



# HORIZONS

## Community Newsletter

Comfort and dignity as life nears its end

FALL 2018

## PALLIATIVE CARE PROGRAMS WIN NATIONAL HONOR

Hospice of the Valley has been nationally recognized for creating unique home-based palliative care programs for people struggling with advanced, chronic illness—but not ready for hospice.

The American Hospital Association presented the 2018 Circle of Life® award to Hospice of the Valley, citing innovative programs that serve as models of inspiration to other care providers across the country.

“We share this national honor with community physicians and healthcare systems that support our mission to improve quality of life for seriously ill patients who need care,” said Debbie Shumway, executive director, Hospice of the Valley. “Our collaboration creates a safety net for these patients and their families.”

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*Palliative care is specialized medical care for people with serious illness. It focuses on providing relief from symptoms. The goal is to improve quality of life for the patient and family. Palliative care can be incorporated into the entire spectrum of care, from treatment through hospice.*

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Medicare currently does not cover the cost of palliative care. A key to Hospice of the Valley’s success is working with insurance companies and community healthcare partners that see the health and financial benefits to palliative care. The hope is that Medicare will someday expand coverage to include palliative services.

Hospice of the Valley programs cited by the American Hospital Association include:



*Gobi Paramanandam, MD, with Roger Nelson, an AZPHC patient.*

- **Arizona Palliative Home Care (AZPHC)**, which partners with hospitals, healthcare providers and insurance companies to serve patients with late-stage chronic illness. Symptom management, care coordination and education are provided, with 24/7 access to a nurse.
- **Palliative Care for Dementia**, supporting loved ones with dementia at all stages and their caregivers. “Our nurses and social workers spend time with patients at home, identifying the unmet needs that in some cases keep patients cycling into the hospital,” said Gobi Paramanandam, MD, director of AZPHC. “The teams also discuss goals of care, and there’s no better place to do that than in someone’s living room.”

Medicare, insurance companies and patients share the common goal of keeping patients stabilized and comfortable at home rather than going to hospital emergency rooms for acute care.

## HOV IS STRONG, READY FOR GROWTH, AND THANKFUL

Hospice of the Valley (HOV) moves into the new year with wonderful results of high quality patient care, plans to support growing patient and community needs, and a solid financial base. In our annual State of the Agency report to the community, we are pleased to share our accomplishments and goals, centered on our agency's four key priorities.

***Quality – Provide the highest quality of care and exceed patient/family/customer expectations.***

Excellent customer service will always be our primary focus. We have the opportunity to support our patients and families through one of the most important times of life in a way no other organization can. This last year, we cared for more than 18,000 patients and their families. With this privilege comes the responsibility to stay focused on listening, supporting and providing the best care and customer service.

An amazing 98% of our families say they would recommend HOV to others. We are thankful for the opportunity to serve!

***People – Attract, engage and retain a talented, diverse and empowered workforce that delivers HOV's mission.***

HOV employs 1,425 people and has 2,100 volunteers. We are proud of the longevity and retention of both our employees and volunteers. The quality and commitment of HOV's team—staff and volunteers—and the community at large that supports our mission in so many ways, continues to be the foundation of our success!

***Innovation and Growth – Expand HOV's position as the leading, comprehensive, innovative end-of-life care provider.***

HOV has maintained strong community relationships to strengthen our ties with physicians and facilities, such as group homes and nursing facilities, as well as hospitals.

This year we partnered with a number of hospital systems and oncology practices to identify and support palliative care patients who could benefit from our home palliative care services.

We have expanded our ability to provide education

for medical residents, nursing staff and case managers. Our team has been teaching classes at ASU to educate and encourage the next generation to help care for patients



*Debbie Shumway*



*Dieter Gable*

with dementia. And we are committed to growing the educational programs to support our community.

This year we also began a Medicare demonstration project to support patients who are eligible for hospice and also receiving aggressive medical treatments. We call this program “Medicaring.” Our hope is to help Medicare structure a new benefit for patients in need of this home care support.

And lastly, a team of dedicated staff is doing great work planning for the construction of our new Dementia Care and Education Campus in Phoenix.

***Stewardship – Secure HOV's financial future.***

As the Valley grows, we are ready to support growing community needs. Medicare remains the primary source of payment—but donor support is pivotal to providing care to those without insurance or financial means. Last year our not-for-profit agency provided \$10.5 million in community services, including more than \$7 million in charity care.

