



Hospice of Cincinnati

Experience. Compassionate. Caring.SM

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SAVE THE DATE

Ninth annual Hospice of Cincinnati Summertime Classic

**Sunday, May 23
Monday, May 24**

Kenwood Country Club

Benefits Fernside, an affiliate of HOC supporting children and families through grief

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

Spreading the word *Families tell their stories in new advertising campaign*

As the only child of divorced parents, Jessica Lieberman wanted her father to spend the last days of his struggle with lung and brain cancer at home with her. Todd Helton watched helplessly as aggressive treatment for late-stage colon cancer left his older sister, Robin, in horrific pain and decreased her will to live. Debbie Dalton faced every mother's worst nightmare when her son, Robbie, suffered a severe traumatic brain injury. And holiday cheer turned to despair for Robin Mitchell-Carpenter and her family when their 60-years-young mother was diagnosed with advanced colon cancer.

Much to their appreciation, Hospice of Cincinnati and its specialized, compassionate end-of-life care was available to help each one of these families. Their gratitude was so great that they gladly offered testimonials about their experiences in a new series of television ads airing this winter.

Embarking on an advertising campaign is an unusual move for Hospice of Cincinnati, a not-for-profit hospice that reinvests any surplus funds back into the organization to offer more services to patients, especially holistic health and bereavement services. However, after much study and research, organization leaders determined the importance of increasing awareness of the benefits achieved by both patients and families who access services earlier rather than during the last few days.

In fact, a recent study published in the *Journal of Pain and Symptom Management* found that patients who chose hospice care lived 29 days longer than similar patients who did not choose hospice care.

"Time and time again, our patient satisfaction surveys point out that families wish they had contacted us earlier in the disease process," explains Chris Barnett, marketing director. "Unfortunately, this is a difficult topic because patients and their families don't want to talk about death. At



Robin Mitchell-Carpenter takes her spot in front of the camera to share her family's experience with Hospice of Cincinnati.

Hospice of Cincinnati, we're trying to help families begin to think of hospice care in terms of life and what we can do to improve the time they have left together."

Using unscripted testimonials from actual family members of patients who were cared for by Hospice of Cincinnati, these ads provide increased awareness of the kinds of services available and the value of accessing them as early on in the disease process as possible. Most importantly, family members discuss the gift they were given—seeing their loved ones spend their last days in comfort and at peace.

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Tune in to the following programs now through March 26 to view one of our ads, or go to www.hospiceofcincinnati.com.

The Early Show CBS 7 to 9 a.m.

The Price is Right CBS 11 a.m. to noon

News at 5 CBS 5 to 6:30 p.m.

News at 11 CBS 11 to 11:30 p.m.

Good Morning America ABC 7 to 9 a.m.

Oprah ABC 4 to 5 p.m.

News at 6 ABC 6 to 6:30 p.m.

News at 11 ABC 11 to 11:30 p.m.



More often than not, the earlier you plan something, the better the outcome.

Whether it's a high school graduation party, your parents' 50th wedding anniversary celebration or a Bar Mitzvah, the earlier you envision the event, the more you're able to create a positive experience. At Hospice of Cincinnati, we consider the "end of life" an event worth planning.

Ask anyone who's dealt with the death of a loved one and they'll likely tell you their most valued experience was peace and comfort for their loved one at the end of life.

That can best be accomplished by thinking about hospice care before you need it rather than during a crisis. Our new advertising campaign aims to heighten the community's awareness and understanding of hospice care using detailed accounts of real families' experiences. Many families who come to us say they never knew we existed until a physician referred them.

I encourage you to read about the experiences of Robin, Jessica, Todd and Debbie in our cover story, "Spreading the Word." Their accounts are not the exception at Hospice of Cincinnati; they are the rule. Their stories embody the many benefits of our care, including greater comfort and less anxiety for the patient, improved quality of life, reduced stress for families, more family bonding, individualized and family-driven care, and overall peace of mind. In short, these families came to know our passion for creating positive and meaningful experiences at the end of life.

