



## Embracing HOPE

*More than a tag-line*

When serious illness reaches the point beyond medical cure, a person's life is not suddenly beyond hope. Patients and families no longer seeking curative medical treatment can choose to embrace this difficult time with a new understanding of hope – hope for comfort, hope for dignity, hope for peace, hope for compassionate care at home. This is the guiding philosophy of hospice care. At Hospice & Palliative CareCenter, we believe that however long a person has to live, every moment should be cherished. That's why we promise patients and families emotional and physical care and support every step of the way.

In addition to hospice care, we provide palliative care at the on-set of a diagnosis – even as patients are receiving curative

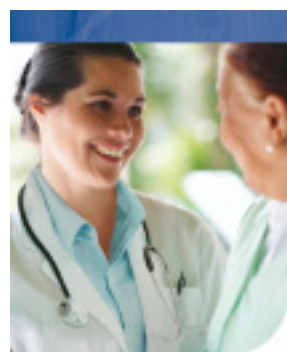
treatments. Because we see our physicians and nurse practitioners as partners providing palliative care in partnership with both the patient and the physician, we've named this service Supportive Care Partners.

As you begin to see a softer look and feel on our new materials, you will also see "Embracing HOPE."

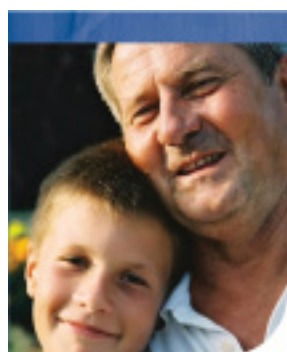
Far too many people still believe that contacting hospice means giving up hope. We would like to shift that mindset. Calling hospice can mean embracing hope when you need it most.

*Calling hospice  
can mean  
Embracing HOPE  
when you need  
it most.*

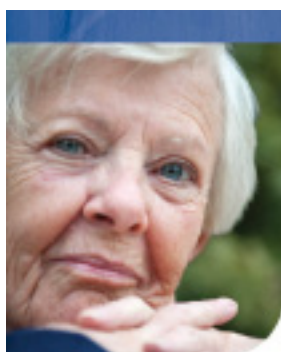
*Embracing our families and patients with all the support they need to live fully, comfortably, and with hope – especially as they face the challenges that accompany serious illness and end of life – is the mission of Hospice & Palliative CareCenter. We strive to communicate that in the language we use and the educational materials we share. To honor our mission, and the compassion and warmth that we consider the hallmarks of our organization, we are updating our materials to better illustrate that philosophy of care.*



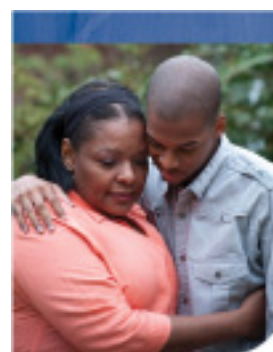
Supportive Care  
PARTNERS



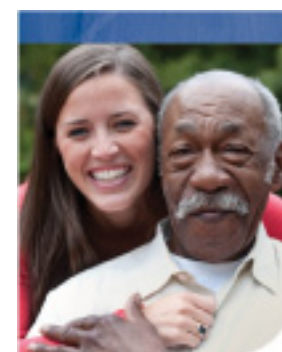
Hospice Care  
SERVICES



THE KATE B. REYNOLDS  
HOSPICE HOME



Grief Counseling  
SERVICES



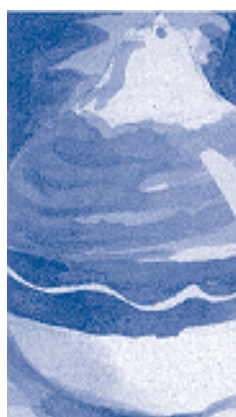
Volunteer  
OPPORTUNITIES



## Light Up A LIFE

*... and lighten your shopping load!*

This year, your holiday gifts can do more than light up the faces of your loved ones; they can provide Hospice patients with care, compassion and hope. Proceeds from our Light Up a Life Celebration support patients who might not be able to afford care otherwise. Additionally, funds raised help to provide community programs like grief counseling and advance care planning that Hospice could not offer without generous community support.



Volunteers lovingly inscribe each handmade porcelain ornament with the name of a loved one. The ornaments make beautiful gifts and cherished keepsakes. They can be hung on a tree or displayed on a stand to be enjoyed all year long.

Make your holiday shopping simple! Use the enclosed order form to purchase ornaments for family and friends. Mail in your form, and you can pick up your completed ornaments at any of our four offices. We can also mail the ornaments to you to wrap and present, or we can mail them directly to the recipient of your generous gift.

