



22ND ANNUAL HOSPICE HOPE RUN FINDS NEW HOME IN INNOVATION QUARTER

AND A NEW TWIST

For 22 years running (pardon the pun!), family members, friends, caregivers, Hospice supporters, and athletes have gathered in April to raise funds, awareness, and hope for Hospice & Palliative CareCenter. The hugely successful Hospice Hope Run originated at the former Ernie Shore Field, now named the Gene Hooks Field at Wake Forest Baseball Park. In more recent years, it has been at the Deacon Tower at BB&T Field. This year, the signature event has a new name and location.



The NEWHope Run & Picnic will take place April 14, 2018, in Bailey Park at Innovation Quarter in downtown Winston-Salem. Enjoy a 5K race down Research Parkway south to Old Salem's historic cemetery – God's Acre – then return to Bailey Park and stick around for an afternoon picnic, filled with family fun and entertainment.

The post-race celebration will be well-worth the move and the run!

The new location at Bailey Park will be a perfect place for traditional picnic games, face painting, crafts, and access to all park amenities. Most importantly, families will enjoy a fun-filled day with their friends following the NewHope Run 5K.

Register at www.NewHopeRun.org

"My family used Hospice almost 20 years ago for my mom. Not only is running in the Hospice Hope Run a great way to support Hospice, it also presents a wonderful opportunity to honor and remember a loved one who we lost. It puts you in an environment where you can be around other people who can relate to what you have gone through and it's nice to feel that support.

I love the new venue! Bailey Park is a wonderful location, in the heart of downtown. And, I'm looking forward to the new course."



Sharon Wilmoth—18-time Hospice Hope Run Runner

GET TO KNOW AARON SINGLETON – WELCOMING OUR NEW BOARD CHAIR

Q. When not volunteering your time at Hospice, what is your professional career/passion?



A. I am principal consultant and president of Aaron Singleton Marketing and Communications. My career has spanned several cross-functional roles in public relations, media relations, crisis communications, integrated communications, marketing, leadership, branding, community engagement, digital and social media marketing, and print and electronic communications, mostly in higher education. My passion is differentiating institutions through effective strategic marketing and communications, which leads to increasing the value, understanding, support and institutional success. It is rewarding to work behind the scenes to make such an impact.

(continued on page 4)



From Linda Darden, CEO/President

Yesterday we had a call from someone caring for her 88-year-old father. He had been in declining health for years due to heart disease and had just been hospitalized. In the hospital, the doctor recommended that she talk to our team, and after we told her about the types of support we can provide to both her and her father, she decided it was time. The next morning she signed some paperwork and they got settled back home. After a couple of nursing visits, she now realizes that they signed up with another hospice provider, and she's worried that he won't have access to all of the care that he may need in the weeks ahead. Will he see the chaplain their neighbor talked about? Can he have the music therapist play for him? Could he go to our Kate B. Reynolds Hospice Home if he needed to? Between fearing for his health, the stress of the hospitalization, and years of caregiving, she's worn out and doesn't know what to do. Should she transfer him to our care or stay with with the hospice she had mistakenly chosen?

This scenario has played out over and over again. Sometimes, it's hard for people to connect with our care in times of stress because they are confused and uncertain. Our name has added to that confusion. While I'm immensely proud to be an employee of Hospice & Palliative CareCenter, I also recognize that our name says what we do, but not who we are. Every day I see examples of the heartfelt care that our employees provide. Every day we hear family members say, "I don't know what I'd do without you." Every day there are hugs and tears, laughter, and joyful moments.

It's not uncommon for people to have misconceptions about hospice care, yet we believe our care *is* uncommon. We believe our staff, and the personalized care we provide, creates an unmatched framework of support that gives families peace of mind that they have made the best choice for their loved one.

For the past couple of years we have been on a journey to better reflect this caring spirit in our name and identity. I am happy to say that we've selected a new name and identity that perfectly communicates who we are. Learn more about this exciting milestone in the pages ahead.

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.



Hospice & Palliative
CARECENTER

WHAT'S NEW?