We are grateful for the privilege and honor of serving those in need and for the generosity of our donors who make charity care and community programs possible. Because of you, we turn no one away and are able to bring new programs to our community. Thank you for your support. We could not do it without you.

With appreciation,

A handwritten signature in blue ink that reads "Debbie".

**Debbie Shumway**  
*Executive Director*

A handwritten signature in blue ink that reads "Dieter".

**Dieter Gable**  
*Board President*

### WHEN IS THE RIGHT TIME FOR HOSPICE?

By Lin Sue Cooney, director of community engagement

A pretty amazing thing happens to people who work for Hospice of the Valley. People we've never met will introduce themselves, and then blinking back tears, thank us for the beautiful care their loved one received.

And then, what we hear from many families is: "I wish we'd called hospice sooner."

Truth is, we wish the same thing. We want every patient and family to have compassionate care and support for as long as possible while they are living with their life-limiting illness, not just at the very end.



Lin Sue Cooney

#### So when is the "right time" to call Hospice of the Valley?

The right time is when a patient decides to stop aggressive treatment and move to care that keeps them comfortable. For some people that is sooner, for some it's later—there is no crystal ball.

Many of us are fearful of the word "hospice" because it sounds like "giving up." We associate hospice with end-of-life and push it away. And because we are afraid, we wait too long to choose hospice.

Eugene Gleba's wife Betty had hospice care before she died in January. "I talk to many people about our experience, and what I tell them is: just do it," he said. "I recommend it highly. We knew from the first month we were on hospice it was the right thing to do."

Some studies even show that hospice patients live longer because they have better access to medical care that comes right to their homes. Their symptoms are managed so they can really enjoy life. They get emotional and spiritual support which helps brighten their outlook. Family members are supported, reducing stress and enhancing quality of life for everyone.

Hospice also relieves anxiety. Someone struggling with a life-limiting disease is often one late-night crisis away from a 9-1-1 call and a trip to the hospital. Families have peace of mind knowing they have 24/7 clinical support and that we can send a nurse to their home any time of day or night.

#### But isn't hospice expensive?

Families sometimes mistakenly believe they can't afford hospice. It must be really expensive to have a whole team coming to your home to care for you, right? But hospice is paid for by Medicare and most insurance plans. And no one should ever worry if they don't have coverage. As a not-for-profit, Hospice of the Valley turns no one away—regardless of insurance or financial means.

#### What if I sign up for hospice too early?

Another big misconception is that your hospice benefit can run out if you sign up too soon. Hospice care is available for as long as you need it—you can't "use it up." Instead of waiting until the very last weeks or even last days, families could have beautiful care and support so much longer. And patients could have someone to hold their hand and walk alongside them on this journey.

If you have questions about hospice care, please talk to your doctor or call us: (602) 530-6900.

## SHARING END-OF-LIFE CARE EXPERTISE WITH OTHERS

Healthcare education often focuses on the latest treatments and technology to cure the sick.

But what about when there is no cure?

All too often, that isn't addressed.

Hospice of the Valley has become a leader in educating healthcare professionals and community members about advanced illness and end-of-life care.

"Our responsibility is to share what we have learned about the best ways to care for and support these patients and their families," said Ned Stolzberg, MD, executive medical director. "This ranges from teaching family caregivers common sense approaches to calm a loved one with dementia to working with healthcare providers on giving excellent patient care."

Community physicians, nurse practitioners and other healthcare providers now can get continuing education credit by taking Hospice of the Valley courses on topics including advance care planning; managing symptoms of advanced dementia and managing delirium. Healthcare professionals are required to take accredited classes to maintain licensure. Typically the courses are provided by hospitals and universities.

"We are one of the few community providers to offer this level of accredited classes," said Barbara Volk-Craft, a nurse with a doctorate who helped lead the project. "We are the only hospice in the state to offer accredited education in areas of our expertise."

Over the past decade, HOV has worked with the University of Arizona College of Medicine to teach students how to communicate concerning news to patients.

"These are invaluable sessions for our students," said Maricela Moffitt, MD, director of the Doctoring Curriculum, UA College of Medicine-Phoenix. "HOV staff serves as faculty giving feedback to the students. Students also learn about the role of palliative care/hospice and the importance of self-care."