Thank you to Allegacy Federal Credit Union for their generous support of the 2011 Light Up a Life Ornament Celebration.



*The 2011 ball and bell  
will be green with silver  
accents. To order yours,  
please see the enclosed  
Light Up A Life  
order form or call  
336-768-3972.*



## A Message from the CEO

Since my arrival in June, I have felt the very real presence of support from the community, our volunteers, our staff and our Board of Directors. I am particularly grateful to the many patients and families I have had the privilege to meet while making visits with our staff. I am always inspired, and those visits remind me every day why I do this work.



I only wish we could extend our reach to many more patients and families who could benefit from our care. To that end, we will remain completely committed to our outreach efforts. And I am personally committed to meeting with physicians and long-term care facility staff to reinforce our strong relationships and to ensure that seriously ill patients get the care they need and deserve. We will take the time to listen to our referral partners and our patients so that we can fully understand what is most important to them.

As much as we hope and desire to increase our reach to support everyone in need of palliative and hospice care, I will always come back to quality care being our number one goal. First and foremost, I care about people. I believe that is the best intention to have, and I'm proud to hold that up as a core value of this organization.

In this issue of The Circular you will read more about our challenge to serve more people. While this organization is reaching more patients and families than the state average of 35 percent, we ask that you help us spread the word so that everyone in need can get the compassionate and quality care they deserve. I also invite you – our loyal friends and supporters – to share your thoughts and ideas with me. I am learning that Hospice & Palliative CareCenter was built by the community, for the community. I can think of no better allies than you, the public we serve.

Brian Payne, President & CEO

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We would like to thank our Governing Board, Foundation Board of Directors, and Advisory Council Chairs for the contributions they make to Hospice & Palliative CareCenter. Board members volunteer their time and professional expertise for the agency, and their efforts are greatly appreciated.

## Hospice Loses A Beloved Volunteer

Hospice & Palliative CareCenter lost a precious and beloved volunteer when Jane Goodson unexpectedly passed away on July 26. She was a treasured volunteer who dedicated herself to a variety of agencies in Winston-Salem, most notably here at Hospice for more than 16 years. We cannot begin to imagine the many ways we will feel her loss.



The quotation from George Bernard Shaw reminds us of Jane, her devotion to the community, and how amazing friends like Jane are rare gifts. We were grateful to be counted among those who had the honor of working with Jane and witnessing her many talents. Her obituary summed it up best: "Winston-Salem will surely miss a kind, gentle and giving volunteer who touched so many with her talents and giving nature."



*"I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die, for the harder I work the more I live." ~ George Bernard Shaw*



## *Is 35% Enough?*

**No.** Not when it comes to people getting the compassionate care and support they need and deserve at end of life through hospice care. Yet, statistics show that in our state of North Carolina, fewer than 4 people out of 10 are benefiting from expert, compassionate care as they face serious illness and end of life.

If you're reading this – that means you are a friend of Hospice and that you are among those who understand the extraordinary relief and support hospice care can provide to both patients and their families.

*In this season of thanksgiving and generosity, will you help others by spreading the word about the help, hope, and support people deserve at end of life?*

### **Please let your friends and neighbors know...**

#### **1) Hospice Can Provide Help, Hope, and Support for Many Months.**

Most people think that hospice is for the final weeks or days. On the contrary, hospice can be with you – wherever you live – for many months. In addition to our hospice care program, our palliative/supportive care program is available as soon as a serious or chronic illness is compromising quality of life. We can be with you every step of the way.

#### **2) Hospice Patients Live Longer.**

For patients in their final months of life, choosing hospice not only leads to an improved quality of life, it leads to a longer life. A Duke University study, published in 2007, showed that for patients with the same diagnosis and prognosis, those who selected the support of hospice in the final months lived an average of 29 days longer.

#### **3) Most Patients and Families Wish They Had Called Sooner.**

Because the relief and support is so profound, many who choose hospice only regret that they didn't call sooner. Far too many of our patients die within ten days of being admitted. In some cases, there is a reluctance to call because of misconceptions about hospice care. In other cases, families tell us they just didn't know about hospice. Encourage your loved ones to call sooner. If someone is thinking about hospice, it's time to call!

#### **4) Hospice Care Is a Pre-Paid Benefit.**

85% of our patients are covered by Medicare. Many others are covered by insurance and Medicaid. In addition to emotional and medical support, hospice also provides much needed-relief from the financial burdens often associated with end-of-life care. In addition to the home visits by our hospice physicians and team of caregivers, medical equipment, supplies, and medications are included in the hospice benefit. Simply put, you've earned the support of hospice and are entitled to all the comfort and support it offers.

