



1731: An Important New Number for End-of-Life Care!

Late November of this year the National Hospice Foundation, the National Hospice and Palliative Care Organization, the Foundation for Hospices in Sub-Saharan Africa, and the Alliance for Care at the End of Life will all move to what we plan to be our long-term home at 1731 King Street in Alexandria, Virginia, just outside of Washington, D.C. Our new quarters, which are just one block away from our current location, have the potential to bring NHF, NHPCO, FHSSA, and the Alliance a long way in terms of organizational development and enhanced service to the field of end-of-life care. For the first time in our joint 30-year history we have an opportunity to acquire a headquarters building and help ensure the long-term future of our commitment to hospice and palliative care.



Collaborating for Quality Improvement

A substantial focus of NHF's efforts is on raising funds to support Quality Partners, a program to ensure all hospice care provider organizations deliver quality care to patients and families.

One of the most visible and successful programs within Quality Partners is the series of "quality collaboratives" run by Lin Noyes Simon, PhD, quality and research specialist at NHPCO. In these collaboratives, teams learn and implement a proven model for conducting performance improvement projects. The work is based on the highly-regarded Institute for Healthcare Improvement (IHI) Breakthrough Series and is very effective.

Since the inception of the program 3 years ago, 71 hospice teams and 4 palliative care teams representing 28 states participated in 6 waves of NHPCO Quality Improvement Collaboratives.

Simon, whose doctorate is in health-care administration, policy, and

continued on page 2

Why does this move matter?

Our new building will provide much more than increased office space, more functional meeting rooms, and the ability to provide guest offices to visitors working on our projects and programs. Working with the building's current owner, Catholic Charities of America, we have obtained a lease that offers the prospect of purchasing the building in the near future, an extraordinary opportunity for the end-of-life community to have its own national headquarters. This lease-to-own option provides us the time needed to seek gifts from our constituencies—board members, hospices, grateful families, and supportive foundations and corporations—to make this important move to ownership.

Why Alexandria?

We have leased space in Alexandria since 1999 and like more than 400 other national associations, we know that being on Washington's doorstep brings us into contact with dozens of organizations involved in healthcare issues and allows access to policymakers and federal government agencies. All this and being just two Metro stops from National Airport means that we can be confident that investment in this new building is a smart move for today and for the decades to come.

J. Donald Schumacher, president and CEO of NHF and its affiliate organizations, is enthusiastic about this opportunity, "This lease-to-buy option comes at the right time in the history of our organizations, given the stature that hospice has achieved in the American healthcare system over the last three decades." Since NHPCO and NHF were founded, the number of hospice programs has grown to more than 4,500 and serve over 1.3 million Americans each year."

**As of 12/1/2008,
NHF's street address is:**

**1731 King Street
Alexandria, VA 22314-2720**

All telephone numbers and email addresses remain the same.

All contributions should still be sent to the secure lockbox at **P.O. Box 6058, Washington, DC 20042-6058.**

Schumacher says, "It is time to invest in the development of a national center for end-of-life care. The move to buy our own building is an ambitious and courageous one." ■

\$5,000 Gift to Partnering for Children



This summer NHF gratefully received a \$5,000 donation for the Partnering for Children initiative from The Hutch Project, Inc., an organization in Philadelphia that hosts a regatta for 200+ rowers each fall and donates the proceeds to hospice and palliative care causes.

The Hutchinson Cup Regatta was created in memory of Tom C. Hutchinson III by his family, an effort spearheaded by his wife, Joyce Michel. Diagnosed with prostate cancer in 1992, Tom continued to pursue his many interests, curiosities and passions. In 1999, after many years of watching rowers on the Schuylkill River, he took up rowing just a few months after he was told his cancer had spread to his spine. He quickly became addicted to the sport and founded a racing program for masters in Philadelphia.

Tom passed away in August of 2003. To honor his memory and the excellent hospice and palliative care he received, his family and friends created the Hutchinson Cup Regatta, a yearly masters head race on the Schuylkill attracting many racers, volunteers, and spectators. The first regatta was held in September 2004. The 2008 event was held on Saturday, September 27.

