

Palliative and Serious Illness Care, Models and Demos

- Released the *NHPCO Palliative Care Playbook* in April with new chapters added in November.
- Created resources on Primary Care First/Serious Illness Population and VBID models.
- Hosted expanded preconference offerings on community-based palliative care.

I always appreciate
NHPCO's prompt
response to my
regulatory and
compliance questions.
It is great to
be able to have
someone to bounce
things off of.
NHPCO membership
is priceless!

AMY F. IVES
Director of Home
Based Services

Peterson Hospice and
Home Care
Kerrville, TX

NHPCO offers a variety of educational opportunities taught by expert faculty in the hospice and palliative care field. The ability to access these offerings online or in person gives people the option to arrange their learning around their already busy work schedules. That's so valuable for busy hospice and palliative care professionals.

KATY LANZ, DNP, ACHPN, FPCN

- Presented on Palliative and Serious Illness Care at multiple conferences and panels across the country.
- Launched the reimagined NHPCO Edge to assist providers with new model participation.
- Published updated pediatric standards.

Professional Development

- Hosted the Leadership and Advocacy Conference in Washington, DC and Interdisciplinary Team Conference in Orlando, FL.
- Presented the 2019 Virtual Conference in conjunction with AAHPM and HPNA.
- Produced 24 webinars in six tracks.
- Hosted a bereavement webinar series, free to members.
- Issued 9,890 hours of CE/CME credit.

MyNHPCO Community

- Hosted more than 78 MyNHPCO community chats with over 9,200 participants.
- Archived the MyNHPCO community chats on MyNHPCO.org as a resource for members.
- Hosted networking meetings at both NHPCO onsite conferences.

We Honor Veterans

- Completed Vietnam Veterans Pilot Program initial phase and focus groups.
- Currently 5,460 We Honor Veterans Hospice and Community-based Health Care Partners.
- Reached 118 State-wide and Community-Based Hospice-Veteran Partnership Coalitions.
- Saw a 14% increase in Level 3 & 4 Partners.
- Garnered over 38,000 staff training participants and 42,000 community outreach training participants.
- Offered webinar trainings to 2,000 partner sites.
- Launched 353 Hospice Partners on Level 5 activities.

Philanthropy

- Raised \$359,815 at annual National Hospice Foundation Gala in April that included a special pinning ceremony for Veteran guests. More than 80 items were donated and auctioned during the gala's silent and live auction.
- Received \$226,454 in bequests from two separate estates.
- Hosted three families with a child receiving hospice/palliative care for a weeklong special Orlando vacation experience in November.
- Made 38 special experiences possible for hospice patients through the NHF Lighthouse of Hope Fund.
- Provided \$10,000 in funds to the provider community through the NHF Emergency Workforce Support Fund.
- Awarded five grants of \$15,000 each to NHPCO members to develop Bereavement Services Following Opioid Related Deaths; in partnership with L&G America.

Communications and Marketing

- Launched NHPCO rebranding efforts at LAC in April.
- New NHPCO website went live.
- Media engagement with outlets such as: *New York Times*, *Washington Post*, *Washington Journal*, *The Hill*, *NPR*, *Inside Health Policy*, *Inside CMS*, *Kaiser Health News*, *Hospice News*, *Eli's*, and others.
- Created award-winning video "My Legacy, My Hospice: Lou's Story."
- Continued the free NHPCO Podcast series.
- Launched a business webinar series, free for members.
- Published a new Buyers' Guide – online with hardcopy mailed to members.
- Kicked off The Hospice Music Project following IDC in New Orleans.

To learn more about the strategic priorities that drive our patient-centered mission, visit us on the web.

nhpc.org
nationalhospicefoundation.org
hospiceactionnetwork.org

Current Board Leadership

NHPCO Board of Directors for 2020

Overseeing the work of NHPCO and National Hospice Foundation.
(As of May 1, 2020)

Chair

Gregory A. Wood
Hospice of the Ozarks

Vice Chair

Norman McRae
Caris HealthCare, LP

President and CEO

Edo Banach
NHPCO

Secretary

Rafael Sciuillo
Empath Health/Suncoast
Hospice

Treasurer

Brian Jones
SHARE Foundation

Sally Aldrich

Baptist Trinity Hospice

Samira K. Beckwith

Hope Healthcare

Darren Bertram

Infinity Hospice Care

Regina Bodnar

Carroll Hospice

Peter Brunnick

Hospice & Palliative Care
Charlotte Region

Ronald Crossno

Kindred at Home

Carla Davis

Heart of Hospice

Elizabeth Fowler

Bluegrass Care Navigators

MyNHPCO Representative

Melinda Gruber
Caring Circle

Sandy Kuhlman

Hospice Services, Inc.