**Please remember – hospice care is not about helping people die.  
Hospice is about helping people live – fully and comfortably – until they die.**

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### **OUR MISSION:**

*Hospice & Palliative CareCenter provides compassionate care for individuals living with a life-limiting illness and their families, through quality medical, emotional, spiritual and social support.*



## *Holiday Wish List*

*... A Way to Help Hospice Patients and Families in Need*



Hospice welcomes donations from individuals and community organizations for patients and their families during the holidays. In addition to food and small gifts, some families will need financial support simply to stay warm in their own homes.

Please consider making a contribution to our Patient Support Fund. This fund will help Hospice cover the cost of gas, electricity, or heating fuel needed to enable our needy patients and families to remain comfortable in their homes. It may also be used to provide groceries and other basic necessities.

**Your donation can make a difference for families experiencing both emotional and financial hardships due to the illness of a loved one.** In addition, a \$45 gift will cover the cost of a holiday meal for a needy patient and their family.

If you are interested in helping, please contact the Volunteer Services Department at [volunteer@hospicecarecenter.org](mailto:volunteer@hospicecarecenter.org) or 336-768-6157 ext. 1560.

## *Swinging Clubs "Fore" Hospice!*

### **At Reynolds Park Golf Course in Winston-Salem**

More than 150 dedicated golfers, volunteers, and corporate sponsors swung into action on August 12 for the 2011 Hospice & Palliative CareCenter Golf Classic. The annual golf tournament was played this year in memory and celebration of the life of our dear friend, Jane Goodson. Over 130 golfers hit the links at Reynolds Park Golf Course to raise more than \$22,000.



*The Goodson family played golf in memory of Jane Goodson.*



*Lester Smith and Hospice employee Carolyn Breese.*



*Bob Opoulous enjoys lunch before golf.*



*Hospice CEO, Brian Payne (wearing hat), enjoys the day with new friends at Hemlock Golf Course.*

### **At Hemlock Golf Course in Walnut Cove**

Golfers came out to the beautiful Hemlock Golf Course for a day of fellowship and friendly competition on September 9. Special thanks to Magnolia Construction for being our Presenting Sponsor. Hospice staff couldn't pull this event off without the support of the volunteers who come out year after year to take care of the many details associated with the event, as well as make and serve an outstanding lunch.

**Both tournaments were played on picture-perfect days where fun and fellowship took center stage. We remain sincerely thankful to those who support these events and to the volunteers who help make them such a success. We look forward to building lasting relationships with our new advocates who share our mission and vision.**



## Living in The Moment is WHAT MATTERS

By Kim Underwood

Dan Scott and Eileen McErlain met 30 years ago. They like to tell people they met on the beach in Sarasota, Fla. "He proposed the second day," Eileen said.

They are grateful for the time they have had together, and, as both receive Hospice services, that is what they focus on.

"We have had wonderful times together," Dan said.

"We are so fortunate," said Eileen, who kept her last name after they married.

Dan is 92, and Eileen is 75. She was born and raised in Australia. She loves to learn, and her academic accomplishments include a doctorate and three master's degrees. She has taught at the university level and other levels. She liked the academic life just fine and had no plans ever to marry when she met Dan on a vacation to Florida, where he had moved after divorcing his first wife and selling his partnership in a company in Ohio that designed and made manufacturing equipment.

Dan grew up in Kansas. He joined the U.S. Naval Air Corps in 1940 and was serving when the Japanese bombed Pearl Harbor. A decorated commander, he spent most of the war on aircraft carriers. "You can't name a carrier plane that I did not fly," he said.

The two are fully engaged in life. Both bake bread and cook. She teaches piano lessons, paints, spins, and knits. He reads voraciously, studies the stars, and makes things out of wood – furniture, clock cases, and frames mostly, but he once made a violin for the challenge.

"Everything he has made is beautiful," Eileen said.

Their relationship with Hospice & Palliative CareCenter began about three years ago after failing kidneys and heart problems put Dan in the hospital. "I thought he was a goner," Eileen said.

He returned from the brink. A pacemaker was implanted, and he began peritoneal dialysis. Seeing the distress that worrying about her husband caused Eileen, a friend suggested she get counseling through Hospice. She had no idea Hospice offered such

a service. "I knew nothing about Hospice except as a place for people to go to die," she said, "but now I realize that its services are much more extensive than that and extend to the whole family."

