



Hospice of Cincinnati

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THE NATION'S **FOURTH** OLDEST HOSPICE • **SPRING 2016**

Hospice of Cincinnati enables patient's passion

Hilda Kober's nimble fingers are rarely still, always knitting, crocheting or sewing. "I learned how to knit and sew in my seventh grade home ec class," she remembers fondly. Shortly after she turned 83 this year, Hilda started to experience breathing problems that were so severe she had to be hospitalized. Testing revealed she had lung cancer. With the support of Hospice of Cincinnati's care team and her loving family, she was able to return to her home and resume her passion.



Hilda Kober is draped in one of the beautiful afghans she crochets to support veterans.

Kober crochets intricate and detailed afghans replicating the American flag and an American Eagle as well as precious infant bib and blanket sets. She donates the afghans to local VFW and American Legion halls where they are raffled to benefit the Wounded Warrior Project and other programs for veterans. Supporting veterans is particularly close to her heart. Her husband, Clyde, was a veteran of WWII and was active in both the American Legion and the VFW.

During her hospital stay, Kober was frustrated because she was not able to knit or crochet. "She just wanted to go home," says Hospice of Cincinnati Nurse Manager Melissa Hagen, RN. Once Kober's diagnosis was confirmed, she was transferred to Hospice of Cincinnati's Inpatient Care Center at Twin Towers, on the west side. After stabilizing her breathing and identifying additional comfort measures, her care team was able to help Kober transition back home.

Hospice of Cincinnati staff developed a plan for in-home caregivers, and they ordered a hospital bed and lift chair to make Kober's life easier at home. "At least one member of her family comes over every night to check on her and bring her dinner," Hagen adds. "She has such a lovely, supportive family."

Kober is very complimentary of the support she receives from Hospice of Cincinnati. "They treat me so well," she notes. "I never thought I would need Hospice, but now that I do I'm so glad they are here for me."

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Honoring a leader and a friend

L. Thomas Wilburn Jr., 87, the first CEO of TriHealth, passed away Dec. 27. During his 27-year career at Bethesda, and then TriHealth, Mr. Wilburn was instrumental in the evolution and growth of Hospice of Cincinnati, one of the nation's first not-for-profit hospices.

Few people have given of themselves in a way that touched community, civic and industry life as has Mr. Wilburn. In 2014, he was recognized with the Healthcare Heroes Lifetime Achievement Award, presented by the Cincinnati Business Courier. In 2015, Mr. Wilburn was named a Great Living Cincinnati—one of the highest honors accorded an individual in the region—by the Cincinnati USA Regional Chamber of Commerce.

Please see page 3 for a history of how Hospice of Cincinnati evolved with Mr. Wilburn's help.



SAVE THE DATE!

Hospice of Cincinnati & Fernside
SUMMERTIME CLASSIC

MAY 13, 16

DID YOU KNOW



A potential change to Medicare billing could adversely impact the access to and scope of traditional hospice care.

A proposal to “carve in” hospice care to Medicare Advantage (MA) plans could have many adverse effects, the greatest being the possibility that competing hospices could offer reduced rates while eliminating many of the extras that make hospice care so meaningful, explains Sandra Lobert, Hospice of Cincinnati President and CEO.

This is contradictory to a recently released study of the efficacy of end-of-life care in patients with lung or colorectal cancer, which confirms that patients *prefer* advance care planning and early hospice enrollment. (JAMA, Jan. 19, 2016).

Specific concerns about this change include reduced patient choice, watered down extra services, fewer holistic volunteers, and a decrease in psychosocial or spiritual services, etc.

Please watch this short video and write your congressman to show your support for maintaining all of the beneficial elements of the traditional Medicare hospice benefit: <http://www.youtube.com/watch?v=Qt9E6oneE8U&sns=em>.

Message from the CEO



We've come a long way in 40 years. From just a few nurses providing care in the home, Hospice of Cincinnati has grown to care for roughly 700 patients each day—in their homes, in nursing homes and assisted living facilities, or in one or our four neighborhood inpatient care centers.

This growth is grounded in the leadership of one of Hospice of Cincinnati's earliest champions—Tom Wilburn, former President and CEO of Bethesda Inc., who passed away this winter. Please see page 3 for more information on Tom's visionary leadership.

