THE CIRCULAR



Fall 2009

Hospice Care - It's not about giving up hope . . . it's about letting hope in.

OUR MISSION:

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

PROGRAMS & SERVICES

If you would like information about any of the following programs and services, for yourself, a family member or friend, please call the office nearest you: 336-768-3972 in Winston-Salem 336-753-0212 in Mocksville 336-591-1124 in Walnut Cove 704-633-5447 in Salisbury or 1-888-876-3663, or visit us on the web www.hospicecarecenter.org

Hospice Care

Home Health Care

Kate B. Reynolds Hospice
Home
Palliative Care Services
Carousel Pediatric Program
Grief Counseling Center
Community Support Program
Community Partnership for
End of Life Care

TIMELESS ORNAMENTS MAKE TREASURED GIFTS

Please Support Hospice's 19th Annual Ornament Celebration

If you're in search of thoughtful gifts for the loved ones on your holiday giving list, please consider our beautiful handmade ornaments. In addition to making someone's holiday more meaningful, you'll be supporting Hospice patients and families.

You can choose from our handmade porcelain bells and balls from Barking Spider Pottery in Penland, NC as well as a Battenburg Lace ornament. The ornaments can be inscribed with the name of someone you wish to honor or remember.

For a gift of \$100 or more, you will receive Hospice's 2009 series handmade porcelain ball

inscribed with your honoree's name.

For a gift of \$50 or more, you will receive Hospice's 2009 series handmade porcelain bell inscribed with your honoree's name.

For a gift of \$15 or more, you will receive a Battenburg Lace ornament with your honoree's name.

If you wish to display your ornament throughout the year, please include an additional \$5 gift, and you will receive a perfectly suited silver or gold-toned stand.

To Order:

Simply return the order form from the enclosed Light Up A Life Ornament Celebration brochure, or call the Hospice & Palliative CareCenter office nearest you. Please plan to use a credit card for orders placed over the phone.

Thank you to Allegacy Federal Credit Union for their generous support of the 2009 Light Up A Life Ornament Celebration.





TIPS FOR COPING WITH THE HOLIDAYS

When a Loved One Has Died

Plan Ahead

Giving some thought to the challenges you may encounter during the holiday season can help you avoid some of the difficulty. Consider ahead of time what may be expected of you, both socially and emotionally, as well as your own preferences with regard to holiday events.

Trim Down to Essentials

Sometimes it is helpful to limit social and family commitments to suit your available energy, as grieving often demands most of one's energy reserves. This can be a time to re-evaluate priorities and forego unnecessary activities and obligations or ones that are less meaningful.

Ask For and Accept Help

It is important to accept offers of assistance with holiday shopping, decorating, cleaning, cooking, etc. from friends and family. Loved ones often look for ways to lessen your burden at this time of year, so consider allowing those who care about you to support you in concrete ways.

Accept Your Limitations

Grief and mourning consume a great deal of energy regardless of the season, and the holidays often place additional demands on your time and emotions. It may be important to alter holiday expectations to accommodate current needs, resources, and energy levels.

(Continued on page 7, Tips for Coping with the Holidays)



A MESSAGE FROM THE CEO

As National Hospice Month draws to a close, and as we celebrate the impact that Hospice services have made in our communities, I am reminded of the many, many people who have made this possible. And since we are celebrating over thirty years of service, I am reminded of the many numbers that we use to measure our service.

We talk about thirty years of service - from a small, volunteer, grantfunded agency to a large, volunteer and professional staff, healthcare organization. We talk about the wonderful Kate B. Reynolds Hospice Home, which has grown from twenty private patient/family bedrooms opened in 1998, to thirty bedrooms in 2005, and soon to be forty bedrooms in 2010. We talk about a base of interested supporters and donors that have grown from the few hundred in the early years to literally thousands. We talk about a service area of one county - now grown to thirteen. And all of this because you join us in embracing the mission of compassionate quality end-of-life care for each person. Each ONE.

Sometimes these numbers are mind-boggling, hard to fathom – simply the number of visits made to patients and families is unbelievable. And we report on these many "numbers" monthly and talk about the service and the growth. However, what I am struck by in all this data is the overriding philosophy that the important number is ONE.