Katy Lanz

TopSight, LLC

Council of States Representative

Paul Ledford
Florida Hospice & Palliative
Care Association

Tarrah Lowry

Sangre De Cristo Hospice
& Palliative Care

Sarah McSpadden

The Elizabeth Hospice

Balu Natarajan

Seasons Hospice &
Palliative Care

Robert Parker

Intrepid USA Healthcare
Services

Joe Rogers

Hospice of Humboldt

HAN Representative

Angela Sells
AseraCare Hospice &
Palliative Care Medicine

Nick Westfall

VITAS Healthcare

Judith Wooten

Arkansas Hospice, Inc.

Staff Liaison

Beth Fells
NHPCO

HAN Board of Directors for 2020

(As of May 1, 2020)

Chair

Angela Sells
AseraCare Hospice &
Palliative Care Medicine

Vice Chair

David Totaro
BAYADA Home Health Care

President and CEO

Edo Banach
NHPCO

Secretary

Brian Bertram
Infinity Hospice Care

Treasurer

Elizabeth Fowler
Bluegrass Care Navigators

Samira K. Beckwith

Hope Healthcare

Christie Franklin

Bristol Hospice, LLC

Honey Goodman

Treasure Valley Hospice

Jeffrey Hohl

OnePoint Patient Care

Deborah Hoyt

Axxess

Suzi Johnson

Sharp HospiceCare

Janet Jones

The Elizabeth Hospice

Sandy Kuhlman

Hospice Services, Inc.

Keith R. Lagnese

Family Hospice

Paul Ledford

Florida Hospice & Palliative
Care Association

Susan Lloyd

Delaware Hospice

Tarrah Lowry

Sangre De Cristo Hospice &
Palliative Care

Norman McRae

Caris HealthCare, LP

Mark Murray

Center for Hospice Care

Sarah Myers

LHC Group

Laura Niland

MJHS Hospice & Palliative
Care Program

Robert Parker

Intrepid USA Healthcare
Services

Kate Proctor

Seasons Hospice and
Palliative Care

Michael Reed

Heartland Home Health and
Hospice

Rafael Sciuillo

Empath Health/Suncoast
Hospice

Nick Westfall

VITAS Healthcare

Gregory A. Wood

Hospice of the Ozarks

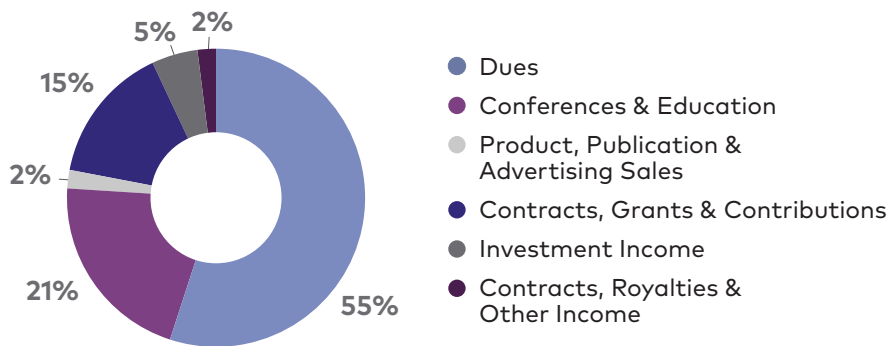
Hannah Yang Moore

NHPCO

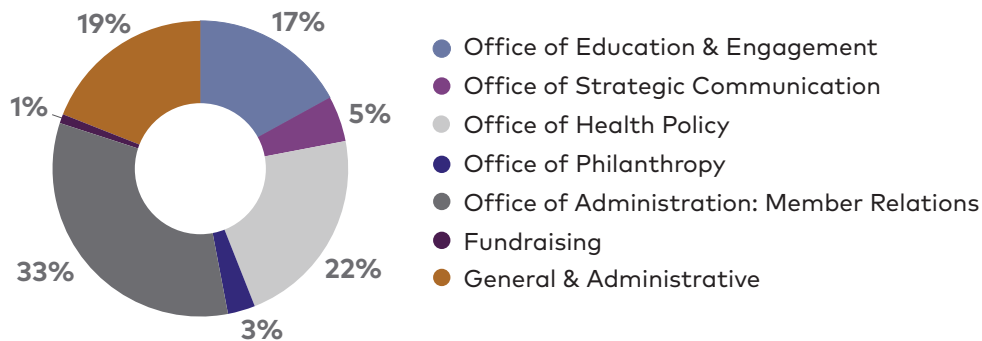
Consolidated Financial Information

NHPCO and Affiliate Organizations Consolidated Financial Information, 2019 (audited)

REVENUES



EXPENSES



Thank you to our 2019 Corporate Partners



National Hospice and Palliative Care Organization

1731 King Street, Alexandria, VA 22314

(703) 837-3139

nhpco.org