Thanks to Tom's tenacious will, Hospice of Cincinnati has expanded not only in services but also in leadership. We've built a reputation for addressing all aspects of end-of-life care with compassion, sensitivity and respect. We've used this reputation to influence attitudes about end-of-life care in our community and to help make the topic more approachable for families and for doctors.

We talk often about our wonderful mission, but it is our vision that guides many of these efforts. Our vision is: Through the leadership of Hospice of Cincinnati, our region embraces the value of end-of-life care and planning and relies on Hospice of Cincinnati for the highest quality end-of-life and bereavement services. We are recognized for providing compassionate physical, emotional and spiritual care in an atmosphere of sensitivity and respect.

Our vision has guided us to implement many new programs and services throughout the years. Few hospices offer the wide range of care settings or the extensive support services that we do. Even fewer invest in the types of outreach efforts we do such as our Conversations of a Lifetime™ initiative, which aligns with a national movement to support and encourage families to have earlier conversations about advance care planning.

Our community has embraced our mission, our vision and our experienced compassionate care for nearly four decades. And we have embraced our community, in return, with comprehensive hospice care and meaningful advocacy. As our community grows in its understanding of the value of hospice care, we stand ready to compassionately meet each patient's and family's needs and goals for the best possible end-of-life care.

Warm Regards,

Sandra Lobert
President and CEO

OUR MISSION

Hospice of Cincinnati creates the best possible and most meaningful end-of-life experience for all who need care and support in our community.

Doing the right thing for the community

Sometimes it takes the right person to do the right thing. For Hospice of Cincinnati, that person was L. Thomas Wilburn Jr. Without Mr. Wilburn's support, some say Hospice of Cincinnati would not exist as it is today.

Licensed as a home health agency in 1977, Hospice of Cincinnati was a small, independent organization. At the time, Mr. Wilburn was President and CEO of Bethesda Inc.; he was one of many area hospital CEOs on the original Hospice of Cincinnati Board of Trustees. The entire Hospice of Cincinnati staff consisted of two nurses from the Visiting Nurse Association, a nurse from the Cincinnati Health Department and a social worker from Cancer Family Care.

Eventually, the board saw a need to open an inpatient unit, remembers Leigh Gerdson, retired Director of Hospice of Cincinnati. Mr. Wilburn offered space in the Deaconess Building on the former Bethesda Oak Hospital campus, including allocating \$1 million in renovations. The Hospice of Cincinnati Board was assured by the Ohio Department of Health (ODH) that it could operate and bill for services as a "specialty hospital."

Gerdson and the small staff worked diligently to set up the inpatient unit, which opened April 1, 1981. Unfortunately in June, the ODH had changed its mind, stating that Hospice of Cincinnati did not meet the definition of a hospital because it did not operate an emergency room, lab or operating room; therefore, it could not bill for its growing inpatient services. After months of increasing financial difficulties, the Hospice of Cincinnati Board decided it had three options: close the entire hospice program, close the inpatient unit component and only offer home care services, or become part of an existing hospital, which would allow the inpatient unit to operate and bill for services as a medical floor of the hospital.

"If it weren't for Mr. Wilburn, there would not be a Hospice of Cincinnati today," Gerdson says. "He's the person who stepped forward and suggested Hospice of Cincinnati become part of Bethesda Hospital, allowing our community to receive both the home care and inpatient care services of hospice."



Without the visionary leadership of L. Thomas Wilburn Jr., former President and CEO of Bethesda Inc., some say Hospice of Cincinnati would not exist as it is today.

In subsequent years, the Medicare Hospice Benefit was developed, allowing Hospice of Cincinnati to become a more financially stable institution, while continuing to receive substantial organizational support from Bethesda. One of Mr. Wilburn's final contributions was his support of the capital campaign to build the Blue Ash Inpatient Care Center, now known as The Margret J. Thomas Inpatient Care Center. "A chunk of support came from Bethesda employees," Gerdson explains. "Mr. Wilburn allowed employees to donate part of their vacation time, which is a common practice now but had never been done before within Bethesda. This made a huge

difference in being able to meet our goal."

Gerdson recalls a salient point from Mr. Wilburn. "He always said that you have to be a business before you can be a charity. I know that Hospice was not running in the black in the beginning. But something about our mission must have spoken to him. Somehow, he was touched by it."