It's human nature to avoid uncomfortable topics. However, it's our hope we can help end the taboo of the "hospice" word by placing it front and center in people's homes so they at least have a better sense of what hospice care can do for families. The more families talk about how they want to spend their final days, the better chance they will have of achieving those goals.

The end of life is a sacred time. Everyone at Hospice of Cincinnati is committed to helping guide families through this sacred time with sensitive, personalized and compassionate care. I truly believe that considering Hospice of Cincinnati is one of the most caring things a family can do for their loved one ... and for themselves.

Warmest Regards,

Sandra Lobert
President and CEO

Employee of the Quarter

Personal experience defines her work



Vicky Rawdon

Vicky Rawdon knows what it's like to have a loved one cared for by Hospice of Cincinnati. Her husband was a patient at the former Bethesda Oak Hospital facility when her son was just 14. "The staff was so good to my family. I knew I wanted to work here some day," she says. Her personal experience has translated into remarkable compassion and commitment to her job.

Rawdon recently was chosen the employee of the quarter by the Service Excellence Committee.

As a scheduler for home health aides, Rawdon ensures all home care patients and families have the help they need to continue care at home. "I know I'm helping families get the help they really need, because our aides take such good care of our patients," she explains. "It gives the caregiver a chance to take a shower, run an errand, or just take a few minutes for themselves. ... I know, having been in this situation myself."

Staffing Office Supervisor Sharon Hyden says patient care always comes first to Rawdon. "She's been on the other end of things, so she works extremely hard to make sure our home care patients and families get the help they need."

In her nomination of Rawdon, Eileen Campbell, RN, MSN, Hospice of Cincinnati Education Department, describes a situation when Rawdon went to an aide's home to retrieve paper work so the aide's paycheck would not be delayed. "In this time of economic crisis, that kind of support to a young single mother is invaluable," Campbell says. "Vicky does all she can to demonstrate to aides their value to the organization; she is never too busy or too tired to help."

Rawdon also provides notary services for Hospice of Cincinnati patients. "Vicky provides this necessary service at such a trying time," Campbell says. "How often this must give peace of mind to the dying patient. Thanks to Vicky, they may get their affairs in order without much trouble, and the family does not have to leave their loved one."

Hyden says family members have called to let her know that in their dealings with Vicky, they come away with a sense that somebody was listening to them and cared about what they wanted. "Vicky's compassion and positive attitude makes you walk away with the sense that all is right with the world," she concludes.

If you do not wish to receive future issues of Hospice of Cincinnati's quarterly newsletter, or any other future fundraising communications from Hospice of Cincinnati of Cincinnati, Ohio, you may request to be deleted from our mail list. Please send a letter to the below address requesting to be deleted from the Hospice of Cincinnati mail list.

ATTN: Hospice of Cincinnati List Manager Bethesda Foundation Inc.
10500 Montgomery Road, Cincinnati, Ohio 45242

Conference collaboration creates richer offerings for caregivers



Hospice of Cincinnati Marketing Director Chris Barnett moderates a panel on community resources available to caregivers.

They came, they saw, they listened. All from different backgrounds. All with different interests. And the one thing unifying the more than 400 in attendance was caregiving.

The First Annual Caregivers Empowerment Conference was held this fall, providing support and information for every kind of caregiver in southwest Ohio. “We were thrilled to be able to join with other area organizations to provide a more comprehensive offering to participants,” explains Chris Barnett, Hospice of Cincinnati director of marketing. Hospice of Cincinnati partnered with the Council on Aging of Southwestern Ohio and Catholic Charities of Southwestern Ohio as major sponsors for the event.

In years past, Hospice of Cincinnati had hosted caregiver conferences that were well attended but typically focused on one issue. By joining with other community organizations, the two-day conference provided a greater depth of speakers in a large variety of topics helpful to both professional and family caregivers. In addition to well-known keynote speakers including a humorist, Alzheimer’s and suicide prevention specialists, and a holistic physician, 30 workshops provided more specialized topics. Caregivers learned about issues ranging from advanced directives to financial and legal issues to tools for stress relief.

Hospice of Cincinnati was well represented by several staff members who shared different areas of expertise, including: Rebecca Bechold, MD, medical director; James Cowan, manager of diverse markets; Chris Barnett, director of marketing; and Vivian Jones, MA, LSW, bereavement counselor.

