



LIVING YOUR BEST LIFE

An Annual Speaker Series

October 4, 2016, was an undeniably beautiful day in the Triad. Not even a downpour could have dampened the positive energy flowing from the Benton Convention Center where 1,100 people were attending the inaugural Living Your Best Life Speakers Series event. Sponsored by Hospice & Palliative CareCenter, this groundbreaking event is designed to be a life altering experience.

This series will include celebrated speakers, yet it will be different from any other program offered in the community because of its mission. The purpose of this event is to elevate the possibilities and potential of the community and the people who live in it. It began as an idea and collaboration between Hospice & Palliative CareCenter, Dewey's Bakery, and its owners Scott and Michelle Livengood. Dewey's was the presenting sponsor, and many other corporate leaders immediately came on board, not only to support Hospice, but to invest in the positive impact this series will have on the community.

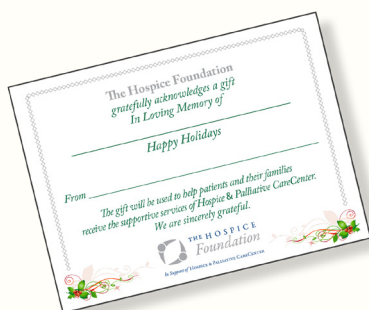
The featured speaker, Shawn Achor, is the author of the New York Times best-selling book *The Happiness Advantage*. He is one of the world's leading experts on the connection between happiness and success. For those not able to attend the speaker series, you can google Shawn's TED Talk on happiness.

At the event, President and CEO of Hospice & Palliative CareCenter, Linda Darden, shared, "For some of you the connection between hospice care and living your best life might not be obvious. We understand that many people associate hospice care with dying. That's a perception we are working to change because our mission is to help our patients have the very best day they can have, every day. Living your best day is the first step to living your best life."

Shawn's research illustrates how you can change your brain to become happier. He shared techniques, that when applied for 21 days, can alter your brain and thus your outlook. He believes that happy people are more creative and more productive, the foundation of which begins with gratitude.



A GIFT WITH MEANING AND LASTING VALUE



"How wonderful it is that nobody has to wait a single moment before starting to improve the world." Anne Frank

When looking at gifts for this holiday season, why not consider an alternative gift with a donation to Hospice & Palliative CareCenter? Alternative gift giving is a concept that has been around for years and is founded on the premise that sometimes the most

(continued on page 4)



From Linda Darden, CEO/President

Unless you have had a first-hand experience, you might not understand the true essence of hospice. If on the other hand, you have had a personal experience, you are among our best advocates. You understand the benefits of reaching out for support earlier, and what we mean when we say that hospice care is not about helping people die, but rather helping people live – cherishing each day to its full potential - until the very end.

In the pages of this newsletter, you'll see stories about events we host in the community. From our outreach to veterans, to hosting our first annual Living Your Best Life Speaker Series, I'm proud of the efforts we make to engage and educate the community and I think it's fitting that so much of what we do reflects a spirit of living life well, living fully, and focusing on what's meaningful. Those core values are at the heart of our mission and shape our very existence.

Our primary reason for being is to enhance quality of life by easing pain, symptoms, anxiety, emotional unrest, and even easing spiritual and social burdens. Our goal is to ensure that patients and families can focus on what matters most.

Hospice care is the cornerstone of our services, followed by palliative care. As models of care change for patients facing serious illness, and as our population ages at a pace never experienced before, our services will expand. Yet our mission to help people live their best possible life will not change. We will strive to help more people, sooner rather than later, maintain a better quality of life as they face the challenges of serious and life-limiting illness.

We are in a rapidly growing industry with a number of new hospice care providers emerging in our region. For this reason, and for those mentioned above, we are looking closely at changing our brand identity and name so that it reflects who we are and why we exist. Our current name adequately describes what we do and our core services, yet it doesn't communicate who we are. We also want to ensure that everyone in need of care can ask for us by name.

While our name may change, our core values and our reason for being will not change. It's our privilege to serve patients and families at such a sacred time in life, and we could not be more committed to serving this region for generations to come.



