



Hospice of Cincinnati

The community not-for-profit hospice

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COMING NEXT ISSUE!

**HOC sends relief team
to Louisiana**

Six HOC staff members were serving hospice patients in Louisiana as of press time. Read about their experiences in the next newsletter to be mailed in late December.

"The fact that we mobilized so quickly with such tremendous internal enthusiasm and energy speaks very highly about what Hospice of Cincinnati is all about!"

– Steve West
President and CEO

Hospice of Cincinnati is sponsored by Bethesda Inc. in a collaborative community partnership with TriHealth and Mercy Health Partners.

New program brings comfort care to larger patient population

A fracture and a herniated disc greatly exacerbated Margaret Pellman's debilitating back problems and left her in horrific pain. "It was unbearable, uncontrollable pain," she remembers with a shudder. Then the 80-year-old ended up in the hospital with a pulmonary embolism. Her daughter, Pam, remembers the utter frustration she and other family members felt when numerous consultants focused on her serious health issues but didn't deal with her pain. "They all refused to look at her pain as an additional diagnosis," Pam says.

A new model of care using the hospice philosophy—palliative care—is now available to patients such as Margaret. "Palliative care



Palliative Care program director Manish Srivastava, MD, works closely with Sandi Webb, RN, to make patients as comfortable and symptom free as possible.

helps patients who have a chronic or life-threatening disease and who have symptoms that are affecting their quality of life," explains Sandi Webb, RN, palliative care nurse clinician.

continued on page 3

Lilyfest sprouts annual funding for HOC

When Laura Kovacs lost her dear friend, John, she knew she wanted to honor him in a special way as well as support Hospice of Cincinnati, which had helped care for him during his difficult last months. So she decided to make HOC the beneficiary of her annual fundraiser, Lilyfest.

"After our incredible experience with Hospice of Cincinnati, it just made sense," she says. "Plus, since it is a local organization, I feel like our small donation has a bigger, more tangible impact than donating to a big national organization."

The idea for Lilyfest bloomed five years ago when Kovacs and her family realized the horse farm they had purchased had more than 600 varieties of lilies planted on it. A novice gardener, Kovacs soon learned that she needed to split



Guests stroll among hundreds of beautiful lilies for purchase at Lilyfest to support Hospice of Cincinnati's multifaceted services.

the lilies regularly to keep them healthy. A small sale of these splits has grown into an annual event that includes a silent auction, live entertainment, games and food. This year's Lilyfest, held in July, raised \$3,000 for HOC.

"Hospice of Cincinnati helped keep John at home as long as possible," she says. When he began to decline more rapidly, they honored our request and moved him to the Blue Ash Center. "We were thrilled that they actually listened to us in terms of his needs," she says.

"Hospice of Cincinnati will always be the beneficiary of Lilyfest," Kovacs concludes.

Message from the CEO



There are times in our lives that define us. For Hospice of Cincinnati, that time is now. At press time, six HOC employees were extending compassionate care to hospice patients in Lafayette, Louisiana. The local hospice there, Hospice of Acadiana, is the state's largest hospice and experienced a surge in volume as patients and families from hospices affected by Hurricane Katrina were evacuated and relocated to nearby communities. We were faced with what we all hope and pray was a once-in-a-lifetime national disaster, and HOC employees answered the call with the compassion and selflessness that characterizes Hospice of Cincinnati.

I am overwhelmed by the outpouring of support by our employees in this endeavor, not just the six employees who traveled to Louisiana, but also the many others who made themselves available for the journey when the National Hospice and Palliative Care Organization informed me of how HOC could help. I also am sincerely thankful for the many more employees who, in only one day, donated enough vacation hours to help compensate the team of six during their two-week relief mission. In this way, the entire HOC organization has shared in this unique opportunity to help our fellow man.

The stories that I'm already hearing are an incredible testimony to the strength of the human spirit. I invite and encourage you to read about the group's experiences in our next newsletter to be mailed in late December.