Jones spoke to a group of health care professionals about how to prepare patients and families when they have been given a terminal diagnosis. “Often times we fall back on clinical and medical terms, and that is not always appropriate when you are dealing with a patient and their family,” she explains. “You need to evaluate all of the potential obstacles to their understanding—emotional, educational and social—and make sure you are meeting them on their level.” Jones’ workshop was the perfect setting to engage with professionals and provide information they can immediately apply in their jobs.

The expanded conference was made possible by the Southwest Ohio Caregiver Coalition, developed to promote caregiver well-being by like-minded organizations joining together. Hospice of Cincinnati is a member, along with the Council on Aging of Southwestern Ohio, Catholic Charities of Southwestern Ohio and other related groups.



Standing in front of Hospice of Cincinnati’s bright, informative display are Lisa Samson, account manager; Patti Gaines, community outreach coordinator; Marie Cunningham, account manager; and James Cowan, manager of diverse markets.



Jessica Lieberman

The comforts of home

When doctors told Jessica Lieberman that her father's Stage 4 lung cancer had spread to his brain, she did not want to spend the little time he had left

trying innovative therapies that would leave him in a hospital bed or in and out of emergency departments. She was relieved her father agreed that hospice care was his best option.

Hospice of Cincinnati staff provided the support Lieberman needed to keep her father at home and manage his needs until the last two weeks, when his pain level necessitated moving him to the Blue Ash Inpatient Care Center. He received round-the-clock nursing and comfort care that enabled him to spend his last days pain- and stress-free. "The care they provided was very comprehensive," Lieberman says. "They really filled all of our family's needs. We couldn't have done it without their help."

Lieberman says participating in the campaign was an easy way to give back to Hospice of Cincinnati. "They helped my father and my family so much," she says.



Todd Helton

Beyond expectations

Todd Helton's world collapsed when his older sister, Robin, was diagnosed with late-stage colon cancer and was given just six months to live. The mother

of three young boys, she was determined to fight and endured aggressive treatment that resulted in unbearable pain and discomfort. Helton and his family tried to balance her medication but felt frustrated and helpless. For Helton's close-knit family, the pain and grief they felt as they faced losing a loved one were the darkest days of their lives. Her will to live slowly decreased as her pain increased.

Robin eventually chose to transfer her care to Hospice of Cincinnati, where her quality of life actually skyrocketed. Helton said he and his family had always looked at hospice care as "giving in." But they were very surprised at what happened next. Hospice of Cincinnati's team took over managing Robin's care, and their expertise in palliative care management relieved the family of being caregivers and allowed them to just be family. "Hospice of Cincinnati was able to control her pain and make her feel comfortable for the first time in months," Helton says. "We had great quality time with her that we were not expecting at all."

Helton said he was glad to be part of the advertising campaign so he could share how "Hospice of Cincinnati can make things better. We had our sister back for several months because of the care they provided to her."



Debbie Dalton

The gift of motherhood

After Debbie Dalton's son suffered a traumatic brain injury, she brought in specialists of every kind. However, after five months, Robbie's physicians

determined nothing more could be done. "The news that he was terminal just devastated our family," Dalton remembers. After much research, Dalton placed her son in Hospice of Cincinnati's care. "I didn't even know an organization like this existed," Dalton admits. "I was so moved by their care. ... They [Hospice of Cincinnati] made what was happening easier for our entire family."

For the first time since his injury, Dalton felt like the burden of managing her son's care lifted from her shoulders. She could focus on simply being a mom and spending time with her dying son. "I felt that he was surrounded by benevolent caregivers," Dalton says. "He was so sick, and the staff at Hospice of Cincinnati relieved me of responsibilities, so I was more emotionally available to be his mom. This was such a gift." After her son passed away, Dalton says Hospice of Cincinnati provided invaluable bereavement support for the entire family. "I felt like they provided a service you can't get anywhere else."

"I felt compelled to offer testimony on my son's behalf," Dalton concludes. "Hospice of Cincinnati gave me a gift at the end of a very difficult road."