Each family is ONE; each patient is ONE; each visit is ONE; each plan of care is ONE. Each story is different and sacred to that family, and how we approach that family is theirs. We remind ourselves of this every day, and we strive to ensure that the ONE family knows that while we serve them, they are ONE. We are honored to be accepted into their ONE, and privileged to be a part of their ONE life as we serve.

So as we remember our ONEs, we celebrate each of their lives and the impact they have made on us. National Hospice Month, and the holiday season always bring these memories more into focus. We will continue serving and celebrating the ONEs. We remain grateful to all of you who help with that mission.

JoAnn Davis, President & CEO **Hospice & Palliative CareCenter Board of Directors**

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We would like to thank our Governing Board and Foundation Board of Directors 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.

AS OUR 30TH ANNIVERSARY COMES TO A CLOSE, PLEASE REMEMBER . . .

* Hospice care is about how you LIVE! * It's about helping you live comfortably and fully. * It's not about giving up hope. It's about letting hope in when you need it most. * Hospice & Palliative CareCenter was the first hospice in NC. * Services are paid for by Medicare, Medicaid, and most private insurance. * Anyone, including friends and family, can make a referral. * Most families say – "I wish we had called sooner."

* Thanks to community support, our programs and services are provided to anyone in need regardless of ability to pay.





LOVE AT FIRST SIGHT

Dr. Kim Case knew she had found her passion at Hospice

Dr. Case knew since she was a child that she wanted be a doctor. She knew she would enjoy primary care, yet she wasn't sure what she wanted her area of focus to be. Only a few days into her fellowship at Hospice & Palliative CareCenter, she had found her niche!

Q. Did you always want to be a doctor?

A. "Yes! In fact, in kindergarten my teacher had us draw a picture showing what we wanted to do when we grew up. To this day my mother has the drawing. It's of me helping people, stick-figure people, who were sick. The teacher helped me with the caption: 'I want to take care of people and children.'"

Q. Can you walk us through your education and training?

A. "I always knew I would go to medical school. I received my undergraduate degree in biology from Cornell University in Ithaca, New York, and went to medical school at Texas Tech University, which is not far from where I grew up in El Paso, Texas. When it was time to do my residency, I really had no idea where I wanted to go."

Q. How did you end up at school in New York from El Paso? And how did you select Wake Forest University Baptist Medical Center for your residency?

A. "I knew Cornell was a great school, so I really felt strongly about going there. But I had no idea how cold it would be! In fact, I thought I was going to freeze to death.

When it came time to do my residency, I really needed to explore my options, so I planned a trip from my mother's home in El Paso to my sister's home in Philadelphia. The idea was that I would hit about 10-12 residency interviews and see what I liked best. I ended up on a six-week road trip, starting with my first interview in Florida and working my way north. Although I didn't know anyone at Wake Forest University Baptist Medical Center, I felt a connection and did my residency with Wake Forest Family Medicine."



Kim Case, M.D.

Professional:

- Board Certified Family Physician
- Board Certified Hospice & Palliative Care Physician

Employment:

- 70% of time at Hospice & Palliative CareCenter
- 30% of time at Wake Forest Family Medicine

Passions:

Improving quality of life for patients. Teaching end-of-life care to medical professionals.

Personal:

Loves to travel and read. Spent two weeks in Paris and London this summer.

Home

Lives in Ardmore, Winston-Salem

Most Recent Book: *Pride and Prejudice and Zombies*, by Jane Austen and Seth Grahame-Smith

Q. What led you to Hospice?

A. "One of my rotations was through the Intensive Care Unit, where I witnessed people dying in pain, alone, being kept alive only with the help of a ventilator. That was a very sobering experience. When the time came for deciding if I wanted to do a fellowship, I thought a Hospice fellowship would provide some valuable additional training. I thought I would learn some things that might be helpful in the family practice setting. But it was so much more than that – I had an epiphany! That's why I ended up staying."