Mr. Wilburn in a touching moment with his son, Casey, when he was named to the 2015 Class of Great Living Cincinnatians by the Cincinnati USA Regional Chamber of Commerce.

Conversations of a Lifetime™ on the road

To help the community normalize end-of-life conversations, Hospice of Cincinnati's Conversations of a Lifetime™ project is reaching out to groups everywhere through media and other activities. In the past six months, key staff visited City Gospel Mission in downtown Cincinnati to help educate residents about advance care planning and other end-of-life issues.

Founded by James N. Gamble of Procter & Gamble, City Gospel Mission helps the homeless and those in need break the cycle of poverty and turn their lives around through a goal-oriented process focusing on their physical, social, mental and social development. Colleen Kuderer, BSN, RN-BC, Advance Care Planning Liaison, and Marcia Bowling, Senior Account Executive, have provided educational programs to residents as part of City Gospel Mission's life skills curriculum.

Twenty five men attended each program in November 2015 and March 2016. "This was a great opportunity for us to educate the residents about the importance of having a living will, a designated health care power of attorney,



Residents of City Gospel Mission in downtown Cincinnati receive valuable information on advance directives and other end-of-life issues as part of the Conversations of a Lifetime outreach efforts.

and to clear up some common misperceptions," Kuderer explains. "We also talked about hospice care and the top five leading causes of death: heart disease, cancer, chronic lower respiratory disease,

accidents and stroke."

Outreach to City Gospel Mission is part of the Conversations of a Lifetime project's goal to reach a wide variety of the Greater Cincinnati community.

Where's the donor list?

Looking for the list of tribute gifts? To save both money and trees, Hospice of Cincinnati has moved its list of tribute gifts—now numbering more than 3,000 a year—to our website. Please visit HospiceOfCincinnati.org/donorlist to thank the many who have donated to Hospice of Cincinnati. The list will be updated and archived for viewing every six months.



Hospice of Cincinnati provides outreach, support

Hospice of Cincinnati sponsored its annual social work conference March 23 at the Sharonville Convention Center. Barbara Tobias, MD, Vice Chair, University of Cincinnati Department of Family and Community Medicine, discussed "Disparities, Determinants and Our Local Health Care Transformation." Designed specifically for social workers in a hospital, physician's office, hospice or long-term care setting, the conference is part of Hospice of Cincinnati's ongoing commitment to the community to provide quality education and support for end-of-life care.



Barbara Tobias, MD, Vice Chair, University of Cincinnati Department of Family and Community Medicine, was the featured speaker at Hospice of Cincinnati's annual Social Work conference.

Letters from home

George Alexander sent this letter to Hospice of Cincinnati's administrative staff while he was an inpatient at The Margret J. Thomas Inpatient Care Center.

Dear staff and volunteers (inpatient unit),

My name is George Alexander, and I was privileged to be a patient in room 201 from Monday, Jan. 4, through Friday, Jan. 8, 2016. Your facility is of top-quality. For example: Hill-Rom beds, HVAC in every room (thermostat), beautifully decorated, and in general, everything was geared toward the comfort and care of the patient. Extraordinary care!

The quality services provided by the nursing staff and volunteers were phenomenal in that every need and patient order was carried out in a timely fashion. The personnel were extremely pleasant, obviously enjoying care requests.

In summation, my stay at Hospice Inpatient was superior in every way. May I commend you ALL in the superb efforts in managing my patient care. I am so very thankful.

*Bless you ALL,
George W. Alexander, Jr.*

*Dear Staff and Volunteers
(Inpatient Unit)*

My name is George Alexander, and I was privileged to be a patient in Room 201, Monday, Jan. 4 thru Friday, Jan. 8. Your Facility is of top quality, i.e. Hill-Rom bed, HVAC in each room (thermostat), beautifully decorated, and in general, everything was geared toward the comfort and care of the patient. Extraordinary care!

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Bless you ALL —

George W. Alexander, Jr.

Editor's note: Mr. Alexander passed away shortly before this newsletter went to print. Our sincerest sympathies to his friends and family.

Summertime Classic May 13, 16

Mark your calendar for the 15th annual Hospice of Cincinnati and Fernside Summertime Classic Friday, May 13, and Monday, May 16. This two-day event benefits Fernside, Hospice of Cincinnati's non-profit subsidiary offering support and advocacy to grieving children and families.