Our efforts in Louisiana truly are an extension of our community outreach. HOC is committed to bringing the HOC brand of care to as many Greater Cincinnatians as possible as conveniently as possible in as many ways as possible. In this issue, you'll learn how we are bringing HOC services directly to more communities through highly coordinated partnerships and more home care field offices (pages 4-5). Our front-page story explains how we're working with hospitals to offer palliative care to patients with chronic or life-threatening diseases. And our page 3 story highlights our collaboration with the Council on Aging in bringing hospice care to even more adults.

As a not-for-profit hospice, we are not bound by for-profit organizational directives. Instead, we direct our resources on ways to improve and expand HOC care. It's a passion that permeates our entire organization. It's a mission of palliative care to all who need it. This fall, that mission extended to Louisiana. We were presented with a once-in-a-lifetime opportunity. We answered that call for one simple reason: It was the right thing to do.

All the Best,

Steve West
President and CEO

Employee of the Quarter

HOC volunteer turns passion into career

“Consider our volunteers part of my extended family,” declares Judy Russell, program assistant for Hospice of Cincinnati Volunteer Services. “I feel very privileged to get to know so many great people.” Russell's devotion to HOC's volunteers and her overwhelming enthusiasm for her job prompted the management team to select her as the most recent Employee of the Quarter.

“Judy is the ideal employee,” professes Joann Ropp, volunteer manager. “She gets her job done well and with great enthusiasm.” Ropp says she also initiates ideas and will come up with new processes on her own. “We get some of our best ideas on how to best serve patients and families from our volunteers,” Ropp says.



Judy Russell

Russell supports volunteers and provides the resources for them to do their job, whether they need materials or a pat on the back. “I think a really important part of my job is to make our volunteers feel appreciated,” she explains. Ropp says she also demonstrates true interest and concern for all of her co-workers.

Russell started out as a volunteer in the Blue Ash Inpatient Care Center, and was thrilled when a position opened up in Volunteer Services three years ago. “I learn so much from the volunteers and the patients,” she says. “They have taught me to value and appreciate life.”

New ruling helps aging adults remain at home through end of life

The wish of many aging adults is to remain in the comfort and security of their own homes, especially in the case of a terminal illness. Now, a new ruling by Ohio Medicaid allows adults currently receiving at-home services to be eligible for end-of-life benefits from local hospice organizations. This support enables many of them to remain at home through life's final journey.

One Medicaid program administered through the Council on Aging—the Passport Program—provides services including personal care, homemaker services, home-delivered meals and transportation to medical appointments. This new ruling allows Passport clients who meet hospice eligibility to receive hospice benefits as long as they meet specific criteria.



Dana Butler, RN, HOC Professional Relations associate, explains that Hospice of Cincinnati provides end-of-life care so patients can stay in their homes and receive highly skilled inpatient care if needed. Hospice also offers bereavement support for their families.

“This new agreement is wonderful for our clients,” says Christine Brand, manager of Long-Term Care and the Southwest Ohio Passport Program. “Together with Hospice of Cincinnati, we are able to provide the options and resources necessary to help people remain as independent as possible.”

New Program *continued from cover*

Hospice of Cincinnati worked with Mercy Health Partners to bring palliative care to southwest Ohio nearly 10 years ago. HOC board member and Mercy Health Partners Regional Director of Spiritual Care Services Sr. Mary Lou Averbeck recalls those formative years. “Mercy began with one advanced practice nurse who sought to provide education on palliative care throughout Greater Cincinnati.”

Today, each of the Mercy hospitals has a palliative care nurse on staff. A community coordinator extends the palliative care service into people's homes.