Q. Can you describe the epiphany you experienced when you decided Hospice was the place for you?

A. "In medical school, end-of-life care just isn't taught. We get very little exposure to pain control and other valuable tools that focus on patient comfort. Being at Hospice was like a light bulb being turned on. Learning and practicing palliative care, where the focus is on quality-of-life, was extremely rewarding, and I knew very quickly that this is what I was supposed to do. I thought to myself: 'I'm good at this! I should keep doing it!' When someone comes to you having been in pain for a long time, perhaps even during their treatment, and you can change their medications and improve their quality of life, they are so grateful. Helping people feel better... watching them change like night and day... it's very rewarding."

At Right: Kim Case, M.D. at the nurses station with Faye Wilson, Unit Secretary



"Helping people feel better... watching them change like night and day... it's very rewarding."



REFLECTIONS FROM LONG-TIME HOSPICE EMPLOYEES



Teri Fittro, Senior Development Assistant 10 years

"I knew I wanted to work for an employer that gave something to the community. After going through the interview process, I knew that this was where I wanted to be. It's rewarding to be part of an organization that provides an irreplaceable service to the community. I enjoy getting in touch with donors to thank them for their contributions, and I also enjoy letting families

know when we have received memorial/honor gifts for their loved ones. When I'm not at work, I love reading and spending time with my 12-year-old son, family and friends."



Julie Morris, Provider Relations Coordinator 18 Years

"In my role I spend most of my time in extended care facilities and nursing homes helping to make sure that everyone in need of Hospice care is being served. It's very rewarding to identify gaps in health care and work with other professionals to fill those gaps. When I first came to this organization, I was volunteering. I was actually looking for a job as a social worker at the

time, and as luck would have it, I ended up staying with Hospice. I absolutely love meeting new people, and the time I spend in the facilities is the favorite part of my work. Outside of working, I love spending time with my family and friends. I enjoy being at home with my dogs, reading, and if truth be told, I spend a bit of time watching the Lifetime channel. I also have a passion for singing."



Jeanne Carolan, Office Manager 21 Years

"I first came to Hospice when a friend asked me if I could work part-time entering data into the computer. Knowing that I was contributing to the mission of Hospice was very rewarding. A few years into my career here, I became the office manager, and I spend a good deal of time purchasing office supplies and equipment. I actually enjoy shopping and I love to find a bargain,

so I often get a thrill out of my work. I'll search to find the best prices and value, no matter what I'm in the market for. To relax, I simply have to think about my two twin grandchildren whom I try to spoil whenever possible. I enjoy making jewelry, cards, stained glass, cooking, and traveling."



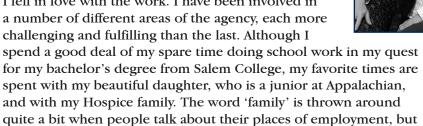
Fred Moretz, Chaplain 18 Years

"What an honor it has been to be a part of Hospice & Palliative CareCenter all these years. I see my time here as a calling instead of a job. Through my work, specialized training, and irreplaceable experiences at Hospice, I have learned to listen to my patients and their families and let them tell me what their needs are instead of going into their situations with my own agenda. It's rewarding to work with such professional, empathetic,

and loving peers and leaders. It's also rewarding for me to walk down a patient's ramp that was built by a church or civic group, to be asked by a patient or family to conduct a memorial service, to help change a patient's sheets, and just to be told by someone that he or she appreciates an attempt was made. I love woodworking, reading, genealogy, doing things with my family, and herding our horses, our three dogs, two cats, eleven hens and two roosters."

Chris Dellinger, Bereavement Team Leader 10 Years

"I've actually come to Hospice twice, so I think that speaks volumes about my feelings for the agency, its mission, and its staff. The more I became familiar with the mission and the staff's dedication to it, the more I fell in love with the work. I have been involved in a number of different areas of the agency, each more challenging and fulfilling than the last. Although I





Mae Burnett, Nursing Assistant 11 Years

the Hospice staff truly lives up to it."

"I've always taken care of my family, and I have always had a place in my heart to care for others. Being a nursing assistant allows me to share kind words and loving care with patients and families that need our help. When my nephew had cancer and our family was told that he was not going to live, my experience with Hospice helped me be more prepared for what he, and our family, would go through. I know that Hospice is where I need to be. After a long day at work and giving the best care I can to my patients, I go home to a hot shower, comfortable P.J.'s, and relax in my living room with my doll collection. I do have about six hundred baby dolls. They help me when I've had a sad, tearful day."