According to The Hutch Project founder Joyce Michel, "In the first year, we gave 100% of the proceeds to the local hospice that served our family. But since then, we have expanded. Now, The Hutch Project has a three-fold mission: to build and maintain inpatient hospice and palliative care facilities; to provide hospice and palliative care education programs for healthcare professionals and consumers; and to support the care of needy and pediatric patients and their families."

Participants and spectators enjoy beautiful weather at The Hutchinson Cup Regatta in Philadelphia.

Michel explains her motivation for supporting pediatric work: "My sister is a hospice nurse. She told me that caring for children in need of hospice and palliative care is very different from caring for adults. I have talked with people at Children's Hospital of Philadelphia and learned that there are children with life-limiting diseases that can linger for a long, long time. They won't die tomorrow, but they also may not survive their illness. One key to a more comfortable, fuller life for children, parents and families faced with life limiting illnesses is to help them understand the positive impact of hospice and palliative care. The reality is it makes their lives so much richer."

"We are so happy to have connected with Joyce Michel and The Hutch Project," says Brickson Diamond, chair of the NHF board's development committee, "They completely understand the value of what our member hospices do every day and are committed to helping the field grow in the right directions. On behalf of the board, I thank all the racers, organizers, and volunteers for their efforts." ■



Collaborating for Quality Improvement

continued from page 1

NHF supporters should know that there are skills and knowledge that people can acquire that will actually make quality improvements in the care for individuals at the end of their lives. I feel that we have an obligation to give providers those skills and knowledge, because they don't learn them in school.

—Lin Noyes Simon, PhD

ethics, completed a year-long "advisor" training with IHI and is thus perfectly positioned to lead these collaboratives, often providing intense coaching to teams. She loves the work and notes, "I never thought of myself as an extrovert but I get energized by working with groups of people and watching their 'ah-hah' moments when they really get it."

In the spring, summer, and fall of 2008, shorter-term collaboratives called "performance improvement projects" were offered. These "PIPs" are vital because they are now a requirement under the new Medicare Conditions of Participation which govern thousands of hospices being reimbursed by Medicare. The plan for 2009 is to continue offering "PIPs," to help meet hospices' needs to comply with the Medicare rules. ■



Pediatric Initiative Update



James R. Borynack

As Trustee James R. Borynack's term as NHF board chair comes to an end in December, it is fitting to provide a recap of the enormous strides made in the Pediatric Initiative under his dedicated leadership.

- In 2007, the initiative was launched with a reception at the New Orleans Children's Museum that featured the announcement of more than \$650,000 in gifts and pledges in support of pediatric work.
- A portion of these funds were used by the Children's Project on Palliative/Hospices Services (ChiPPS) to create the first national set of *Pediatric Standards of Hospice and Palliative Care*. These new standards will give providers clear guidance for providing high quality end-of-life care for children and their families. This is a tremendous accomplishment and a huge step forward for the field.
- A portion of the funds raised are currently being used to update the *Education and Training Curriculum for Pediatric Palliative Care* and the *Compendium of Pediatric Palliative Care*. These materials will be available in mid-2009.
- Attendees at the 2008 Gala in April responded generously to the impromptu request of NHF president and CEO J. Donald Schumacher and NHPCO board president Malene Davis to



support the work of Partnering for Children, a joint effort of NHF, NHPCO, and the Children's Hospice and Palliative Care Coalition: \$15,835 was raised.

- In April, NHF received a \$100,000 grant from the Reader's Digest Foundation (RDF) in honor of David Fajgenbaum, founder of National Students of Ailing Mothers and Fathers (AMF) Support Network. As a result, NHF and NHPCO's consumer-focused Caring Connections program have joined efforts with this organization whose mission is to support all college students with an ailing or deceased loved one, empower all college students to fight back against terminal illness, and raise awareness about the needs of grieving college students.

