



*Hospice & Palliative*  
CARECENTER

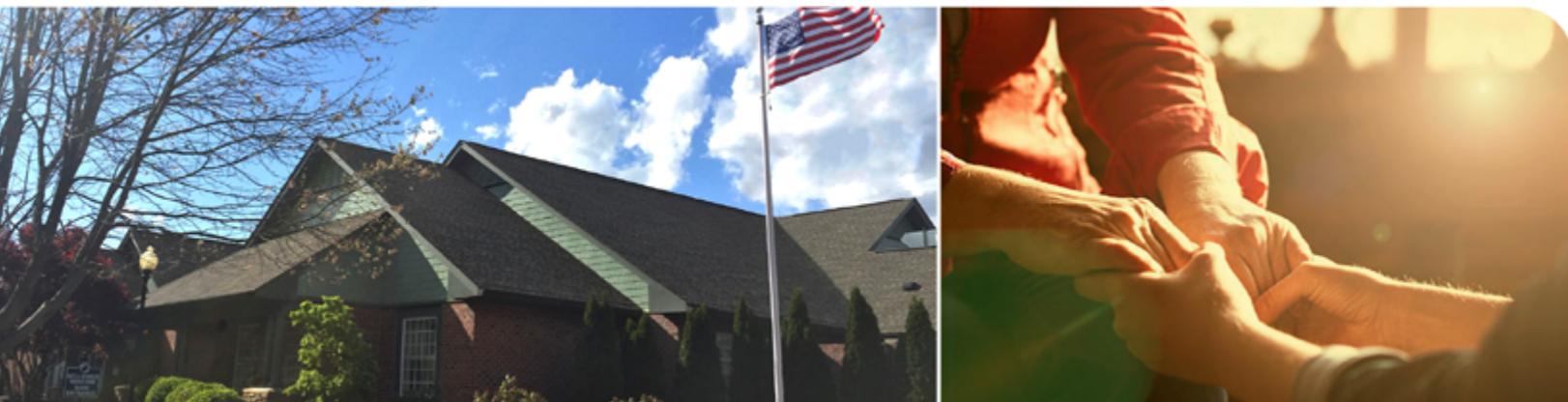
2016 **IMPACT**  
report

# our Purpose

It is natural to be in search of expert guidance when facing the challenges and fears that often accompany an advanced illness. We are here to ease that experience in every way. Not just physically, but emotionally and spiritually. And not just for our patients, but for the families too.

To embrace each patient and their family - every step of the way - providing personalized care, and a sense of optimism for the future. **That's the very reason we exist.**

This report highlights some of the ways we demonstrate caring for our patients, their families, and members of the communities we serve.



We've always known that we were built by the community for the community.



The founders of this organization, affectionately known as The Back Porch Gang, made it their duty to change the way people experience the end of life. And for generations, volunteers and supporters have shared that passion and have been vital advocates of our mission.

It is often said the *one thing that is certain, is change*. The healthcare industry and especially palliative and hospice care are no exception. Yet, there is one thing that we will never let go of - our promise to provide unparalleled care to our patients and families seeking guidance and comfort as they face the challenges of advanced illness.

We have tremendous gratitude for our referral partners throughout the region who entrust their patients to our care. Their faith in us is reflected in the impact we are able to make in the lives of the people we serve.

Our heartfelt thanks go to our volunteers and contributors who make our work possible. We pledge to be exceptional stewards of your generosity - and we share this impact report with full appreciation and deep gratitude for your personal commitment that inspires the care we provide each day.

Linda Darden, MHA, CPA  
President & CEO

Tracey Flynn Martin, CPA  
Partner - Bernard Robinson & Company, LLP  
Board Chair

# Hospice Care

Hospice & Palliative CareCenter is a trusted source of support when a loved one is facing a serious illness. We understand the anxiety, questions, and even fear. The sooner our compassionate team is invited in to help, the sooner patients and families can focus on living well.