Kathy Ritter, HOC clinical manager, was part of the collaborative team that worked with Mercy Health Partners to bring palliative care to Cincinnati. So when many staff members at Good Samaritan Hospital saw a need for palliative care services, Sr. Agnes Coveney, TriHealth director of Mission Integration, asked Ritter and Leigh Gerdson from Hospice of Cincinnati to help develop the palliative care program at TriHealth. “A large part of our job was to help our physicians understand how palliative care can help their patients and their families,” Sr. Agnes explains. A seasoned hospice nurse, Webb was chosen when they began assembling an experienced, well-trained clinical team.

During her 20 years of nursing at Hospice of Cincinnati, Webb had seen patients who were outside the bounds of hospice care but who could greatly benefit from Hospice of Cincinnati's team approach to symptom management.

“Our goal is to increase symptom management at any stage of disease, whether the patient is pursuing aggressive or supportive treatments,” says Manish Srivastava, MD, TriHealth Palliative Care medical director. “We use a team approach to meet the emotional and spiritual needs of the patient, as well as controlling physical symptoms.”

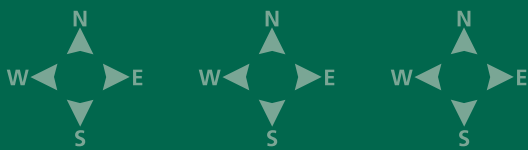
Most patients referred for a palliative care consultation have many medical problems and several specialists involved in their care. “We try and help families look at the overall picture of what is going on with their loved one,” says Webb. “We help clarify everything and try to make sure the patient, family and physicians are on the same page.”

Pam says Dr. Srivastava and Webb really took the time to sit and listen. “They weren't halfway out the door while we were still talking. They would sit and talk with us and you could tell they were really paying attention.”

Dr. Srivastava, who completed a fellowship in palliative care at the Cleveland Clinic and is board certified by the American Board of Hospice and Palliative Medicine, was hired to head TriHealth's program. “He brings an expertise we are very fortunate to have,” Sr. Agnes notes.

To Margaret and her family, he was a “gift from God,” Pam recalls. “They let us know that they wouldn't give up until her pain was under control.”

For more information about TriHealth's Palliative Care program, call (513) 872-2864. Call (513) 603-8950 for information about Mercy Health Partners Palliative Care program.



HOC's reach and

Hospice of Cincinnati's mission has always been to fulfill the growing and continually evolving needs of our community. Because of the Greater Cincinnati community's increasing preference for Hospice of Cincinnati and with the help of a growing family of donors, HOC recently has committed to a variety of program and service expansions.

This growth spans many areas of Hospice of Cincinnati. Geographically, HOC now brings its

distinctive brand of care closer to Middletown residents through a satellite office known as Middletown Community Hospice. Plans also are underway to increase service to the east side in 2006 through a new inpatient care center (more information to come in the next newsletter). Additionally, HOC currently is investigating ways to make HOC care more accessible to underserved populations, including downtown Cincinnati.

Services expand to Middletown

As the demand for Hospice of Cincinnati's unique, comprehensive, community-based care has increased in the Middletown area, so has HOC's commitment to accessibility and community feedback. Hospice of Cincinnati's Middletown program—now known as Middletown Community Hospice—opened in early August, and a patient care team for that area will provide the same scope of services that other HOC patients enjoy.

"The Middletown community has shown its confidence in Hospice of Cincinnati, and we are excited about this opportunity to work together more closely," explains Chris Barnett Community Outreach officer. "Our philosophy is that people in the community are best at defining their particular needs. We think the best way to foster this is to be in dialogue with representatives from the community." Middletown Community Hospice plans to develop a community advisory board by mid-October for this purpose.

Middletown Community Hospice is located at 62 North Breiel Blvd. and can be reached by calling 1-800-691-7255.

LEGEND
 * Inpatient Care Center
 ● Home Care/Long-Term Care Field Office



The new Middletown Community Hospice office strengthens Hospice of Cincinnati's service to Middletown residents and expands HOC's growing reach throughout the Greater Cincinnati area.