**Hospice & Palliative
CARECENTER**

Hospice & Palliative CareCenter Governing Board of Directors

Executive Committee

Tracey Martin, Chair
Aaron Singleton, Vice Chair
Melissa Perrell Phipps, Secretary
Tim Sechrest, Treasurer
Margaret Ann Hofler, Past Chair
John Hunt, Chair, THF
Dr. Mary Lyles, At Large
Steve Lineberger, At Large
Ed Welch, At Large

Members of the Board

Camille Banks-Payne
Candice Wooten Brown
Allen Chamovitz, M.D.
Rev. R. Craig Ford
Thomas Grote, M.D.
Jennifer Houlihan
Peter Juran
Jeff Lindsay
Rev. Dr. Sir Walter Mack
David Matthews
Kimberly Moore
Hernando Ramirez-Santos
Romaine Sargent
Scott Templeton
John Vogler
Sara Walpole
Kenneth Carlson, M.D., Emeritus
James Smith, Emeritus

The Hospice Foundation Board of Directors



Executive Committee

John Hunt, Chair
Cathy Pace, Vice Chair
Kim Stogner, Secretary
David Twine, Treasurer
Stephen D. Poe, Past Chair
Dek Driscoll, At Large
Barry Faircloth, At Large
Michelle Livengood, At Large
Steve Strawsburg, At Large
Pete Zifchak, At Large
Will Goodson, At Large
Tracey Martin, HPCC Board Chair
Ellen Coble, Executive Director
Linda Darden, HPCC President/CEO

Members of the Board

Katherine Dawson Atala, M.D.
Veronica Black
Jennifer Byrne
Bobbi Carbone, M.D.
Barry Eisenberg
Lloyd Ford
Paul Foley
R. Morris Friedman, M.D.
Tom Gatewood
Ben Hough
Elizabeth Madden

Edie Murphy
Kim Pace
John Ruffin
William Shawcross
Eric Tomlinson, PhD
Ira Williams
Aaron Singleton, Vice Chair,
HPCC Board of Directors
JoAnn E. Davis, Emeritus
A. Tab Williams, Jr., Emeritus

DID YOU KNOW?

What you learn about Hospice Care may surprise you



November often feels like the official launch of the holiday season. Autumn has settled in and our attention turns to holiday plans, time with family and friends, and gifts. November is also National Hospice Month – a good time to learn more about our compassionate care and how we can make life better for those who might not have the gift of time to celebrate another holiday. We want people to know where to turn for help, hope, and support.

1. Hospice is not about giving up hope. It's about embracing hope and living longer with exceptional care.

Facing the physical and emotional challenges of a life-limiting illness is overwhelming. Calling hospice does not mean giving up hope – it means letting hope in, for help and support, when you need it most. Our care is designed to help patients live more fully and comfortably – with a team of caregivers who work to ease symptoms and enhance quality of life.

2. Patients and families who choose hospice care live longer and report feeling better, emotionally and physically, almost immediately.

With improved quality of life, hospice patients actually live longer! A study published in the *Journal of Pain and Symptom Management* showed that patients who choose hospice care live an average of 29 days longer than patients who do not have hospice care.

3. Remarkably, there is rarely any out-of-pocket expense for hospice care.

You have already paid for hospice care. It is an entitlement your tax dollars earn you. Hospice care is most often paid for by Medicare, Medicaid, private insurance, or donations. Therefore, in addition to easing physical and emotional burdens, using hospice at end of life can ease financial burdens. *The Medicare Hospice Benefit is available to all patients with the Medicare Part A benefit.*

4. Hospice care is designed to support people for months.

Far too many patients and families say – “We wish we had called sooner.” Hospice care is not simply for patients in the final days or weeks, but rather months. Patients can receive hospice care as soon as a physician predicts that life expectancy is six months or less. Anyone, including family and friends, can make a referral to hospice.

5. Hospice care is provided in your home – wherever you call home.

Our teams of caregivers come to you, making routine visits so that you can remain comfortable in your home with family, friends, and familiar surroundings. This includes private homes, assisted living facilities, and/or skilled nursing facilities – anyplace you call home.

Hospice care is not about helping people die. It's about helping people live well, until the very end – because every moment matters.

Please be our advocate and make sure that you, and those you love, are in the know about the many benefits of our care.



A GIFT WITH MEANING AND LASTING VALUE (continued from page 1)

thoughtful gift you can give someone is a donation to charity in their honor.

Here at Hospice & Palliative CareCenter, we have holiday cards that you can present to relatives, neighbors, friends and associates, honoring them with a contribution made in their name. Recipients of these cards are touched, knowing the gift they received has a very real and meaningful impact on the people in their own community.

Please consider supporting the alternative gift giving program at Hospice & Palliative CareCenter. Please call Shannon Neal at (336) 768-3972 if you wish to take advantage of this program or have any questions. Your donations make a significant impact and will be long lasting.

HIS CONTRIBUTIONS ARRIVE LIKE CLOCKWORK

Only recently did 91-year-old Paul Burton decide, grudgingly, to give up driving long distances. These days he only travels to the store and back home. But he hasn't given up on another passion of his – giving to Hospice & Palliative CareCenter. Paul is one of our longest and most consistent donors. He gives faithfully, like clockwork.