“Hospice care is built on an unparalleled model of care. It affords patients – and their families – access to a team of professionals and volunteers with unique training to provide extraordinary care. Of all the medical specialties that exist, hospice care has the potential to touch the most people. I’m proud to work in this area of medicine and couldn’t ask for a better team.”



*In 2016, our care teams provided care to 2,853 individuals and their families throughout the 13 counties we serve. This represents 140,000 days of caring.*



Michael Lalor, MD  
Chief Medical Officer  
Hospice & Palliative CareCenter

# Palliative Care

To palliate means to ease. In the simplest terms, palliative care is designed to ease symptoms without curing the underlying disease. Our physicians and nurse practitioners are specialists, with certification in hospice and palliative care, helping patients ease pain, fatigue, anxiety, and other symptoms. When provided in unison with treatment as an added layer of support - patients naturally feel an improved quality of life.

In our Palliative Care program, our physicians and nurse practitioners work in conjunction with our patient’s primary care or specialty physician to coordinate a palliative care plan.

Our Palliative Care Program is separate from our Hospice Care program, although some patients do choose, later in their disease process, to benefit from Hospice Care.

# Grief Counseling Services

Mourning the death of a loved one is an essential step in the healing process. Our unparalleled commitment to helping people on this journey is one of the greatest gifts to the communities we serve.

*In 2016, our Grief Counselors provided 2,816 individual grief counseling sessions.*

*In addition to providing grief counseling to the families of our patients, our grief counseling is provided - free of charge - to anyone in the community suffering a loss.*

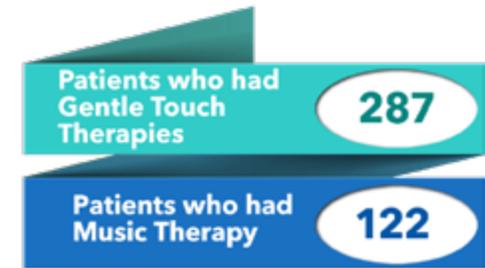


“The reality is that you will grieve forever. You will not ‘get over’ the loss of a loved one; you will learn to live with it. You will heal and you will rebuild yourself around the loss you have suffered. You will be whole again but you will never be the same. Nor should you be the same nor would you want to be.”

Elisabeth Kubler-Ross, Founder of the Hospice Movement.

# Complementary Therapies

Complementary therapies add an extra dimension of care to Hospice & Palliative CareCenter’s commitment to nurturing the body, mind, and spirit. These non-invasive, holistic practices do not replace the medical, social, or spiritual care of the hospice team. Rather, they work with the total care of the interdisciplinary team to promote comfort and wholeness for both patients and their families.



“Complementary Therapies bridge across states of confusion and pain to connect with the heart and promote comfort. When we integrate therapies like music and massage, and layer that with the physical and emotional care, it’s remarkable to witness the soothing effects.”

Katie Cyre, MS, MT-BC (Music Therapist Board Certified)  
Clinical Support Services Manager - Hospice & Palliative CareCenter



# Community Engagement

It has been said many times that volunteers are the heart of hospice. It's true. Whether motivated to serve because of a personal experience or because they have a natural gift to share—their time and talent are invaluable. Hospice & Palliative CareCenter volunteers are an essential part of the team and we are made better by the example they set and their selflessness.



*In 2016, we had 447 volunteers; 256 providing Direct Patient and Clinical Support, and 191 providing General and Administrative support.*

- *Volunteers provided 11% of our Direct Patient and Clinical Support*
- *Our volunteers contributed a total of 30,769 hours*



*"It takes a village." Our village – our generous community – is a treasure. Whether contributing in memory of a loved one or investing in our mission with an annual gift, the financial support we receive helps us provide unmatched care. The support is a treasure, helping to ensure care for generations to come.*

unmatched  
care

# Veterans

We are proud participants in a program of the National Hospice & Palliative Care Organization and the Veteran Administration. It is called "*We Honor Veterans.*" Simply put - we understand that veterans have had unique experiences they carry with them throughout life. As a Level IV program we are specially trained to recognize the impact of those experiences so that we can honor their service and sacrifices, and provide the best possible care to our veteran patients.