Where to find us

* INPATIENT CARE CENTERS

These inpatient care centers provide comprehensive care for hospice patients.

- Blue Ash Inpatient Care Center
- Mercy Western Hills
Inpatient Care Center
- Hospice of Hamilton
Inpatient Care Center

• SATELLITE OFFICES

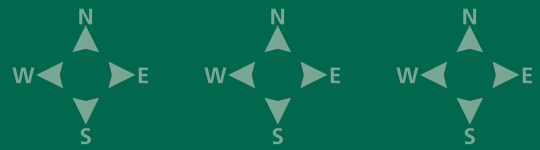
These offices house home care and long-term care teams for each region.

- Central Office
- East Office
- Middletown Community Hospice
- North Office
- West Office

COMING IN 2006...

East side inpatient care center to serve Anderson Township and surrounding communities. (See the next Hospice of Cincinnati newsletter for more information.)

Hospice of Cincinnati also has contracts with more than 130 nursing homes to provide hospice services.



Location expansion is only the beginning of HOC's growing outreach to the community. Through such joint efforts as the Medicaid Passport Program and the hospital-based Palliative Care Program, more and more people are discovering the benefits of Hospice of Cincinnati care. As the community not-for-profit hospice, HOC will continue working with communities to improve accessibility of palliative end-of-life care to all, regardless of their ability to pay.

Please refer to these additional stories for more information on HOC's outreach to the Greater Cincinnati community.

New program brings comfort care to larger patient population, cover story

New ruling helps aging adults remain at home through end of life, page 3

Move puts staff in the communities they serve

Hospice of Cincinnati has opened new field offices for its home care and long-term care teams to meet the needs of its growing patient population. New offices in Western Hills, Hamilton and Eastgate now place home care and long-term care teams directly in the communities they serve.

"We outgrew our offices, and we saw this as an opportunity to restructure," explains Connie Kreyling, manager, Home Care Services. "Since our teams are now closer to their patients, the huge benefit to patients is that staff will be able to respond more quickly when there is a need in the home," Kreyling says. Additionally, nurses will be able to provide better continuity of care for patients because they can work more closely with the inpatient units in those communities.

Long-term care and marketing staff will also work from these area offices, allowing for closer collaboration between departments.

"This move just makes sense," Kreyling says. "We are



continually looking at ways to provide the best possible care for our patients and this move helps us reach this goal."

Growth creates need for more volunteers on West side

Volunteers truly make a difference. Hospice of Cincinnati relies on the support of its volunteers to provide the myriad extra services that help define the organization's exceptional care. As demand for this care increases, so does the need for volunteers.

"We weren't able to keep up with the demand for volunteers in Hamilton and Western Hills with the high census at

the inpatient and long-term care centers and with the number of home care patients," explains Jo Ann Ropp, HOC volunteer manager.

To meet this demand, HOC will hire a volunteer coordinator to recruit and train members of the Western Hills and Hamilton communities. The Community Resource Development Committee of HOC's board recommended this new position as part of Volunteer Services' strategic plan.

"Our goal is to have local residents volunteering at their local hospices," Ropp says. HOC's current volunteer coordinator, Ann Jones, will continue to work with volunteers at the Blue Ash Inpatient Care Center, Montgomery, Mason and the east side. For more information on becoming a volunteer at Western Hills or Hamilton, please call Judy Russell at (513) 792-6989.

Bereavement Offerings

Afternoon Support Group

Education Room, 4360 Cooper Road, Suite 103
(First floor of Bethesda Professional Center)
Six consecutive Thursday afternoons
1 to 2:30 p.m.
Call for next session dates.

Evening Support Group

HOC Community Room, 4310 Cooper Road
Six consecutive Thursday evenings
6:30 to 8 p.m.
Call for next session dates.

Support Group for Adult Children

HOC Community Room, 4310 Cooper Road
Six consecutive Thursday evenings
6:30 to 8 p.m.
Call for next session dates.