A NEW NAME THAT REFLECTS OUR DISTINCTIVE CHARACTERISTICS

After nearly a year and a half of consumer research, focus groups, and exploration we are thrilled to have accomplished our goal of creating a new brand identity designed to more clearly reflect our organization's distinctive characteristics and establish a brand that patients and their families can ask for by name. Furthermore, we know that many hospice organizations' names sound the same, and that families don't know the difference between many hospice and palliative care providers.



“As the first hospice care provider in North Carolina we are trusted by generations of families who have experienced our compassionate care first hand. We want a unique, distinctive, and memorable identity, and we are thrilled to announce our new name is Trellis Supportive Care,” shared Linda Darden, President & CEO.

“The ‘Trellis’ part of our new name is designed to represent the framework of support that we provide our patients and families. We also like the sense of tranquility and peace of mind that the name evokes, since a trellis is typically a garden structure that supports and guides plants and vines as they find their way,” added Linda.

Ann Gauthreaux, Director of Public Relations, said, “Our staff, like a trellis, becomes a framework of support for patients and families. Whether our team is providing palliative care, hospice care, advance care planning, grief counseling, around-the-clock care at our Kate B. Reynolds Hospice Home, or any other support we offer, our team is there for gentle guidance and support every step of the way.”

We are all very excited about our new identity. As you can imagine, there are legalities and many operational steps to take before officially using our new name, and we will be working hard behind the scenes for the next few months as we prepare to announce our public launch later in the third quarter of this year.

In the meantime, we will be sharing this news with all of our key partners, including volunteers, referral partners, donors, and many more.

We are proud of our heritage and trusted reputation and remain completely committed to providing the same compassionate care in all of our current programs and services. At the same time, with a rapidly changing healthcare environment, we will continue to adapt and expand our service offerings to meet the needs of patients and families. This new name will support all of our services offerings – current and future – because it reflects our mission of caring.



Ann Gauthreaux & Linda Darden

INTRODUCING OUR NEW BOARD CHAIR – AARON SINGLETON (continued from page 1)

Q. What was your first connection to Hospice & Palliative CareCenter?

A. My first connection was when I became a member of the board. One of my passions is volunteering my time and talents to better my community. I had served on a number of boards in Winston-Salem and was invited to join the HPCC board in 2011.

Q. What was your impression of the organization then?

A. I was inspired by the commitment to quality, the compassionate care, and the professionalism demonstrated by the entire staff and leadership of HPCC. In my opinion, this organization is the best non-profit in the area. The operating and foundation boards are comprised of an outstanding group of accomplished, dedicated, and knowledgeable community leaders. I feel blessed to be part of this great organization.

Q. What changes have you experienced since have you have been involved?

A. I have seen vast changes in the industry. These include: increasing competition in the hospice industry which has impacted the quantity of referrals, decreases in Medicare payouts, and a general lack of understanding of hospice services. These challenges have been complicated by the fact that the for-profit hospice organizations have shed a negative impression on all hospice organizations. HPCC has risen to the challenge of adapting to this fluid environment.

Q. What brought you to being a member of the Board of Directors?

A. In 2011, I was invited to join the board by former board chair, Dek Driscoll. He and I had previously served together on another board, and he believed my skills would make a positive impact.

Q. What are you most looking forward to as the new Board Chair?

A. Successfully introducing and implementing our new and distinctive brand. Proactively working with the board to do everything we can to support Linda Darden and the organization. Priorities include increasing volumes, elevating fundraising, providing the very best quality of care, serving the community with compassion, and helping HPCC to be one of the top area organizations in which to work.

Q. In your spare time, other than sharing professional accolades with Hospice, what do you enjoy doing?

A. I enjoy spending time with family and friends. I am fascinated by cars, car technology, and the business side of the auto industry. I travel to auto shows, formula 1, Indy car and other races, as well as catching rare car exhibits around the country with a couple of friends who share my interest. I also enjoy music and going to live concerts, dramatic performances, and art exhibits. A native of Philadelphia, I am an Eagles fan, and this has been a great year!

COMPASSION AND EXPERTISE

OUR PHYSICIANS AND NURSE PRACTITIONERS EXCEL AT BOTH



Not many hospice organizations have as impressive a line-up of highly gifted physicians and nurse practitioners as Hospice & Palliative CareCenter. We are lucky to have such passion and expertise supporting our patients and families. Dr. Mark Corbett has recently earned the designation Fellow of the American Academy of Hospice and Palliative Medicine (AAHPM). The Academy Advancement to fellowship status within the academy honors dedication to and scholarship in the field of hospice and palliative medicine. This distinction represents a minimum of 5 years of membership, participation in AAHPM activities, letters of recommendation, and board certification in hospice and palliative medicine.