Eileen went for counseling, and Hospice began providing palliative care to Dan at their home. Over time, Hospice's level of service has increased. At one point, Dan stayed at the Kate B. Reynolds Hospice Home for a few days so that Eileen could take a break from caring for him.

In July, Eileen was hospitalized with

pneumonia. Doctors discovered cancer that appeared to have started elsewhere and moved into her stomach. After exploratory surgery, doctors told her that the cancer was well-advanced and that further surgery wouldn't help. They estimated that she might have three or four months to live. Although chemotherapy might prolong her life for a couple of months, they said, it wouldn't improve the quality of her life. So Dan and Eileen went from thinking that he would be the first to die to expecting it to be her. "That was a big blow," Dan said. "I guess I could say that was the worst moment in my life – to hear the prognosis and accept it."

For now, both continue to live at home with their Hospice team stopping by to help each of them in one way or another. Most mornings, severe pain is an issue for Eileen, and she

appreciates the help and relief she receives.

"We are constantly impressed with their personal care," Eileen said. "They are almost like family to us. They are so kind and attentive and personal."

Their health has forced them to cut back on such activities as gardening, and because they could no longer give their dog the attention he needed, he now lives in Walkertown with friends. He visits regularly. Dan and Eileen hold hands and savor the time they have together.

"We know that life is short," Eileen said. "We already know that living in the moment is what matters."



Dan Scott and Eileen McErlain

*"We know that life is short. We already know that living in the moment is what matters."*

## Hospice Volunteer is Awarded Wells Fargo's 2011 Volunteer Service Award

Hospice Volunteer and Wells Fargo employee, Kelly Sullivan, was awarded the Wells Fargo's 2011 Volunteer Service Award in the amount of \$1,000 which she presented to Hospice. The contribution was made by Wells Fargo in recognition of Kelly's volunteer commitment to Hospice. Her nomination was submitted by a co-worker and was selected from a pool of over 400 Volunteer Service Award applications.

Wells Fargo stated that for over 150 years their team members have been dedicated to building and sustaining healthy, thriving communities. They said the leadership Kelly demonstrated through her extraordinary volunteer efforts proudly reflects their vision and values.



Kelly Sullivan presents check to Hospice representative Cindy Flanner.



## Out-N-About

*Raising Awareness – Did you see us . . .*

### Winston-Salem State University Homecoming Parade

Hospice staff and volunteers enjoyed the new tradition of riding on a float in the Homecoming Parade. The energy and excitement made for fantastic fun!



*Hospice staff “float” down 4th Street*

### Gettin’ Down to Business in Rowan County

Along with the Nazareth Children’s Home, Hospice hosted the Rowan County Chamber of Commerce Business-After-Hours on August 8. Like most Rowan County Chamber events, the turn-out was tremendous, and everyone especially enjoyed ‘gettin’ down’ to the music provided by Hospice’s very own disc jockey Kelley Ryan.



*Wendy Little, Hospice employee, enjoys working booth at Stokes Stomp.*



*Jerry Boltz and Dee Leahman, with Hospice, answer questions at Festival.*

### Stirring It Up in Stokes

Included in our fall line-up of events to reach out and raise awareness were this year’s Stokes Stomp and King Fest. Both events drew a big crowd of friendly faces. We hope people got to know us better so they will call when they need our care and support.



### Hispanic Festival

Hello (Hola)! What a Fiesta (Lo que es una fiesta)! Great food, good weather, and excellent dancing (Gran alimentos, el buen clima, y excelente baile). A special thanks to all the volunteers for your enthusiasm and time commitment (Un agradecimiento especial a todos los voluntarios para su entusiasmo y dedicacion de tiempo).

### Equality Winston-Salem Pride Parade – Embracing Diversity

Hospice staff and volunteers took PRIDE in participating in the Pride Parade and Festival held in Winston-Salem on October 15. Over 5,000 residents attended the event in support of lesbian, gay, bisexual, and transgender equality.

### Partnering with Pioneer

Did you know that the hospital formerly known as Stokes Reynolds is now Pioneer Hospital of Stokes County? Hospice & Palliative CareCenter was delighted to help sponsor the Stokes Health & Wellness Fair that took place at the newly named hospital on October 22. We look forward to a long partnership of caring for the community.

## 7th Annual Bob & Ginny B Memorial Motorcycle Ride

Riders from across the Triad revved their engines on Saturday, October 15, in the **7th Annual Bob & Ginny B Memorial Motorcycle Ride**. The group departed from Honda of Winston-Salem, making stops at Childress Vineyards, a park in Mocksville for lunch, and finally to RayLen Vineyards where the ride concluded at the Yadkin Valley Grape Festival. Proceeds benefited both Hospice & Palliative CareCenter and Mountain Valley Hospice.