This six-week session is geared specifically to adults who have experienced the death of a parent or surrogate parent figure. Please call (513) 792-6914 to register.

Holiday Grief Support

Support workshops will be offered to all those interested in learning how to more effectively cope with the stress of the holidays that is often compounded by the loss of a loved one. For workshop dates and times, please call (513) 792-6914.

Memorial services are offered in May and November. Anyone who wishes to join other families in honoring former Hospice of Cincinnati families is welcome.

For more information about any bereavement offerings, contact Alan Gruber MA, MSW, LISW, at (513) 936-5811 or Polly Peterson MSW, LSW, at (513) 936-5814.

Music soothes, benefits HOC patients

Harpist Lin Grieser's music has filled the halls of HOC's Blue Ash Inpatient Care Center with the healing tones of the harp since the facility opened. Grieser volunteers twice a month to help bring peace and comfort to the patients and their families with her music, and even helps bring calm to the staff. Her trio—the Adagio Trio—recently recorded a fourth CD, “Evensong,” which will be sold through HOC's volunteer office for \$16. A portion of the proceeds will benefit Hospice of Cincinnati. This CD is a soothing and inspiring collection of classical, folk, Irish and religious music. Selections include Amazing Grace, Ash Grove, Brian Boru's March, Panis Angelicus and Sleepers Awake.

The Adagio Trio consists of a harp, flute and cello. The trio has recorded three other CDs: “Stillpoint,” “Sanctuary,” and “Winter Gift” that continue to soothe HOC patients during their final days.

To order a copy of “Evensong,” contact Judy Russell at (513) 792-6989.



Welcome new volunteers!

Congratulations to the May 2005 graduates of the HOC volunteer program orientation class:

Gillian Ahlgren
Susan Anthony
Franchot Ballinger
Joan Bartholomew
David Brooks
Liz Cole
Susan Curry

Steve Fisk
Peggy Flanigan
Kathy Friesz
Billl Haines
Mary Haines
Judy Keller
Lois Luensman

William Mercer
Jen Porter
Teri Rohan
Valerie Roling
Anne Roth
Karen Schwab
Jane Serrienne

Una Umanath
Sue Waldman
Sherry Wiesner
Diane Williams



Next Training Dates

Tuesday, Nov. 1, and Thursday, Nov 3
9 a.m. - 5:30 p.m. both days

Please call Judy Russell at (513) 792-6989 for more information or to register. All sessions will be held in our Cooper Road facility in Blue Ash.

From the Foundation

Double the change with a charitable gift annuity

Gary Algie
Director, Planned
Giving/Major Gifts



Many people give to charitable organizations because they wish to help make a difference while at the same time continue to maintain a stable income. With a charitable gift annuity, you can help an organization such as ours make change by funding its cause, and you'll benefit by ensuring enough income for your financial security.

A charitable gift annuity is easy to set up and doesn't require a huge investment. The donor transfers funds to Hospice of Cincinnati in exchange for lifetime annual income payments. In addition, the donor (and a survivor, if desired) can receive a guaranteed and attractive rate of return, free of investment worries and responsibilities.

Plan benefits

1. Steady income – The rate of payment you receive doesn't fluctuate with the stock market, interest rates or inflation. It is firmly set at the time of your gift and never changes. A brief contract spells out the annuity payments and their frequency (usually annually, semi-annually or quarterly.)
2. Tax breaks – If you itemize deductions on your tax return, you get a tax break for a portion of your gift,

based on the payment you receive and your age at the start. Generally, part of the annuity payments you receive is tax-free throughout your life expectancy. If you give appreciated securities for a gift annuity, your capital gains tax is much smaller than if you had sold those securities. Plus, it's normally spread over your life expectancy, rather than being reported all at once.

