hospice of holland

>2014 Annual Report

Dear Friends,

In 2014, with your help, Hospice of Holland continued its mission to provide nationally recognized care to patients in their home, at West Michigan area facilities and in hospital settings. Thanks to your financial and service contributions, our organization's board-certified physicians and care team members were able to make "house calls" to nearly 1,000 individuals across five counties.

Those who have watched the Hospice of Holland team at work often comment, "I don't know how they do it." The work is at once a difficult yet meaningful task, and we consider ourselves blessed to be supported in so many ways by so many compassionate individuals.

Your gifts helped ensure those suffering from an advanced or terminal illness felt relief from physical pain, received comfort during long and challenging days and nights, and were given a dignified approach toward care during a sacred and often frightening phase of life.

Please take a few minutes to read our 2014 Community Report, and learn about how you helped touch the lives of many. Hear from some of our patients and families we've served ... why the care they received from Hospice of Holland meant so much. Know that Hospice of Holland's commitment to providing our community with exceptional care will not end.

Together, we delivered West Michigan the most compassionate and highest quality bereavement services, palliative care and end-of-life care possible. Together, we will continue providing that level of care for many years to come.



Torrey Husmann, Executive Director

Thank you for your support.

Hospice of Holland (HOH) provides the most compassionate and highest quality end-of-life care through physical, emotional, and spiritual support. Our core values include a passionate belief in the sacredness of human life, excellence, honesty and integrity, and the unique contribution of each individual.

>Highlights

- January 2014 began what would continue to be a very active year of service, with an average of 105 persons receiving care every day.
- On April 2, 2014, Hospice of Holland received notice that the organization was selected for the Hospice Honors award, which signifies being in the top 10% in the nation for family satisfaction. Only two other hospices in the state won this award, and Hospice of Holland was the only hospice in West Michigan to win the award. Nationwide, 192 hospices received this award out of 3,200 hospices.
- On April 11, 2014, we admitted our 10,000th patient.
- October 29, 2014, Hospice of Holland served 125 patients, a record for the organization.
- Over 700 terminally ill people received end-of-life care from Hospice of Holland.
- 269 people experienced relief from pain and discomfort through non-hospice palliative care.
- 10,000+ individuals and their families have received Hospice of Holland care since 1981.

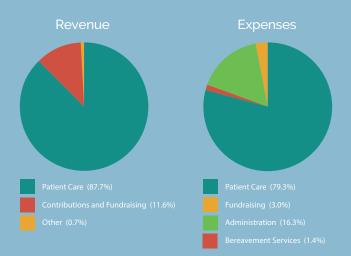
- Hospice of Holland board-certified physicians and care team of nurses and social workers delivered care to patients residing at home, in area nursing facilities and in hospital settings in five counties (Ottawa, Allegan, Kent, Van Buren and Muskegon Counties).
- In November 2014, HOH participated in a national poster presentation held by the Center to Advance Palliative Care (CAPC) and educated both national leaders and attendees about how HOH is redefining the way Non-Hospice Palliative Care is delivered in West Michigan.
- HOH's Bereavement Counselors provided direct grief services to 378 hospice families, including 24 children and teens, and 47 community members who were not involved in hospice.
- Social work support and/or resources were provided to approximately 120 children/ teens during the hospice involvement of a family member.

"A series of experiences

have led me and my family to Hospice of Holland. When my mom was in palliative care and then hospice, they were so gentle with her and helping us come to terms with a different approach to my mom's care. Six years later after the death of my husband and two of his children, Hospice Bereavement services gave me hope for a future I couldn't even bear to imagine. In my grandpa's final days, Hospice of Holland gave him peace and dignity. They give so much. We can't thank them enough. Thank you from our entire family."

- Sara Harris

> Financials



>Revenue

Patient Care Contributions/Fundraising Other Total Revenue	6,966,712 924,033 55,719 7,946,464	87.7% 11.6% 0.7% 100.0%
> Expenses		
Patient Care	6,477,849	79.3%
Bereavement Services	116,002	1.4%
Administration	1,330,480	16.3%
Fundraising	241,456	3.0%
Total Expenses	8,165,787	100.0%