HOV also offers no-cost presentations to community groups by staff and our volunteer Speaker's Bureau. Topics include: hospice and palliative care; dementia; advance care planning/living wills; grief; caregiving; living with chronic disease and caring for medically fragile children.

To schedule a presentation, call (602) 287-7008 or email [EmailSpeakersBureau@hov.org](mailto:EmailSpeakersBureau@hov.org).



*Dr. Ned Stolzberg, executive medical director, teaches students from the University of Arizona College of Medicine—Phoenix.*

### Education: Our reach in 2018

Mentoring and education for **115 physicians-in-training** (residents); 70 medical students; and eight fellows.

- Fifty **presentations to healthcare professionals**.
- More than 400 informal "lunch-and-learn" **talks for healthcare professionals**.
- Gaining certification to offer **continuing education** to physicians and providers.
- Articles written by staff about pulmonary and dementia care **published in academic journals**.
- **Membership on national and state** boards for hospice and palliative care, pulmonary and dementia care.
- A fellowship program to create **new ways to serve people with dementia**.
- **Classes** on hospice and dementia care **taught at ASU**.
- **165 local health fairs**, trade shows and sponsorships.
- **140 volunteer Speakers' Bureau** talks to community groups.
- Mindfulness classes for caregivers.

## HOV STEPS UP VOLUNTEER OUTREACH OPPORTUNITIES

Businesses and non-profit community organizations are seeking opportunities for employees to engage in group volunteer activities—and we're delighted and honored that they choose Hospice of the Valley.

“These corporate and community relationships help create awareness about Hospice of the Valley with groups we might not otherwise touch,” said Stacia Ortega, volunteer services director. “We are grateful for their generosity, talents and time.”

More than 20 organizations have participated in activities so far this year, including Carlson Wagonlit Travel, American Express, APS, SRP, Bank of America, Cox Communications and Intel. Community faith, education and youth groups also give their time and skills, with students sometimes earning community service credits.

They make cards for patients, bake goodies, cook dinner at inpatient care homes, assemble welcome baskets for families new to hospice, and improve facilities and grounds.

Sometimes their contributions overlap into donations. Noeleen Rivers serves as community fundraising and group volunteer coordinator. She's the point person and organizer for group volunteer events—both corporate and community groups.

“Companies and service groups view this as a way to give back to their communities,” said Cheryl K. Thomas, director of fund development. “Many companies offer it as part of their benefits to staff—paid time off to volunteer and matching gifts.”

For information, contact Noeleen Rivers: [nrivers@hov.org](mailto:nrivers@hov.org) or (602) 636-5378.



*ASU students volunteered their time to HOV's Dove Petals program. Donated flower arrangements from a community event were disassembled and rearranged into smaller bouquets. The students made 33 bouquets and delivered them to hospice patients.*



*APS believes in community service—so much that new hires give back on their first day of work at employee orientation. Hospice of the Valley addressed the group about our services. And the new hires created beautiful handmade greeting cards.*



*Black Women That Rock, a Tempe service group, baked treats of cookies, cupcakes and muffins that were delivered to patients.*



*American Express staff turned out in force for volunteer card-making.*

## WHITE DOVE VOLUNTEERS PAIR UP FOR DUAL PURPOSE

On Tuesday mornings over the past three years, Hospice of the Valley volunteer Tracy Drury picks up Barbara Hayes and off they go to the White Dove Thrift Shoppe—Scottsdale to volunteer.

The friends chat as they sort and hang donated clothing, getting it ready for pricing before it's hung on the racks. For a break they do a little shopping of their own. After their shift, the women go to lunch at McDonald's then head back to Barbara's place for more conversation before Tracy heads home.

The outing is a highlight of the week for both of them—particularly for Barbara, a patient in Hospice of the Valley's Palliative Care for Dementia program.

"It is the one thing she looks forward to during the week," said

Greg Gage, Barbara's son-in-law. "It gets her out. It gives her a purpose. Tracy is wonderful—such a nice person. This outing really makes Barbara feel good—I can hear it in her voice when she gets back, she's happy."

Barbara, 85, was diagnosed with dementia a few years ago. About the same time Tracy, now 57, decided to volunteer for Hospice of the Valley, asking to work with dementia patients as a way to honor her mother who had the condition. The agency's volunteer coordinators came up with the idea of pairing the two to work together at the Dove.

"I enjoy our friendship," said Tracy, mother of a 20- and 16-year-old. "I get as much from her as she gets from me. It's an enjoyable thing to do."