3. Deferred payments – A charitable gift annuity provides the benefit of immediate payments, but if you defer the payments, the benefits multiply. If you are currently earning a sizable income, deferring payments can secure additional retirement income when you may be in a lower tax bracket.

By creating a charitable gift annuity, you'll receive dependable and unchangeable payments for life, enjoy significant tax savings and you'll ensure high quality end-of-life care for Greater Cincinnati by supporting Hospice of Cincinnati.

If you would like to learn more, we can work with you and your financial advisor (at no obligation) to calculate benefits in your particular case. Contact me for more information at (513) 745-1622 or e-mail gary_algie@trihealth.com.

Golfers tee up to support Fernside

The fourth annual Hospice Summertime Classic, held June 12 and 13, raised more than \$150,000 to benefit Fernside: A Center for Grieving Children, Hospice of Cincinnati's children's bereavement program. Hyde Park Golf & Country Club hosted this two-day event, and Charles H. Kuntz, MD, Bethesda North Hospital, served as chairperson.

More than 250 guests enjoyed dinner Sunday and participated in a silent auction featuring more than 80 unique packages. WLWT-TV "Taking Action" reporter, Tom Sussi, hosted the evening's program, which featured a touching narrative from Fernside alumnus Mark Tekulve and live entertainment from the Wayne Yeager Trio.

Monday's golf tournament was played in two flights with more than 220 golfers, and Amy Wagner of "Today" on WLWT-TV hosted the awards luncheon.



The team from Keating Muething & Klekamp PLL had the lowest score of the day. Team members included: Dan Izenson, Peter McColgan, Scott Boster and Matt Hughes.

We extend special thanks to our co-sponsors Mercy Health Partners and TriHealth, as well as to our generous major sponsors Ablecare Medical, AAA, American Nursing Care, AmeriMed, Cinergy, Convergys Corporation, Patient Transport Services and Staples.

The 2006 Hospice of Cincinnati Summertime Classic will be held June 4 and 5 at the Hyde Park Golf & Country Club. Please contact Erin Walker at (513) 745-1613 or erin_walker@trihealth.com if you are interested in serving on next year's committee, volunteering at the event, golfing or considering sponsorship.

Holiday cards yield cheer, charity

Order your holiday cards from the Bethesda Auxiliary, and let your heart be warmed this winter with the knowledge that proceeds from the sale of these adorable “Snow Kiss” and “Sleigh Ride” cards will benefit



Hospice of Cincinnati. “Snow Kiss” and “Sleigh Ride,” original artwork by local artists Marlena Hebenstreit and Myra Messick

Simons respectively, are available with and without a holiday message. Cards with holiday message are \$12 for a box of 12. Inside message reads: “Warmest thoughts and Best Wishes for a wonderful Holiday Season and a very Happy New Year.” Cards without holiday message (blank inside) are \$8 for a box of 10.



To order, contact Jerri Spurlock at (513) 745-1618 or email at jerri_spurlock@trihealth.com.

Donations received 24/7

Now, giving to Hospice of Cincinnati and Fernside: A Center for Grieving Children is even easier: you can do it on-line. “Many people today are doing most of their financial transactions on-line,” says Marilyn Goodrich, Bethesda Foundation development officer. “This feature provides one more giving opportunity using a secure, on-line giving form.”

Both Hospice of Cincinnati and Fernside: A Center for Grieving Children have added special features to their home page allowing on-line donations. Donations can be specified restricted to support a specific program or activity, or to memorialize or honor someone who has died.

Visit the Hospice of Cincinnati website at www.hospiceofcincinnati.org, or the Fernside: A Center for Grieving Children website at www.fernside.org and use the “click here to make a donation” button. VISA, MasterCard and American Express are accepted.

“This new feature allows people to make a donation when the inspiration hits them,” notes Goodrich. “You don’t have to wait to get special forms or for business hours when the phone lines are open.”



www.hospiceofcincinnati.org



The community not-for-profit hospice

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