Held at the beautiful Kenwood Country Club, Friday evening will feature a delicious dinner along with live and silent auctions. Monday is a fun afternoon of golf, followed by an awards ceremony and dinner.

Individual, foursome and sponsorship opportunities are available. For more information, please contact Laura Kumler at 513-246-9230 or Laura.Kumler@TriHealth.com. For online registration, visit BethesdaFoundation.com.

Hospice of Cincinnati & Fernside
SUMMERTIME CLASSIC



Hospice of Cincinnati Board of Trustees member LuAnn Scherer is off to a fun day of golf at the 2015 Summertime Classic.

Nurse receives mission award

Congratulations to Martha Bredestege, RN, a member of Hospice of Cincinnati's West Long-Term Care Team, who received the Bayley Mission Award from Bayley during a special Mass Jan. 5. The award recognizes an employee who lives the mission of service in his or her daily life.

Bredestege solely cares for patients at this long-term care facility. She takes part in numerous care conferences, has been a member of the Bayley Ethics Committee and has helped many families through end-of-life issues with understanding, insight and dignity.

Fellow staff members, residents or their families can nominate staff who continuously exemplify the Bayley values of excellence, compassion and service to others. Hospice of Cincinnati President and CEO Sandra Lobert praises Bredestege saying, "I am touched to know how much your excellent, compassionate care means to the staff and patients at Bayley. Thank you for all that you do."



Hospice of Cincinnati nurse Martha Bredestege, RN, was recognized for her excellent, compassionate care by Bayley President and CEO Adrienne Walsh. Martha is pictured with her daughter, Jeanette.

You can make a difference—be a Hospice of Cincinnati volunteer!



Volunteers are a vital part of the Hospice of Cincinnati team, helping us provide the best possible and most meaningful end-of-life experience for patients and loved ones. Our 500 volunteers offer companionship, run errands, provide spiritual and emotional support, and—most importantly—offer their gift of time and self.

While Hospice of Cincinnati can't change the outcome at the end of life, we can change the experience—and you could be part of this experience as a volunteer. To learn more about volunteering at Hospice of Cincinnati, please contact Judy Russell at 513-246-9168 or Judy.Russell@TriHealth.com. Training classes are scheduled in various locations throughout the year.

Easy way to support Hospice of Cincinnati

Looking for a simple way to support Hospice of Cincinnati or Fernside? If you shop, you can donate with just a few clicks on your computer. Every penny counts...and it works! To date, Kroger Rewards have equaled \$17,715.96, while AmazonSmile proceeds have totaled \$118.17.

AmazonSmile



Amazon shoppers can sign up for AmazonSmile using your existing [Amazon.com](https://www.amazon.com) account. AmazonSmile allows you to donate 0.5 percent of the price of your eligible purchases to Hospice of Cincinnati or Fernside with every transaction. To start donating:

- Visit smile.amazon.com
- Sign in with your Amazon User ID and password. If you do not have an Amazon account, select "create account."
- Choose Hospice of Cincinnati or Fernside for the "Pick your own charitable organization" box to finish registering. You must use smile.amazon.com whenever you shop at Amazon for the contributions to count.

Kroger Rewards

Grocery shoppers can support Hospice of Cincinnati and Fernside by enrolling in the Kroger Community Rewards program. If you already have a card, visit krogercommunityrewards.com and check your status. To sign up for a new card:



- Choose "Create Account" and follow the prompts.
- At top right, click "My Account" in orange box, then scroll to "Community Rewards."
- Enter Hospice of Cincinnati's organization number, 82546, and hit search.
- Choose Hospice of Cincinnati and "enroll."

Giving Ways

Every gift helps advance our mission



By **Mary Fischer, CFRE**
Bethesda Foundation
Director of Development

Very early in my career, I remember receiving notification from a trust officer at a local bank that the charitable organization I worked for had been named as a beneficiary in a donor's will for a substantial sum. Knowing how much this gift would mean to the organization, it was disheartening to learn that no one in our office recognized the name of the donor. So, unfortunately, we did not have the opportunity to thank her while she was still living.

Just as individuals have their own unique personalities, so do Hospice of Cincinnati donors. Some appreciate acknowledgment of their gift and notify us of their estate plans while others choose not to notify us. Regardless of their choice, donors who decide to make a planned gift to Hospice of Cincinnati through their estates can be certain that future generations of patients and families will be blessed by their foresight and generosity.