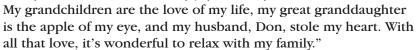
Carmen Price-Booker, Social Worker 10 Years

"I think I was called to this job. I had no idea what Hospice was until I began working here as a social work intern. I have loved working here ever since; this feels like the place I'm supposed to be. It is truly a privilege to have family members trust me enough to share their most confidential issues and thoughts during one of the most difficult times in their lives. The best part of my job is being able to educate patients

The best part of my job is being able to educate patients and families about how normal their thoughts and feelings are. It is also nice to be able to facilitate communication between family members and to assist in reconciliation of relationships. When I'm not at work, I like traveling, crafting, and zumba, as well as time with my family."



"I was referred to Hospice 16 years ago by a co-worker. I've found that being a nursing assistant is more than a profession... it's a calling. The best part of my job is helping people and knowing that I'm making a difference in their lives. My work at Hospice is very rewarding. To relax, I spend quality time with my family. God is the center of my joy, then my children.





HONORING LONGEVITY

SURPRISE, SURPRISE, SURPRISEState Employee's Credit Union Foundation

State Employee's Credit Union Foundation Pledges \$500,000

Hospice's Vital Connections Capital Campaign Cabinet is thankful for the outstanding show of support from the State Employees' Credit Union (SECU) members. Through the SECU Foundation, \$500,000 was pledged to the Vital Connections Capital Campaign, lifting the campaign to \$3.8 million. In addition to the Hospice Home expansion, the funds raised in the campaign will be used to enlarge the education and training facilities needed in the current Palliative CareCenter.

"This gift is extraordinary and it is with great pleasure that we will re-name our Palliative CareCenter the SECU CareCenter," said Davis. "This is the first time we've reached out to the SECU Foundation for support and we're absolutely thrilled with this gift. We can think of no better way to commemorate this partnership than to name our CareCenter building in honor of State Employee's Credit Union members."

Mark Twisdale, SECU Senior Vice-President of Human Resources and SECU Foundation Executive Director said, "After learning about Hospice & Palliative CareCenter and touring their Winston-Salem campus, the SECU Foundation Board felt this project aligned perfectly with the 'People Helping People' philosophy of the Foundation. So many North Carolinians have been touched by hospice and SECU members are very proud to assist with this effort."

The SECU CareCenter will house the primary operational functions of the agency, as well as the majority of its clinical staff. The expansion will provide space for a Palliative Care Clinic and expanded educational and training space. Hospice & Palliative CareCenter provides expert end-of-life care education to many health care professionals in the Piedmont Triad, as well as clinical rotations for every third-year Wake Forest University medical student.

SECU Foundation

PEOPLE HELPING PEOPLE



Introductions being made - John Roberts representing SECU, Ellen Coble, VP of Development, Suzanne Ramm, Captial Campaign, and Peggy and John Taylor, Honorary Campaign Chairs.

It's Always a Real Swingin' Party

But Now – It's a Real Swingin' Month

As if golf, tennis, and the 'show of shows' were not enough of a good time, supporters at Bermuda Run declared August Hospice Month! In addition to the annual golf and tennis tournaments, event organizers hosted a family movie night, a scotch and cigar night, and a fashion show luncheon. All of the events were successful, and the funds from each event are being used to support patient and family care.

When a group of like-minded people get together to make things happen for a good cause, there's no end to what they can accomplish! And there's no end to the fun that was had. "I'm blown away at all the energy and excitement the committee creates and I'm equally blown away by the support and generosity from the Bermuda Run community. I'm thrilled to report that Hospice Month at Bermuda Run raised over \$60,000! We're blessed to have their passion and creativity at work for us," said Ellen Coble, Vice-President of Development.