Robin Mitchell-Carpenter

The fullness of life

Robin Mitchell-Carpenter's family was caught off guard when her mother, Rosemary, was diagnosed with advanced

colon cancer at just 60 years old. After a year of fighting the disease and immense suffering, she visited Hospice of Cincinnati's Blue Ash Inpatient Care Center. Both Mitchell-Carpenter and her mother were very impressed, because the staff met separately with Rosemary to ensure all of her most private questions were answered. It was very important to her that her mother's symptoms were handled in such a way that she retained her dignity.

Mitchell-Carpenter took advantage of both in-home hospice care and respite care until Rosemary's condition worsened, and she needed to be admitted to the inpatient center where her symptoms could be adequately managed. The many "extras" helped both come to peace with their situation. In particular, she remembers the therapy dogs that brought their warm, unconditional love as well as the on-site chapel that did a great deal for her mother's well-being.

"It is really important for other people to know about Hospice of Cincinnati to understand who they are and what they offer," Mitchell-Carpenter says. "They offer hope and support."

Her positive experience makes her a strong advocate for early referral. "Hospice isn't about death," she says. "It's about life."

From the Foundation

“Outside the box” gift planning

Gary Algie
Director, Planned
Giving/Major Gifts



Perhaps you already have decided to make a gift to Hospice of Cincinnati. You, no doubt, also will want to match your philanthropic objectives with your unique mix of assets to find the best option for helping make an important difference in the quality of end-of-life care in our community. Here are a few scenarios that may help you get the most from your charitable intention.

Goal: Generate more spendable income

Solution: Convert low-yielding CDs to a charitable gift annuity

Many of our friends committed to significant support of Hospice of Cincinnati are finding that our charitable gift annuities have some surprising advantages over CDs, including:

- higher payout rates (determined by your age)
- substantial income-tax deductions (for a portion of your contribution)
- tax-free income

Goal: Maximize deductions and reduce taxable income

Solution: Give no-longer-needed income interest

Many philanthropic-minded people utilize creative charitable planning – such as a gift annuity – to create sources of lifetime income while making major provisions for favorite charities. Sometimes, a person later finds that he or she no

longer needs the stream of income created this way. In these cases, supporters may choose to give their income interests to Hospice of Cincinnati. Not only does this stop the flow of unneeded income that inflates the annual tax bill, it also allows the donor to claim a deduction for the value of the income interest.

Goal: Accelerate your estate gifts and generate tax savings

Solution: Give a remainder interest in your property

Many Hospice of Cincinnati supporters already have made plans to make substantial charitable gifts that take effect at death. These gifts also may generate significant estate-tax savings, depending on the size of the estate. Even if you won't benefit from estate-tax savings, you can realize income-tax savings by making gifts during your lifetime. One of the best ways to accomplish this – without disrupting your current lifestyle – is to give Hospice of Cincinnati the right to have your personal residence or farm at your death and retain what is known as a life estate for yourself.

If you would like more information on how these options and other planned giving strategies may help you achieve your philanthropic and financial goals, please call Gary Algie at 513-865-1622, or e-mail gary_algie@trihealth.com.

Adult Bereavement Support Group offerings

Grief support groups are available at our Anderson, Blue Ash, Hamilton and Western Hills locations. For information about these programs and other Hospice of Cincinnati bereavement services, please call: Alan Gruber at 513-686-8120, Vivian Jones at 513-686-8139, Claire Peasley at 513-686-8121, or Polly Peterson at 513-686-8122.

BLUE ASH

Afternoon Support Groups

- Tuesdays 1 to 2:30 p.m.; call Polly Peterson at 513-686-8122 for more information or to register.
- Thursdays 1 to 2:30 p.m.; call Claire Peasley at 513-686-8121 for more information or to register.

Death of Adult Child Support Group

for parents who have lost an adult child.

- Fridays 1 to 2:30 p.m.; call Vivian Jones at 513-683-8139 for more information or to register.

Evening Parent Loss Support Group

for adults, ages 27 and older who have experienced the death of a parent or of a surrogate parent figure.

