

2009 ANNUAL REPORT HOSPICE OF NORTHWEST OHIO

ANSWERS FOR LIVING THE LAST MONTHS OF LIFESM

answers



It is not unusual for Hospice physicians to make house calls and Annette Collier, MD, has made several to visit Terry Szydowski and his wife, Jodi.



YOUR COMMUNITY'S HOSPICE

Making a Difference When It Matters Most

Whether 85 or 40...quietly departing life or facing a terminal illness in their prime...patients turn to Hospice of Northwest Ohio so they and their families can have the best end-of-life experience possible. Though needs and desires vary widely, Hospice strives to help every patient live comfortably enough to achieve the personal goals that are most meaningful to them.

For Terry Szydowski and his wife, Jodi (above), that has meant keeping things as “normal” as possible for them and their teenaged son. In addition to all the medical and nursing care needed to manage Terry’s end-stage multiple sclerosis, he has received adaptive equipment, massage and art therapy, counseling and — when Jodi has needed a break — respite care in our Perrysburg Hospice Center. The Szydowskis were also delighted to fulfill their wish of returning to their favorite family vacation spot, Gatlinburg, TN, which was coordinated by Terry’s Hospice care team and our *Positive Memories* program.

Hospice of Northwest Ohio served almost 2,800 patients last year, each with end-of-life goals as unique as they were. We hope you will continue to entrust us with the care of *your* loved ones. ❖

From the President of the Board

Though it's been a challenging year for our community, everyone associated with Hospice of Northwest Ohio is confident about our future and just as passionate as ever about end-of-life care and education. Encouraged by the unwavering support of individuals, businesses and organizations throughout the region, we successfully completed all the goals in our 2005-2008 strategic plan and in 2009 worked hard on defining a new set of initiatives that will assure the momentum continues.

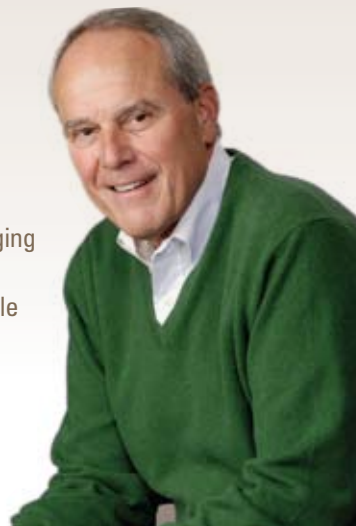
Among the most significant accomplishments from the past three-year plan is the certification of 47% of our clinical staff in hospice and palliative care (compared to a national norm of 20%); an increased capacity to provide music, art and massage therapies; the expansion of our community grief services; the development of a home-based palliative care program for non-hospice patients; the growth of our *Caring for the Caregiver* and *Positive Memories* programs and the opening of an office in Michigan.

As we move forward, our strategies will continue to focus on assuring excellence, improving quality of life, increasing access, sharing knowledge and strengthening our resources. However, we also recognize the need for prudent fiscal action and are taking equally aggressive measures to preserve our resources. We are increasing efficiencies, cutting costs in areas that do not impact patient care and seeking new opportunities for collaboration and diversified funding. As the community's hospice, we not only feel a profound responsibility to provide cutting edge care and education, but also to assure the sustainability of our program for years to come.

We very much appreciate your continued support of our work during these challenging times and hope you will continue to turn to Hospice of Northwest Ohio when you need help for a friend or loved one. As always, we pledge to provide the best possible end-of-life experience for everyone in our care now and long into the future. ❖



John Joslin, President • Board of Trustees



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Senator Sherrod Brown shared the spotlight with Hospice Executive Director Judy Seibenick when they both were honored by the Ohio Hospice and Palliative Care Organization (OHPCO) last fall. Senator Brown received the *Friend of Hospice Award*, which is given to an elected official who has made a noteworthy contribution to the advancement of the highest quality end-of-life care. Judy was honored with the *Heart of Ohio Award*, which recognizes individual OHPCO members who have had significant and repeated achievements in hospice and palliative care, particularly on the state level.

We are also proud to report that Judy was among the very first group of hospice administrators, nationwide, to sit for the rigorous exam which credentialed her as a Certified Hospice and Palliative Care Administrator. Congratulations! ❖

STRENGTH AND STABILITY Assure Care for Years to Come

Hospice of Northwest Ohio is a community-based, non-profit agency, not part of any other health care system. Hospice care is covered by Medicare, Medicaid and most commercial insurance plans. Gifts from the community provide funding for unreimbursed care, as well as many enhanced or additional services. No one is ever turned away due to inability to pay. ❖

2009 REVENUE



2009 EXPENSES



Serving Our Community Three Ways

2009 Numbers and Notes

457 Patients Daily

Hospice of Northwest Ohio served 2,797 patients last year and, on average, cared for 457 patients a day in their own homes, nursing homes, assisted living facilities and our two Hospice Centers. As always, no one was turned away due to inability to pay.

38% had Cancer

Again last year, the number of patients who had cancer was far less than those suffering from other end-stage illnesses. While many did have cancer, 62% had (in order of frequency) heart disease, dementia / Alzheimer's, chronic lung disease, debility / old age, neurological disorders and kidney disease. As the numbers show, more and more people are recognizing the benefits of hospice care for any end-stage illness.