Barbara Tilton has been knee deep in these events since the very first year in 1996. "Hospice is near and dear to me. We started this event in memory of some dear friends many years ago, and since that time, Hospice has been there for both my husband and mother. My mother passed away at the Kate B. Reynolds Hospice Home on October 11, and I'm just so grateful Hospice is there in our time of need. It's an honor to be able to give back," shared Barbara.

HOLIDAY WISH LIST



A Way to Help Hospice Patients and Families

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

Please consider making a contribution to our Patient Support Fund. This fund will enable Hospice to cover the cost of gas, electricity or heating fuel needed to enable our patients and families to remain comfortable in their homes. It will also be used to provide groceries and other basic necessities. Your donation can make a major difference for families experiencing both the emotional and financial hardships due to the illness of a loved one.

In addition, a \$45 gift will cover a holiday meal for a family.

Contact Faye Everhart, Volunteer Services Coordinator, to learn more about the special ways you can help. 336.768.3972



HAPPENINGS FOR HOSPICE

SALISBURY GOLFERS SHARE THE GREEN

On August 25 Hospice & Palliative CareCenter's Salisbury office was one of two non-profit organizations picked to receive money raised from the Rowan Church Golf League & McCanless Golf Properties. Each year Rowan churches get together at McCanless Golf Club, meeting every Tuesday for several months for this golf tournament. Each team is charged a fee to participate. At the end of the tournament, the fees are split evenly between two organizations and the golfers vote on who will receive the money. April McDaniel, office manager of the Salisbury office said, "It is an honor to be chosen and the gift of \$821.00 will go a long way to support the patients and families we serve. Thank you to all the churches and golfers that participated in this event."

SIP TO SUPPORT HOSPICE

A great big thank you to Robin Swaim, owner of Cimarron Steak House, for sponsoring a wine-tasting held on Wednesday, October 21, to benefit Hospice & Palliative CareCenter. Robin had a personal Hospice experience earlier this year and was anxious to plan a fundraiser to support other patients and families. Cimarron "regulars" and many of Robin's friends and family, in addition to Hospice employees, had great fun tasting various wines presented by Wisdom Beverage. Stay tuned....Robin plans another event in the spring of 2010.

RIDE TO RAISE MONEY

The 5th Annual Ginny B Motorcycle Ride was held on Saturday, October 17, to benefit both Hospice & Palliative CareCenter and Mountain Valley Hospice. The ride began and ended at the Yadkin Valley Grape Festival where participants had the opportunity to visit the vineyards and learn how the grape goes from the vine to the bottle! David Cornelius organized this exciting event and is already beginning the planning stages for the 6th Annual Ginny B Ride in October of 2010. Thanks to David and all of the participants for a great ride!

QUALITY CRUISE INN BENEFITS PATIENTS AND FAMILIES

Quality Inn and Suites on Hawthorne Road sponsored a Quality Cruise Inn to support Hospice & Palliative CareCenter on Saturday, August 29. There were over 100 vehicles to show thanks to the Yadkin Valley Cruisers as well as live entertainment, great food prepared on site, and dancing in the parking lot. So, everyone who attended was a winner.... especially Hospice. Many thanks to Gail Kolischak and Anthony Stewart for their hard work.

all new. better than ever. hospice hope run 2010





GROUND WAS BROKEN

Construction of New Hospice Home Rooms Begins Soon

On Sunday, October 4, friends gathered, some with shovels in hand, to break ground for the addition of 10 private patient rooms at the Kate B. Reynolds Hospice Home. The Hospice Home has an average occupancy rate of nearly 110%. "With the additional rooms, we will be able to expand access to the

patients and families that seek our supportive care in this truly home-like facility," said President and CEO, JoAnn Davis.

In late 2008 a capital campaign was launched: "Vital Connections – A Campaign to expand Hope and Support for Hospice Patients and their families." To date, the campaign has reached \$3.8 million of its goal. The actual cost of the project is at \$5

campaign has reached \$3.8 million of its goal. The actual cost of the project is at \$5 million.

JoAnn Davis and her capital campaign committee, in light of the unstable economy, decided to set the goal at \$4 million. "It was challenging to kick off our capital campaign when news of an economic recession was hitting the news on a daily basis, but Ellen Coble, our Vice-President of Development, and our Board

Ellen Coble, our Vice-President of Development, and our Board Chair, Dek Driscoll, have taken the challenge to heart and are going above and beyond in their efforts," shared Davis. "We are humbled and overwhelmed at the generosity of our supporters thus far."