*In 2016, we hosted over 80 Veteran Coffees - with nearly 5,000 veterans participating.*



- ☆ We honored over 150 WWII Veterans at the *Spirit of '45 Celebration* attended by over 500 guests
- ☆ We honored over 120 Korean War Veterans at the *No Longer Forgotten* event attended by over 600 guests



“ Contrary to what a lot of people might think, we are not about helping people die. We are more focused on helping people live the best possible quality of life and make the most of every day. That’s why - in addition to providing specialized care for our veteran patients - we have an amazing outreach program. It all started with a Veteran’s Coffee in Winston-Salem three years ago. We’ve met hundreds, if not thousands, of veterans who have experienced a whole new dimension of living fully. Veterans share a special brotherhood and the time and space we’ve created for them to share fellowship and stories has been a remarkably rewarding journey. ”

Don Timmons, Regional Community Partnership Coordinator  
Vietnam Veteran

# Got Plans?®



We plan for college, marriage, a baby and retirement...but we don't prepare for the unexpected. Advance care planning is a process where you reflect upon and plan for the healthcare you would want if you are unable to make decisions or speak for yourself. ***Making these plans is as simple as 1, 2, 3. Decide. Discuss. Document.***

We believe so strongly in the importance of advance care planning that we offer free monthly workshops throughout the region. ***Let your wishes be known so they can be honored.***



***In 2016, we hosted 48 workshops and educated almost 500 individuals, with many completing advance directive documents as a result.***

## Hospice & Palliative CareCenter 2017 Board Members

Tracey Martin, Chair  
Aaron Singleton, Vice Chair  
Melissa Perrell, Secretary  
Tim Sechrest, Treasurer  
Margaret Ann Hofler, Past Chair



Camille Banks-Prince  
Steven M. Block, MB BCH  
Beverly Bradstock  
Candice Wooten Brown  
Rev. R. Craig Ford  
Sharon Gentry  
Gary Green, BA MA Ed.D  
Richard Gottlieb  
Jennifer Houlihan  
Peter Juran  
Steve Lineberger

Dr. Sir Walter Mack, Jr.  
David Matthews  
Kimberly Moore  
Tanner Robinson  
Hernando Ramirez Santos  
Scott Templeton  
John Vogler  
Sara Walpole  
Kenneth Carlson, M.D., Emeritus  
James Smith, Emeritus

## The Hospice Foundation 2017 Board Members

John Hunt, Chair  
Cathy J. Pace, Vice Chair  
William Shawcross, Secretary  
David Twine, Treasurer  
Stephen D. Poe, Past Chair



Katherine Dawson Atala, M.D.  
Jennifer Byrne  
Donna Durham-Pierre  
Barry Eisenberg  
Paul Foley  
Lloyd H. Ford  
R. Morris Friedman, M.D.  
Thomas E. Gatewood, Jr.  
Ben Hough  
Lottie Kay  
Katie King  
Scott Lewis  
Michelle R. Livengood

Elizabeth B. Madden  
Edie Murphy  
Kimberly S. Pace  
John Ruffin  
Aaron Singleton  
Steve Strawsburg  
Jimmy B. Strickland  
Eric Tomlinson, DSc PhD  
Ira Williams, Jr.  
Yasser Youssef  
Pete Zifchak  
JoAnn E. Davis, Emeritus

# Statistics and Financials

As a nonprofit organization, our mission does not include building shareholder wealth, but rather using 100% of our resources to enhance quality of life for the patients and families we serve. That's why we are so much more than a hospice care provider. Our services include comprehensive grief counseling programs for the entire community, in depth support of advance care planning, complementary therapies, and a host of other services that we are proud to offer. We are thankful to our advocates who helped shape the organization we have become.