- Thursday evenings 6:30 to 8 p.m.; call Claire Peasley at 513-686-8121 for more information or to register.

WEST SIDE

Evening Support Group

Call Alan Gruber at 513-686-8120 for more information and to register.

HAMILTON

Afternoon Grief Support Group

Thursdays 1 to 2:30 p.m.; call Polly Peterson at 513-686-8122 for more information or to register.

Young Adult Grief Support Group offered by Fernside for young adults ages 18 to 26. Call Fernside at 513-745-0111 for more information or to register.

Steppin' up for Hospice



Donning shirts from hikes of years past, Erica Behrens, Samantha Stadnik, Nathan Stadnik and Kristen Behrens represent years of support for Hospice of Cincinnati.

Cincinnati Hike

The 28th Hike for Hospice of Cincinnati took place Oct. 3 with more than 950 walkers dedicating a Saturday morning to help raise \$57,000. Jazzercise of Blue Ash warmed up the crowd, and Cammy Dierking, news anchor for Local 12 WKRC-TV, served as the master of ceremonies.

Sponsors for this year's Hike for Hospice of Cincinnati included Amerimed, American Mercy Home Care, Cornerstone Medical Services, Patient Transport Services, Fleet Feet Sports, Fort Washington Investment Advisors, Inc., Therapy Support, Claire B. Phillips, Nease Corporation and My Doctor, LLC. Other key sponsors were John Morrell, Starbucks Coffee, Tradewinds Beverage Company, United Dairy Farmers and the Cincinnati Chapter of the GE Elfuns.

Hamilton Hike

More than 400 hikers came out Sept. 26 for the 11th annual Hike for Hospice of Hamilton, which raised more than \$41,000. Robbie's Song, a team organized in memory of Robbie Dalton and sponsored by Harry's Corner, was the presenting sponsor. Mike's Livestrong Team and Weintraub Advertising were the Platinum Sponsors.



Despite cold and dreary weather, dedicated hikers came out to walk in memory of their loved ones.

Other major sponsors included: Heritage Health Alliance, Mercy Franciscan at Schroder, Lifespan, Internists of Fairfield, Rik Saylor Financial, Sam's Club #8132, Miller Brewery, MH Equipment Company, Fairfield Jazzercise, the Timeline Band, Wal-Mart Store #3502, Pella, Colonial Foundation, Park Dental Care, Chaco Credit Union and CSL Plasma.

For more information on the 2010 hikes, both to occur Oct. 2, please contact Rose Grafton (Hamilton Hike) at 513-865-5223 or rose_grafton@trihealth.com and Jerri Spurlock (Cincinnati Hike) at 513-865-1618 or jerri_spurlock@trihealth.com.

Summertime Classic to be held May 23, 24 at Kenwood Country Club



Hospice of Cincinnati
SUMMERTIME CLASSIC
Supporting Fernside: A Center for Grieving Children

One of the best golf events of the season is right around the corner! The 9th annual Hospice of Cincinnati Summertime Classic once again will feature a dinner and silent auction Sunday night followed by golf on Monday. Last year's Summertime Classic raised more than \$146,000 for Fernside, an affiliate of Hospice of Cincinnati that supports children and families through grief. Many opportunities exist for corporate/individual sponsorship, dinner tickets, team play and volunteering. For more information, please contact Rose Grafton at 513-865-5223 or rose_grafton@trihealth.com.

Festival of Trees raises funds for Hospice

A silent auction for uniquely decorated trees of all sizes, beautiful wreaths, holiday crafts and a variety of entertainment all were part of the Festival of Trees celebration held at Liberty of Three Rivers Nursing and Rehabilitation Center in November. This holiday event raised \$1,700 for Hospice of Cincinnati, helping to assist patients and their families with personalized end-of-life care.

“We were thrilled when Liberty of Three Rivers approached us with the idea for this event,” says Hospice of Cincinnati Account Manager Marie Cunningham. “It was a lot of fun, and we are so thankful to all the individuals and businesses who donated the auction items, as well as the wonderful staff and residents whose hard work made this event a success.”