When asked why he gives, Paul acknowledged his desire to support people at a most vulnerable time in their lives. "Any help I can give," he said, "I just hope can make things easier for them. I'd like to think that my contributions make the end not quite so bad for folks."

As a sustaining donor, Paul is indirectly connected to hundreds of patients and families in our care. "Different people have different problems when they know their time has come." Paul goes on to say, "If you can help your friends and neighbors to feel as good as they can, well that seems like a pretty satisfying thing to do."

There are countless people who believe strongly in our mission. So much so that they are compelled to give back. Paul Burton is one of those people, and we are humbled by his support and great faith in our mission.



THE HEART OF HOSPICE...



At Hospice & Palliative CareCenter, we believe that volunteers are the heart of Hospice, generously offering their time and talents. The reasons people volunteer are endless. Some people volunteer because they want to give back to their community; others volunteer because they believe in the vision and mission of Hospice. And, then there are some who volunteer for Hospice because they have been personally impacted by the warmth of Hospice care at a difficult time in their loved one's life. Regardless of their reason, most volunteers will modestly say that they receive much more than they give.

We currently have volunteer needs in the following counties: Wilkes, Surry, Stokes, Rockingham, Yadkin, Guilford, Iredell, Davie, Davidson, Rowan, Cabarrus, and Stanly.

THE SPIRIT OF '45 CELEBRATION

A Tremendous Tribute to the Greatest Generation



On August 28, 2016, Hospice & Palliative CareCenter and Rowan Hospice & Palliative Care were honored to host the second Spirit of '45 Celebration at the Embassy Suites in Concord, NC. Former NBC Nightly News anchor Tom Brokaw once recognized this group of men and women as the Greatest Generation, and we could not agree more.

This very special and timely event honored the lives of over 150 veterans who served during WWII. George "Pat" Waters, the grandson of General George Patton, was one of our guest speakers. Mr. Waters brought a pair of General Patton's boots. Governor Pat McCrory was also there to pay tribute to these special heroes. It was an evening of companionship, recognition, memories, and laughter that will not be forgotten.

IT'S GOOD TO KNOW YOU'RE IN GOOD HANDS

By Dianne Linville, Quality and Compliance Officer

If money were no obstacle, would you stay at a three-star hotel or a five-star hotel on your next trip? Most of us would stay at a 5-star, enjoying all the extra luxuries that come with that rating. The same is true of healthcare. If your choices for healthcare providers were presented on a star rating, based on quality of care, you would be looking for the five-star healthcare providers.

The hospice industry is heading that way, and we are confident we are a 5-star hospice. We are also glad that our patients will have this rating to help guide their hospice selection. It wasn't as critical five or ten years ago; yet as new hospice care providers enter the market, and consumers have more options, it's important to know you are in good hands.



When your doctor says it's time for hospice care, it's an overwhelming time. You are not thinking clearly, and you may not know that hospice care providers differ from one another. For example, not all hospices have an inpatient unit. With some hospices, you may have to go to the hospital or a nursing home to receive around-the-clock care. HPCC also offers a host of complementary therapies, unlike most other hospice providers. The list goes on.

Hospice, thankfully, is a highly regulated service. In fact, the state, on behalf of CMS (the Centers for

(continued on page 6)

IT'S GOOD TO KNOW YOU'RE IN GOOD HANDS (continued from page 5)

Medicare and Medicaid Services) made a surprise visit to HPCC a few weeks ago. They rode along with our nurses and other staff members to monitor visits, they looked through patient charts, and they made sure we are dotting all the I's and crossing all the T's. The great news is that we did very well.

If our auditors were using an old-school report card, we would have received an A+. We are glad this system is in place, not only because it can be a learning opportunity, but because we know our competitors have to also maintain standards of care. Not all hospices are created equal, and HPCC hopes future patients and families will pay close attention to those differences.

We have set the gold standard in many ways. One example that people may not be considering when selecting a hospice is the level of care that will be offered if and when they need around-the-clock care. Not only do we have the beautiful Kate B. Reynolds Hospice Home and the Glenn A. Kiser Hospice House, we have a team dedicated to providing continuous care (24 hours a day) when needed to keep patients at their homes. Not many hospices provide that level of care.

Nobody wants to 'shop' for hospice care, yet the choice is really important. We want you to ask us questions, we want you to know the differences, and we want you to know that we are your 5-star provider for compassionate care.

NOTICE SOMETHING DIFFERENT ABOUT US?

We've Got A Brand New Look Online

We think simplicity is an important part of the new look. You can see that our new website makes information clearer, more readily accessible, and easier to understand.