The AAHPM began in 1988. It is the professional organization for physicians who care for patients with serious illness. For the past 30 years the Academy has been dedicated to advancing hospice and palliative medicine and improving the care of patients they serve. "It's an honor to be awarded the designation Fellow of the Academy," says Dr. Corbett. "It means that the Academy believes you are making a significant impact in hospice and palliative medicine. It allows me to network with others in the field and join forces to be a stronger advocate for patients."

Dr. Corbett has been with Hospice & Palliative CareCenter since 2015, serving as medical director of our Kate B. Reynolds Hospice Home. As director, he provides hands-on medical care and works alongside nursing leadership to enhance care, as well as oversee patients' care plans.

When asked about the changes hospice has made through the years, Dr. Corbett responded, "I trained in an academic environment and I assumed that when I put my training and skills together out in private practice, 'hospice' would be viewed and fully accepted. In some places and with some families, it is. But I still am a little surprised at the stigma. I am a young doctor, so I was not practicing when hospice care was introduced. It's come a long way, yet we have a long way to go."

Prior to joining Hospice, Dr. Corbett served on faculty at Wake Forest School of Medicine, where he completed his residency and fellowship training, and still maintains a faculty appointment there. Originally from Wilmington, NC, he spends his time off with his wife and three daughters playing in the surf and walking the beach in his hometown.

"It's a privilege to be able to help patients who elect hospice and to enhance the ability for people to die well."

Dr. Mark Corbett



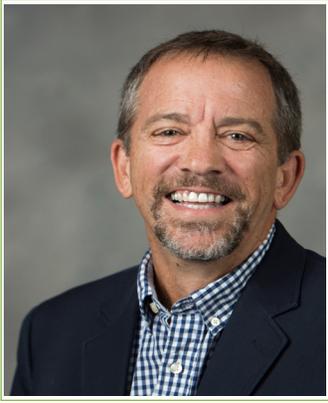
Join us for a special event to Honor and Celebrate Women Veterans for their Service To Our Country

Sunday, June 10, 2018
4:00 - 7:00 pm

The Benton Convention Center
301 West 5th Street
Winston-Salem, NC 27101

Sponsor Packages Available – Call Don Timmons at 336 331-1309
or Email honoringveterans@hospicecarecenter.org

EVERYTHING YOU'VE HEARD ABOUT HOSPICE IS TRUE



Mark Fox - Pastor
Antioch Community Church
Elon, NC

As a pastor, I have been at the bedside of the dying many times. And I have heard from many over the years how much they appreciate the work that Hospice does to bring comfort and care in a person's final weeks and days. Now I know it is true from personal experience. My younger brother died recently at the Kate B. Reynolds Hospice Home. Eric lived in Myrtle Beach, and when it was clear that his days were nearly gone, my mother's only desire was to be by his side, bringing him back to Winston-Salem, until the end. I will always be grateful for the good folks who made that possible.

From the moment Eric arrived, until his last breath one week later, he was loved and cared for by the staff. One morning we got a visit from the chaplain, Rennie Adcock. I don't know if it is a requirement for hospice chaplains to be able to sing, but this one sure can. Rennie came in and greeted my mom, my wife, and me, and then turned his full attention to Eric. Though Eric could not open his eyes, I know he heard Rennie sing "In the Garden" in a

beautiful tenor voice. I had to wipe away a tear or two as this dear man lifted his head and sang so sweetly of the care Jesus has for his children. Rennie then prayed for Eric, and as he left, he told us that if we needed anything at all, he would be there for us.

The nurses who came in around the clock to check on Eric, to give him medicine, to keep him clean and comfortable, treated my brother as though he were the only patient in the place. They loved him to the end, though he was a stranger to them. But nobody loved Eric like Mom did. Mom spent nearly every night by his side, sleeping in the roll-away bed set up for her in the room.