>History

Founded in April 1981, HOH started as a grassroots organization led mostly by volunteers and has grown, over 34 years, to be a preeminent Hospice and Non-Hospice Palliative Care (NHPC) provider. HOH provided care to 20 patients in its first year of inception. To date, that number has increased to over 10,500 terminally ill people and their loved ones. Today, HOH employs nearly 150 volunteers and 80 full and part-time/PRN employees. Last year alone, HOH volunteers gave 5,560 hours of their time and their talent to be a comforting presence for many in their final days. During its 34-year history, HOH expanded its service area and now delivers care to those residing in Ottawa, Allegan, Kent, Van Buren and Muskegon counties. While operating in an ever-changing and complicated healthcare arena, HOH is recognized in West Michigan as the leader of hospice and NHPC services. HOH developed its "Still Me" and "Take Heart" programs, which provide specialized care to those suffering with particularly difficult diseases, like Dementia and Congestive Heart Failure (CHF) respectively. In 2013, HOH expanded its NHPC program to include a team approach toward delivering NHPC and now includes nurses and social workers, in addition to oversight from board-certified physicians, in the delivery of care. HOH experienced a 100% increase in NHPC admissions the next year (2014).

"The palliative care team members are experts in what they

members are experts in what they do. I was in the hospital for 7 weeks; finally I was discharged and was terribly uncomfortable. A friend of mine told me to call palliative care. I called and the doctor came right to my home! It was too good to be true. It's great that the nurse called to check in to see how I'm doing. My doctors could not diagnose the pain or come up with a good treatment plan, but my palliative care team has been able to keep my pain under control."

> - Current non-hospice PC patient

> Need for Ongoing Community Support

HOH faces huge financial challenges ahead. Changes in healthcare at the national level, particularly with hospice reimbursement rates, have dramatically affected our operating margin. In 2013, HOH experienced \$165,000 in reimbursement cuts and an additional \$365,000 in 2014. It is expected that HOH will experience up to 12% in additional reimbursement cuts over the next 5 years.

The most pressing need is the rapidly growing NHPC program. In 2015 alone, HOH projects \$450,000 of unfunded expense associated with being able to provide direct patient care from nurses and social workers to over 365 NHPC patients. While Medicare/Medicaid/Private insurance does provide reimbursement for the physician portion of NHPC services, 24-hour care provided by the nurse and social work team goes unfunded. HOH, unlike other hospice providers, chooses to include nurses and social workers as part of its NHPC team at its own expense and with the support from fundraising efforts in order to meet the community need and provide a highquality care experience. There are literally thousands of individuals in HOH's service area who require or would benefit from support offered through NHPC. NHPC increases a person's quality of life by helping them remain independent at home verses experiencing frequent readmissions in area hospitals, relieves physical, emotional and spiritual pain from symptoms associated with complex medical conditions, and (when necessary) eases the transition to hospice care.

"Hospice of Holland

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has been a true blessing with its palliative care to our terminally diseased, totally disabled son. Hospice of Holland's helpful and capable staff, knowledgeable and sensitive doctors, and so much more has made our difficult journey together easier and more peaceful through our son's great pain and many questions. We highly recommend Hospice of Holland and are so glad it has become a solid and welcome part of our lives!"

> - Dewey Thompson, Father of PC Patient (and eventually Hospice)



> Individuals Honored by Donations in 2014

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"Hospice staff, we would like to thank you all for your care, patience and understanding in helping Dad with his cancer and wishes to stay at home! From explaining the hospice program to offering well wishes and emotional care, to answering our call when Dad was transitioning into death, we appreciate you all. Keep up the good work! To our nurse who came in and didn't blink an eye when the dogs barked. Dad had a sarcastic remark, and she even took her shoes off at the door when none of us did! You are special. Thank you! God bless you all!"

> - Laura Jolman daughter of Hospice patient

> Individuals Honored by Donations in 2014

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Gerald Cooper Steve & Kama DeYoung Suzy Doyle Ken & Pat Gittersonke Les & Joan Kleinheksel Barb Lindquist Larry Overweg Staff @ West Ottawa & Pine Creek Elementary School Cliff Plakke Geraldine Santoro Greg & Joan Stafford Rob Trepa

"Mom has gotten so much better—she is physically

strong and her pain is manageable, thanks to Hospice. My sister and I spent 14 days and nights, around the clock, looking after mom. We were exhausted; we didn't know what we were going to do. Then someone said 'Call Hospice of Holland Palliative Care.' I had no idea what palliative care was— I couldn't even say 'palliative care'. Then Hospice came in, and you guys worked miracles on mom. If we could have started palliative care sooner, it would have saved mom from excruciating pain. Thank you! My sister and I can't thank you enough."

> - Debbie Hill family member of patient

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hospice of holland

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