## Revenues

Net Revenue from Patients Served  
 Contributions and Financial Support  
 Other Revenue  
**Total Revenue and Support**

	2016	2015
Net Revenue from Patients Served	\$21,801,000	\$21,724,000
Contributions and Financial Support	2,302,000	2,779,000
Other Revenue	3,341,000	3,157,000
<b>Total Revenue and Support</b>	<b>\$27,444,000</b>	<b>\$27,660,000</b>

## Expenses

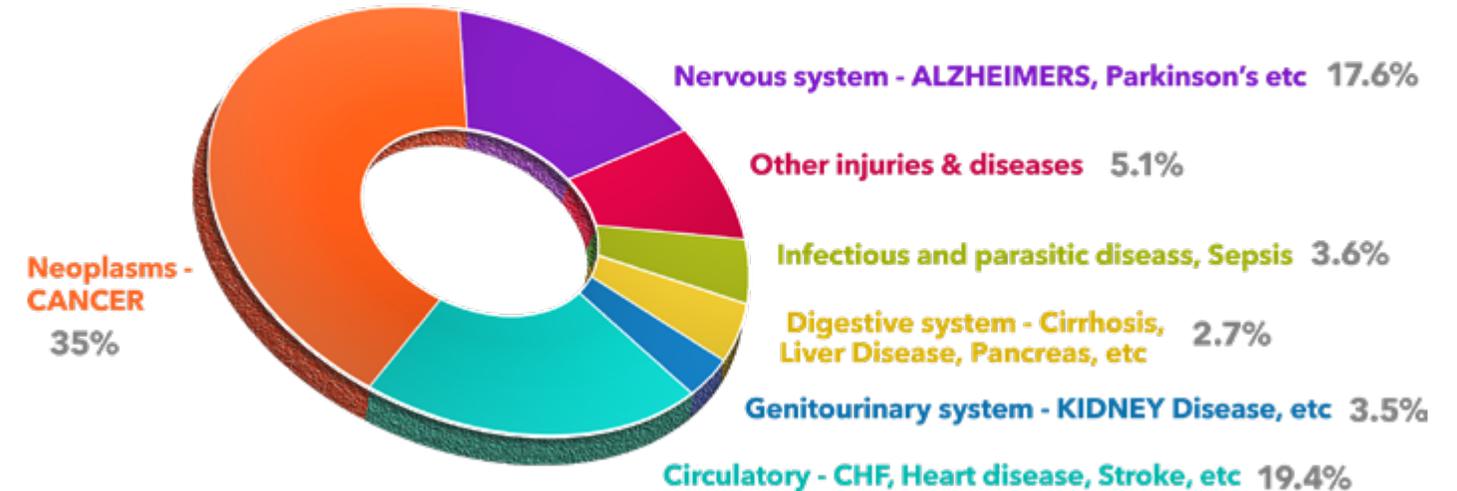
Professional Care of Patients  
 Community Services  
 Fundraising & Development  
 General & Administrative  
**Total Revenue and Support**

Professional Care of Patients	\$19,648,000	\$19,826,000
Community Services	659,000	664,000
Fundraising & Development	752,000	710,000
General & Administrative	5,357,000	5,368,000
<b>Total Revenue and Support</b>	<b>\$26,416,000</b>	<b>\$26,568,000</b>

## Increase In Net Assets

<b>\$1,028,000</b>	<b>\$1,092,000</b>
--------------------	--------------------

## Percentages of patients served by disease category:



Number of clinical employees in the following categories:





*Hospice & Palliative*  
CARECENTER



THE HOSPICE  
*Foundation*  
*In Support of* HOSPICE & PALLIATIVE CARECENTER



*The Kate B. Reynolds Home*

101 Hospice Ln. Winston-Salem, NC 27103