I spent that last night with Eric, not knowing he would die the next morning. He was laboring to breathe, and the nurses were doing whatever they could to comfort him. Though Eric couldn't respond anymore, I prayed for him to be ready to move from this world to the next. I rubbed his head and held his hand, and told him that I loved him. When it was time for the UNC basketball game, I turned on the TV.

"Hey, Eric," I said. "The Tar Heels are playing! You don't want to miss it." If he had been able, he wouldn't have missed it. I left the next morning at 6:30 in order to beat the work traffic and get back to Burlington. Later that morning, the nurse I had given my number to told me, with tears, that Eric had just died.

To all the staff at Kate B. Reynolds Hospice Home: thank you for the way you loved my brother. Jesus is glorified in the care you give to the dying and to their families.

GOT PLANS? IT'S AS SIMPLE AS 1, 2, 3.

We plan for college, marriage, a baby, and retirement. But we don't prepare for the unexpected. Let's changing this trend. It's as simple as 1, 2, 3.

- 1) **Decide** what kind of healthcare you would want & who you would want to speak for you if you cannot
- 2) **Discuss** your wishes with your loved ones & healthcare providers
- 3) **Document** your wishes in the form of advance directives

Make your plans! Visit www.GotPlans123.org to register for a free workshop. Workshops are held throughout the region all year long. – and many special events are planned for April as a national spotlight shines on the importance of making your wishes known.



FAMILY NOTES:



Good evening,

I just wanted to send a note thanking the staff at your Kate B. Reynolds Hospice Home for taking such good care of my grandfather, Robert Emmons, and my family the past week. The nurses and staff were God sent; they truly cared about his wellbeing. They communicated well, explained what to expect next, kept him comfortable, let us know when there was food and asked how we were doing. They were a great relief for my family and me. He was at the best place there was. I honestly cannot thank them enough for choosing the field they are in!



Sincerely,
 Jenny Sternecker

April 16 is National Health Care Decisions Day! With a national spotlight shining on the importance of making your wishes known, we are joining healthcare leaders across the state to create awareness, provide education, and encourage conversations about healthcare wishes. In addition to our monthly workshops, a host of workshops, featuring FREE attorneys to assist with questions, will take place April 14.

Visit www.GotPlans123.org for locations and times.

Spring / Grief Counseling Workshops

- Writing Toward Healing**
- Monday, May 14, 9:30 am – 12:00 pm**
- Monday, June 11, 9:30 am – 12:00 pm**

You need not consider yourself a writer to attend these workshops. Please join us for an opportunity to explore feelings in a safe environment. Through writing, you will gently probe, reflect, remember, and reconsider. These workshops offer opportunities for you to honor your loved ones, reimagine your life now, and discover inner resources

Journey: Teen Workshop
Thursday, April 26, 6:00 – 7:30 pm

A bereavement workshop for teens, ages 13 through high school graduation. Through the use of the creative arts, participants will explore feelings, gain practical coping skills, and connect with a supportive peer group. This workshop is open to new and returning participants.

Call (336) 331-1348 for more workshop information and to register.



July 16-20, 2018

Camp Carousel

Supporting the Grief Journey for:
 — children ★ teens ★ adults —

Camp Carousel is an annual weeklong retreat for children (ages 6 and older), teens, and adults. This therapeutic camp utilizes art, music, small group sessions, and animal-assisted therapy to help participants cope with the death of a loved one.

Camp Carousel provides a supportive environment that meets the unique needs of grieving children, teens, and adults.

For more information and to register, visit:
<http://www.hospicecarecenter.org/events/2018-camp-carousel-jungle-journey>

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A LOOK AT WHAT'S INSIDE:

22ND ANNUAL HOSPICE HOPE RUN / GET TO KNOW AARON SINGLETON	PAGE 1
A MESSAGE FROM THE CEO	PAGE 2
WHAT'S NEW – A NEW NAME THAT REFLECTS OUR DISTINCTIVE CHARACTERISTICS	PAGE 3
GET TO KNOW AARON SINGLETON – WELCOMING OUR NEW BOARD CHAIR	PAGE 4
COMPASSION AND EXPERTISE – OUR PHYSICIANS AND NURSE PRACTITIONERS	PAGE 5
EVERYTHING YOU'VE HEARD ABOUT HOSPICE IS TRUE / GOT PLANS	PAGE 6
Family Notes: / Upcoming Community Events	PAGE 7



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