*Barbara Hayes and Tracy Drury*

For information on volunteering, (602) 636-6336.

## MAKING WISHES COME TRUE



Steve Eaton bore a lifetime of challenges—including pulmonary fibrosis, which brought him to Hospice of the Valley's care at age 63. One of his joys was the Arizona Cardinals. His sister confided to HOV social worker Mary deGuzman that her brother would love to see a Cardinals game. Was there a Make-a-Wish for grown-ups?

Four days later, Steve was on the sidelines of the Cardinals' Aug. 30 preseason game with the Denver Broncos—a fist-pumping fan full of excitement. "It was so good to see him enjoying something," said Mike Wilson, his nephew, who accompanied his uncle. "Everyone was so nice. It was a great experience for him and for us."

The family was given four tickets and sideline passes by Luis Zendejas and Mark Dalton of the Cardinals' community relations team—happy to oblige the request from Hospice of the Valley. "When I told Steve about this, he said it was one of the kindest things anybody had ever done for him. He was so touched," Mary said.

Steve talked about the experience quite a while afterward, Mike said. "It lifted his spirits and gave him more time. It was something really positive. Hospice, the whole organization, the support they gave us was unbelievable," he said.

### Save the Date: Wine and AAHA!

Two signature HOV events have been combined into one. AAHA! An Auction of Heirlooms and Art, and Off the Vine, the annual vintage wine auction, will create the “perfect blend” of wine and art in 2019! Guests will enjoy the same great format—seated dinner, silent and live auctions of fine art, collectibles, culinary delights, fabulous trips, unique experiences and now fine wine! It happens Feb. 16, 2019 at the Camelback Inn.



Call (602) 530-6992 or view [hov.org](http://hov.org) for information or reservations.

### Palliative care supported by Salt River Pima-Maricopa Indian Community

Hospice of the Valley has received a \$100,000 grant from the Salt River Pima-Maricopa Indian Community to provide palliative home care services to adults with serious, advanced life-limiting illness. The agency’s palliative care programs are dependent upon grants and community donations because services are not covered by Medicare. The funds also will support palliative care services to help patients successfully transition back to their home following a hospitalization.



### Fort McDowell Yavapai Nation gives grant

Therapeutic harp music for patients and families at our inpatient care homes will be supported by a \$10,000 grant from the Fort McDowell Yavapai Nation. The harpists play at the bedside, tailoring the music to the preferences of each patient and family.

### Phoenix Suns Charities supports care for kids



A \$5,000 grant was awarded by Phoenix Suns Charities to support Hospice of the Valley’s Pediatric Palliative Home Care program services for children with life-limiting illness and their families in central Arizona. The program helps children with serious illnesses who are not on hospice but need care in their home to manage pain or symptoms. Pediatric palliative home care services are not covered by health insurance or government funding. Generous community donor support makes this program possible.

### Grief services available to all ages

Hospice of the Valley offers no-cost grief support services in English and in Spanish to adults, children and teens at locations Valleywide. Last year our bereavement counselors facilitated more than 550 grief support groups at 17 locations that are open to all, regardless of whether the person who died was served by Hospice of the Valley. Together these groups provided support to more than 5,000 participants. In addition, 4,600 individual counseling sessions were provided to bereaved caregivers and family members whose loved ones were on HOV’s service.

New Song Center for Grieving Children, a program of Hospice of the Valley, serves children, teens, young adults and the adults who care for them. About 630 participants were served in support groups at five Valley locations. Care is supported by donations.

To learn more about grief support services, view [hov.org](http://hov.org) or call (602) 530-6900.



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## PET CONNECTIONS 2019 CALENDAR

l'Lea. Whitney. Willow. Georgie. Claire. Spencer. Dexter.  
Luke. Charlie. Phoebe. Cheyenne. Hercules.

Twelve adorable cover pets grace Hospice of the Valley's Pet Connections calendar for 2019. Dogs, a cat, a bunny and even a miniature horse!

They are among more than 120 pet teams that visit our patients, families and community groups Valleywide, bringing smiles and good cheer to everyone they greet.

Get your calendar today! Supplies are limited. \$10 each, plus \$4.50 shipping. View: [hov.org/pet-calendar](http://hov.org/pet-calendar) or purchase at the White Dove Thrift Shoppe, with four Valley locations.