One Year of a Philanthropic Partnership: Evercare Hospice and NHF

In September, 2007 donations large and small started arriving at NHF from around the country, sent by family members and friends in honor of people who had passed away while under the care of one of Evercare's hospices. In the 12 months since, a total of \$68,115 has been donated to NHF through this unique program



Since Evercare Hospice is incorporated as a for-profit entity, any gifts given to it are not tax-deductible to the giver. Therefore, in

order to maintain the donor's intent in making a gift toward hospice, Evercare Hospice partnered with NHF to harness those local donations to make a national impact.

Patricia Ford, vice president of operations for Evercare Hospice and Palliative Care, says, "What is so great about this program from the donor's standpoint is that they can know with assurance that 100% of the dollars they are giving are going to an organization dedicated solely to end-of-life initiatives." She adds, "Evercare is thrilled with the success of this program, as it is a testament to the high-quality care we provide. Not one of those memorial checks was solicited by us. Each one came solely because a family member was so pleased with their experience with Evercare Hospice that they directed others to donate in their loved one's name."

We are enormously grateful to Evercare's leadership for approving this program and for the staff at the Evercare sites that work with us on the administrative side to process the gifts. ■

New Hospice Public Service Announcement

NHF is proud of the part we played in helping bring to fruition the dream of filmmaker Mark Meyers to create a public service announcement about hospice. As a nonprofit organization, our support of the creation of the PSA allowed the filmmaker to obtain the rights to use the song "It Must Be Love" from the British band Madness.

In 1999, Meyers and his wife Tenya learned that their newborn son, Kaymen, had severe cerebral palsy, which left him with no ability to hear, to see, or to suck/swallow; only his brain stem was functioning. At the time, the Meyers were not at all familiar with hospice care, but today they count



themselves among the field's strongest advocates.

Meyers' hope in making the PSA is to change many Americans' first impression of hospice. "If people have more of an understanding that hospice is about living,"



he said, "they will be more open to it."

To view the PSA—which hospices can download to distribute to local media—visit the Caring Connections Web site via www.itmustbelove.org.

Breaking News: NHF Makes Two Grants from the Disaster Relief Fund

After Hurricane Ike made landfall in Texas in September, it became the third costliest U.S. hurricane of all time, behind Hurricane Andrew of 1992 and Hurricane Katrina of 2005. In order to help members in the hardest-hit states, NHF has made Disaster Relief grants to the Texas and New Mexico Hospice Organization and the Louisiana-Mississippi Hospice and Palliative Care Organization to support ongoing preparedness and response projects of the state organizations.

Foundation Grant News

Foundations are an important source of funding for NHF, NHPCO, and FHSSA. Receiving an affirmative response to a grant proposal is always rewarding, but as Maureen T. Lilly, NHF's director of grants and administration, says, "Even if the answer is a polite 'no,' we have advanced the ball in terms of positioning ourselves to approach another funder."

We ask that NHF supporters who have any connections at foundations that might be interested in learning more about our work to please email Maureen at mlilly@nationalhospicefoundation.org or phone her at

Grant Proposals Submitted Between June and September 2008

American Jewish World Services ■ For support of FHSSA's work in Zimbabwe	Funded for \$30,000
Blue Shield Foundation of California ■ For developing quality measures	Not funded
Department for International Development ■ For FHSSA's work in Zimbabwe	Funded for \$991,808
Foundation for Financial Planning ■ For consumer financial planning materials related to end of life	Not funded
The Langeloth Foundation ■ For tools employers can use to help caregiving employees balance work and family responsibilities	Funded for \$230,361

703/647-5173. Often, it is personal connections that yield the most fruitful leads. ■

2009 National Hospice Foundation Gala *Bricks & Diamonds* *Setting a Foundation for the Future*

Friday, April 24, 2009
Omni Shoreham Hotel - Washington, DC

Cocktails, Dinner,
Awards and Dancing

Sparkling silent auction of estate,
gently used and one-of-a-kind jewelry

Gala sponsorships now available.

For information, please contact NHF
at 877/470-6472, or visit

www.nationalhospicefoundation.org.

In conjunction with NHPCO's 24th Management and Leadership Conference

Learn more about NHF at
www.nationalhospicefoundation.org

Ph: 703/516-4928 or 877/470-6472

Fax: 703/837-1233



National Hospice Foundation