Pictured clockwise: (L to R) Honorary Campaign Chairs John and Peggy Taylor, Mayor Allen Joins, Hospice CEO JoAnn Davis, Hospice Board Chair and Campaign Chair Dek Driscoll, Foundation Board Chair and Campaign Cabinet Jeff Howard. (L to R) Carolyn Breese, Fund Development Officer, Suzanne Ramm, Campaign Cabinet, and Kelly Eddins. (L to R) Thad Lewallen, Board of Directors, Scott Bowen, Treasurer Board of Directors, Connie Bowen, and Margaret Lewallen JoAnn Davis, CEO

TIPS FOR COPING WITH THE HOLIDAYS (Continued from page 1)

When a Loved One Has Died

Make Changes

Because life circumstances have changed, it may be necessary to modify holiday plans to accommodate these changes. Consider varying rituals, tradition, and/or surroundings in order to lessen stress. It might be important to let family and friends know that things may be different this year. Of important note, too, is that some families find solace in keeping as many rituals, traditions, and surroundings as close to "the same" as possible.

Inform Others of Your Needs

Families and individuals who fare the best during the holiday season maintain open communication regarding their particular needs and concerns and are tolerant of each individual member's unique ways of mourning.

Build in Flexibility

It is often helpful to learn to "play it by ear," as there is no concrete formula for coping with loss during the holidays. It is important to listen to your own needs and to accept the fluctuations that occur emotionally, physically, socially, spiritually, and mentally.

Give Yourself Permission "To Be"

Allow breathing space and remain open to frequent changes in mood and perspective; this is the demanding work of grief and mourning.



2009 & 2010 Counseling Series

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 on an ongoing basis. Listed below are groups you or someone you know might find comforting.

6-Week Counseling Groups for Adults: Death of a Spouse and Death of a Parent

On-going Support Groups
Left Behind: A Group For Survivors Of Suicide
Heartstrings Infant Loss Support Group
Teen Evening Retreat - "Journey" (grieving teens ages 13-17)

Camp Carousel - July 26-30

Location for above groups: Hospice & Palliative CareCenter
101 Hospice Lane • Winston-Salem
To register, call 336.768.6157, ext. 600

Coping with the Death of a Spouse and Caregiver Support Group Location: BestHealth Center • Hanes Mall (near Post Office) • Winston-Salem To register, call 336.713.2378 (713-BEST)

336-768-3972 in Winston-Salem 336-753-0212 in Mocksville 1-888-876-3663 from Anywhere

Mocksville - Grief Support Group

Location: Senior Services of Davie County • 278 Meroney St • Mocksville To register, call 336.753.6230

Salisbury - Coping with the Death of a Loved One
Location: Lutheran Home at Trinity Oaks • 820 Klumac Rd • Salisbury, NC
To register, call 704.633.5447

Please call for dates, times and locations of groups or view complete information on our web site. There is no fee for groups, though advance registration is requested.

Individual Grief Counseling is available at each of the offices listed below. Please contact the office closest to you to inquire about additional groups, workshops, or other special events that may be offered throughout the year.

336-591-1124 in Walnut Cove www.hospicecarecenter.org

704-633-5447 in Salisbury

THE CIRCULAR - FALL 2009 ISSUE

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Reflections From Long-Time Hospice Employees
State Employee's Credit Union Foundation Pledges \$500,000 It's Always a Real Swingin' Party Holiday Wish List
Happenings for Hospice All new, Better than ever, Hospice Hope Run 2010
Ground Was Broken For New Hospice Home Rooms

Hospice & Palliative CareCenter serves 13 counties from 4 offices located in Winston-Salem, Mocksville, Walnut Cove, and Salisbury:



Please contact our office nearest you: 336-768-3972 in Winston-Salem 336-753-0212 in Mocksville 336-593-8450 in Walnut Cove 704-633-5447 in Salisbury 1-888-876-3663 from Anywhere



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