Please visit us at www.hospicecarecenter.org and share your thoughts with us via our [Contact Page](#).

WHAT'S IN A NAME?



Do you use tissue or Kleenex? It is indeed a trick question. Kleenex has been such a strong brand in the tissue industry that it has become the default name used by many consumers who, in all actuality, are looking for a tissue.

What does that have to do with hospice? Not much. Yet it's a perfect analogy in an industry where many consumers think that all hospices are the same. In addition, as a growing number of hospice care providers (many of which are for-profit) enter the market, our name matters.

When the hospice philosophy took root in the United States, most of us defined ourselves by our county and service area. Thus, when we began in the 70's, we named ourselves Hospice of Winston-Salem/Forsyth County. As other hospices emerged, they had names like Hospice of Greensboro. Since our inception, however, we have been the largest provider of hospice care in Stokes, Davie, and Forsyth County. Because we were serving all the counties that surrounded Forsyth, our name was rather limiting and misleading.

To that end, coupled with the fact that palliative care was an up-and-coming movement in the healthcare industry and we were the regional experts, we changed our name to Hospice & Palliative CareCenter to better reflect the palliative care side of our services.

Well, today, our name is what marketing and branding professionals refer to as a 'descriptor.' It is a good descriptor of what we do, but not who we are. So we are undergoing a formal process to change our name to better reflect the essence of who we are and our reason for being!

Many people know us, yet far too few can refer to us by name. We are commonly referred to as the Kate B. Reynolds or KBR Hospice, Hospice of Forsyth, Hospice of Stokes, Hospice of Davie, or just plain Hospice – as if we were the only one. As long as people that want our care end up with our care, it is all okay. However, what is very disheartening is the growing number of patients and families who believe they have selected us for their care, only to find out they are with a competing hospice that doesn't offer the same level of care or have a beautiful inpatient facility like our Kate B. Reynolds Hospice Home and the many familiar faces of our staff who are also your friends and family in the community.

In the spring or summer of 2017, we hope to reintroduce ourselves with an unforgettable name that embraces the essence of who we are and why we exist. Whatever name we go by, we will always be your community's provider of trusted, high quality, compassionate care, and we will do everything possible to earn and maintain the support you've shown us since we began this journey in 1977.

GRIEF COUNSELING: COPING WITH THE HOLIDAYS

A workshop designed to develop coping skills during the holiday season for those who are mourning the death of a loved one

- **Tuesday, November 15** / 6:00-7:30 pm
Open to children (ages 6 & older), teens, and adults
- **Thursday, November 17** / 1:30-3:00 pm
Open to adults

To register, call 336-768-6157, ext. 1600

There is no fee for groups, though advance registration is requested.



Our Mission

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

To learn more about
ongoing clinical and
community education
contact us:

(888) 876-3663

HospiceCareCenter.org

Winston-Salem
(336) 768-3972

Walnut Cove
(336) 591-1124

Mocksville
(336) 753-0212

Salisbury
(704) 637-7645

RowanHospice.org



Hospice & Palliative
CARE CENTER

101 Hospice Lane
Winston-Salem, NC 27103
www.hospicecarecenter.org

Non Profit Org.
US Postage Paid
Permit No. 590
Greensboro, NC

The CIRCULAR - Fall/Winter 2016 Issue

A LOOK AT WHAT'S INSIDE:

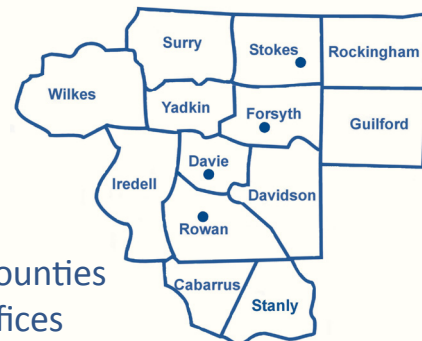
LIVING YOUR BEST LIFE / A GIFT WITH MEANING AND LASTING VALUE	PAGE 1
A MESSAGE FROM THE CEO	PAGE 2
DID YOU KNOW?	PAGE 3
HIS CONTRIBUTIONS ARRIVE LIKE CLOCKWORK.....	PAGE 4
SPIRIT OF '45 CELEBRATION / IT'S GOOD TO KNOW YOU'RE IN GOOD HANDS	PAGE 5
NOTICE SOMETHING DIFFERENT ABOUT US?	PAGE 6
WHAT'S IN A NAME? / COPING WITH THE HOLIDAYS	PAGE 7



Hospice & Palliative
CARE CENTER



Rowan
Hospice & Palliative CARE



Serving 13 counties
from four offices