The Bob & Ginny B Memorial Motorcycle Ride began in 2005 following the death of Ginny Burns, mother-in-law of event organizer David Comelius. “Ginny had a spark for life,” explains Comelius. “I had a special relationship with her, and because of this bond, I wanted to do something for Hospice which had done so much for us during her last months of life. Also, my father-in-law Bob passed away last year, and we were blessed to have Hospice’s support. Raising money for Hospice is one way my wife and I can give back.”

*“Raising money for Hospice is one way my wife and I can give back.”*



## *A Special Hospice Union In Salisbury*

We are pleased to announce that as of October 1, we have created a joint venture with Rowan Regional Medical Center Hospice. Our newly formed entity is Rowan Hospice & Palliative Care. "This collaboration is a win-win-win. Combining resources makes a world of sense for both of our Hospice organizations. And what this means for the community is that they will realize the benefits of two committed teams who, working collaboratively, will offer unparalleled Hospice care," shared Brian Payne, CEO of Hospice & Palliative CareCenter.

Ultimately, the newly formed organization will aim to provide the best possible end-of-life care to a greater number of people in Rowan and surrounding counties.



## *August Is Hospice Month at BERMUDA RUN*

Every year for the past 15 years, the Bermuda Run Classic Committee has held events in the month of August to build awareness and raise funds to benefit Hospice & Palliative CareCenter. One of this year's events was a Fashion Show and Luncheon where the ladies of Bermuda Run enjoyed an afternoon of fabulous food and chic new style trends. Donna Merriman narrated the fashion show, which featured designs from her store in Clemmons, Fraleigh's Boutique.

The Bermuda Run Hospice Golf and Tennis Classic was a day of fun and sports – on the links and on the courts. Members enjoyed a relaxing day of golf on the fairways of a championship

golf course. If golf wasn't their game, they could participate in a heart-thumping tennis match. It was a beautiful day of exciting competition among friends. The event ended with an evening of socializing at a cocktail reception followed by a dinner and variety talent show. Later, singles and couples alike kicked up their heels on the dance floor.

This memorial event, established in 1996, has brought in more than \$600,000 over the years. We are truly grateful to the Bermuda Run Classic Committee for their tremendous hard work on our behalf. We appreciate all of their efforts to raise funds and awareness.

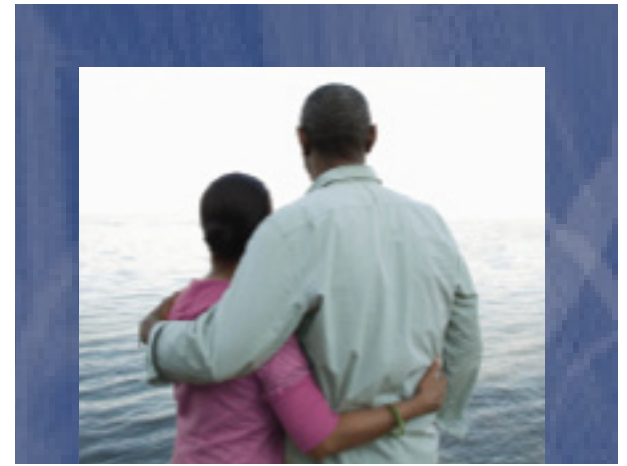




**Grief Support –  
Only a Phone Call Away**

The loss of a loved one can be an emotional hardship. With the help of grief counseling, you can learn to remember your loved ones with less pain. Hospice & Palliative CareCenter offers a variety of grief support groups, as well as individual grief counseling. Please contact the office closest to you to schedule an appointment or to inquire about additional groups, workshops, or other special events that may be offered throughout the year. In addition, you can find a comprehensive listing on our web site at [www.hospicecarecenter.org](http://www.hospicecarecenter.org)

Thanks to donations, there is no charge for our grief counseling services. While there is no fee for our groups, advance registration is requested.



*Don't face grief alone when help is only a phone call away.*

**HospiceCareCenter.org**  
(888) 876-3663

Winston-Salem (336) 768-3972

Walnut Cove (336) 591-1124

Mocksville (336) 753-0212

Salisbury (704) 637-7645



**PROGRAMS & SERVICES**

- Supportive Care Partners
- Home Health Care Services
- Hospice Care Services
- Kate B. Reynolds Hospice Home
- Grief Counseling Services
- Advance Care Planning Consultation
- Volunteering Opportunities

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**Hospice & Palliative  
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