Hospice of Cincinnati art volunteers (left to right) Gail Shaw-Courtney, Kim Lacey, Liz Hills, art therapist Anne Rettig and Mary Beth Duebber hand-made all the ornaments for the angel tree that was auctioned at the event.

Flowers convey Hospice of Cincinnati's care



Flower volunteer Jean Ruff stands next to Hospice of Cincinnati's flower arrangement designed to accent a Rookwood vase at the Cincinnati Art Museum's "Art in Bloom."

Hospice of Cincinnati recently participated in “Art in Bloom,” a special event where the Cincinnati Art Museum's collection comes alive with floral arrangements by local amateur and professional floral designers. “We selected a Rookwood vase with a sail boat to represent Hospice of Cincinnati through our flower arrangement,” explains Blue Ash flower volunteer Jean Ruff.

Two Hospice of Cincinnati volunteers known as the “flower ladies” toured the art museum with Ruff to help choose the art piece. Flower volunteer Jean Schlechtweg helped Ruff with the floral mock-up and selection of flowers. Ruff used flowers with soft, round edges and pastel colors that you might see at a calm sunset. The crescent design is meant to lead your eye to a complete circle – the circle of life. “I was trying to convey the sentiment that as Hospice of Cincinnati patients take their final journey, it is a calm and peaceful one,” Ruff explains.

Grandchildren's generosity permanently remembered

Hanna and Emma Fritsch were thrilled when their grandfather was moved to Hospice of Hamilton. His pain was under control, he had his own cozy room and most importantly, they could visit him often. “After he passed away, I got into a conversation with the girls about how donations help pay for hospice care,” explains their mother, Kim.

The girls, ages six and 10, decided to make bracelets and bookmarks and sell them at a garage sale. They raised \$42 and donated it to Hospice of Hamilton. Social worker Nan Zupancic used the money to buy a

new American flag in honor of the girls' grandfather, who was a veteran. “We decided to sell the bracelets because we thought our grandfather would be proud of us,” Emma says.

Kim says she's committed to replacing the flag every year on the anniversary of her father's death. “I drive past Hospice of Hamilton and the flag pole several times a day,” she says. “It makes me think of my father every time I do.”





Schools lean on Fernside for advice

When the father of two children at a local area Goddard School was dying from cancer, Goddard Director Shanda Arthur turned to Hospice of Cincinnati's affiliate, Fernside, to advise her staff.

Arthur spoke with Mary McCutchen, Fernside's crisis response program coordinator, and was able to schedule training with her staff the week before the father passed away. McCutchen suggested ways teachers could best help the siblings and also discussed how to deal with reactions from other children.

McCutchen explained her goal was to provide information to the caregivers to help prepare them for the children's reaction when the parent passed away. "I wanted to try to give them confidence in handling the situation," she says. McCutchen also provided resources in the form of age-appropriate books and information on how the surviving parent and children could get involved in Fernside's grief support program.

The support became invaluable after the father's death. "The older child was very emotional all the time," Arthur recalls. "We expected this and knew why it was happening but also wanted to make sure we handled things with the right amount of understanding and consistency."

Arthur's staff has continued to consult with Fernside in other matters. "One of the most wonderful things about Fernside is that it is free and available to anyone in the community," Arthur remarks.



Each year, Fernside, the nation's second oldest children's grief center, serves more than 900 children, teens and adults as a leader in providing grief support services, outreach and education to the community. An affiliate of Hospice of Cincinnati, Fernside's comprehensive bereavement program addresses the unique needs of children free of charge with the help of generous donors.

2010 Volunteer Training

Do you have a friend or neighbor who would be a great volunteer for us? Spread the word. We get our best volunteers from you, "our" best volunteers! The following 2010 classes have been scheduled: Feb. 20, May 1, Aug. 7 and Oct. 23. Have them contact Judy Russell at 513-792-6989 or judy_russell@trihealth.com.

New website goes live

Check out Hospice of Cincinnati's new website! You can watch our new television ads and view other important news stories. The site will be easier to navigate and will feature upcoming Hospice of Cincinnati events. Read about our compassionate, personalized care, as well as many exciting volunteer opportunities.

Go to www.hospiceofcincinnati.org.