84% on Medicare

The median age of our patients was 80 and Medicare reimbursement accounted for more than 84% of our revenue in 2009. Since future cuts in Medicare funding will negatively impact the Hospice of Northwest Ohio budget, we are striving to increase efficiencies while maintaining our high quality of care. The community's support will continue to play a vital role in our ability to provide the best possible end-of-life experience for everyone in our care.

26,000 Volunteer Hours

Hospice of Northwest Ohio's 370 volunteers provided more than 26,000 hours of service to our agency, patients and families last year. Valued at more than \$500,000, their assistance was offered directly to patients and families — wherever they lived — as well as in our Centers. Specially trained and highly committed, the adults and teens who do this work are truly the "heart" of Hospice. ❖



Spring Meadows Senior Community resident Jessie Taylor, a cancer patient who also suffered a stroke, looks forward to her visits from Hospice massage therapist Michael Johnson, LMT.

our Palliative Care Consultation Service which addresses the pain and symptoms of extremely ill people in the community who are desperate for relief but not on hospice care. It is only through the generosity of donors that we are able to maintain this high level of expertise, staffing and service and — most important — assure that no one is turned away due to inability to pay. Thanks to your support, we are again proud to report that 99% of families surveyed said they were very satisfied with our care, with many viewing it as "the best health care experience of their lives."



Grief counselor Char Brock, LPC (left) and volunteer Deb Marinik have helped Ed Kipplen and many others adjust to life after loss. He attends the Mid-life Spousal or Partner Loss support group, one of a variety offered to address specific needs.

continue to work closely with minority groups, health agencies, the VA, nursing homes and clergy of all faiths to increase awareness and improve access to hospice care among the underserved. Reaching out to those who need our services most, and continuing to support those who already have lost loved ones, are vital efforts made possible with gifts from the community.



UT pharmacy student Anualita Mbarusha (middle) and patient, Julia Berning, both benefit from the expertise and insight of Hospice clinical pharmacist Cheryl Lahey, Pharm.D.

needs of their own loved ones. We also spread the word about hospice and palliative care to 9,500 others who attended major education events hosted by Hospice, or invited us to participate in their own meetings, events and health fairs. Thanks to everyone who understands the importance (and possibility!) of a fulfilling end-of-life experience and collaborates with us to share our expertise. ❖

CARE

Hospice of Northwest Ohio continues to invest in the expertise provided by nine staff physicians, a clinical pharmacist and nurse practitioner whose careers are fully devoted to hospice and palliative care. In addition, 47% of our entire clinical staff, twice the national average, is now certified in hospice and palliative care. Though not "required" hospice services, we provided thousands of hours of music, art and massage therapy and fulfilled 144 end-of-life wishes through our *Positive Memories* program. In addition, we expanded

OUTREACH

Grief support groups and bereavement counseling were provided free of charge to 3,760 people last year. An additional 430 were enlightened about grief and loss at community presentations. Hospice also was pleased to receive a \$25,000 grant from the Jamie Farr Owens Corning Classic, presented by Kroger, which is now funding *Bobby's Books*, a children's grief program. This will provide 100 area schools with books and staff training to help kids cope healthfully with death, divorce and other types of loss. We

EDUCATION

Hospice of Northwest Ohio's Education Institute provided structured learning experiences for 3,000 individuals last year. They included medical, nursing, pharmacy, social work, chaplain, health information management and dietary students, as well as practicing medical professionals from a variety of community settings. In addition, 263 people attended *Caring for the Caregiver*, a free four-part series offered numerous times throughout the region for people who were tending to the

Community Groups Raise Funds for Hospice

We are forever grateful to the groups who organize fundraising events to benefit Hospice of Northwest Ohio. From races, motorcycle rides and golf outings...to concerts, book sales and parties, these efforts are a great tribute to the people they memorialize and, at the same time, raise significant dollars for our agency.

For example, the Rick Gomez Memorial Smoke the Turkey 5k Run/Walk has been held at the St. James Club for the past seven years on Thanksgiving morning. It has become a family tradition for the hundreds who participate including, at top right, three generations of the Landis family: Lana, Ray, Ty, Brooke and kids Kayden and Sadie.

Funds from the Andrew Spunt Memorial Golf Outing, held the past nine years, have been used to purchase a blanket warmer for the Toledo Center and are now endowing a scholarship fund for Hospice employees.

Other longstanding events include the Hazel Stromme Golf Outing sponsored by DiSalle Real Estate Company, which has been held for 17 years, the Denny Tolles Memorial Golf Outing now in its 24th year and the Russ Moebius Memorial Golf Outing started in 2002. ❖



Our Mission

Hospice of Northwest Ohio provides specialized medical, emotional and spiritual care to people of all ages — and their families — living with any end-stage illness in Northwest Ohio and Southeast Michigan.

Our Vision

To provide care and education that positively transform the way people view and experience the end of life.

Hospice of Northwest Ohio

Judy Seibenick, RN, MOL, CHPCA
Executive Director

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