Over the past year, Hospice of Cincinnati has been very fortunate to be named as beneficiary of several estate gifts. Regardless of the amount of the planned gift, each gift is significant and important and demonstrates the commitment our donors have to Hospice of Cincinnati. It truly expresses their compassion and concern for others. In many cases, these donors did not have an active donor history with Hospice. Still, they were touched by our care through a family member or loved one, and they wanted to help Hospice continue its signature compassionate care for future generations.

If you have already included Hospice of Cincinnati in your estate plans and would like to notify us about your planned gift, please contact Mary Fischer at 513-865-1624 or send an email to Mary.Fischer@TriHealth.com. Your planned gift qualifies you to become a member of our Legacy Society. As a society member, you will be recognized on our donor wall, and you will be invited to our annual reception.



Planned giving is a relatively simple way to support Hospice of Cincinnati. No matter your financial assets, you can leave a gift to Hospice through a will or trust, designating a specific amount, percentage or the remainder of your estate (after other bequests and debts have been paid).

Sample Wording:

"I give, devise or bequeath to Hospice of Cincinnati, for its general purposes, all (or state fraction) of the rest, residue and remainder of my estate, whether real or personal."

"I give to Hospice of Cincinnati the sum of \$_____ to be used to support its mission."

Hospice of Cincinnati values corporate partners

As the largest and oldest not-for-profit hospice in Greater Cincinnati, Hospice of Cincinnati relies heavily on the generosity of its donors—both individuals and corporations—to help fund special programs. These include holistic therapies, the Pet Peace of Mind program and many outreach activities to the community.

Crane ChemPharma & Energy, a neighbor of Hospice of Cincinnati's Blue Ash campus, is one of these corporate sponsors. "The strong system of values upon which our company was founded has been the cornerstone of our vision since 1855," explains Molly Dugan, Crane Public Relations Specialist.

"Hospice of Cincinnati embodies these values—compassion, respect, excellence, teamwork, stewardship, inclusion and family-centered integrity—which are the reasons we chose the organization for this donation. Crane employees entrust Hospice of Cincinnati to provide care for their loved ones during a difficult time, and we are proud to help them carry out their mission to provide compassionate care."

Crane ChemPharma & Energy (within Crane's Fluid Handling segment) designs and manufactures a variety of high-performance fluid handling products.

If your company is interested in supporting Hospice of Cincinnati or Fernside, please contact Laura Kumler,

Hospice of Cincinnati and Fernside Development Officer, at 513-246-9230, or Laura.Kumler@TriHealth.com.

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Hospice of Cincinnati is
sponsored by Bethesda Inc.
in collaboration with
TriHealth and Mercy Health.



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Summertime Classic chairs pay it forward

Fernside helped both Keith Holden and Kelly Schoening Holden when they each lost their spouse and were left with children grieving the loss of a parent. They are happy to chair Fernside's major fundraiser this year—The Hospice of Cincinnati and Fernside Summertime Classic—as a way of giving back and showing their gratitude.

When his wife, Tracy, passed away, Keith had an 11-year-old daughter and a 10-year-old son. “My primary concern was helping my children through their grief,” he says. “Fernside provided a safe place for the kids to express themselves—it was invaluable.” What he didn't realize was the support available for the surviving spouses, as well. “I was pleasantly surprised how beneficial that group was for me,” Keith says.

Kelly agrees. “Everyone feels really sorry for you, but very few really understand what it is like,” she explains. Her daughter was 15, and her son was 11 when her husband, Nick, passed away. “You are different and so is your view on how the world works.”

Very active on a variety of non-profit boards, Kelly says she was happy to join the Summertime Classic Committee when asked by Vicky Ott, Fernside Executive Director. Shortly after, she met Keith through a mutual friend. “We obviously had a lot in common, and our families had a shared experience,” she says.

The couple was happy to step up and chair the event this year. “I feel so passionate about this,” Kelly says. “The event helps families when they are going through the worst time in their life.” Keith agrees. “We really want to pay it forward after everything Fernside did for us.”



Kelly and Keith Holden are giving back to Hospice of Cincinnati and Fernside by co-chairing this year's Summertime Classic. Pictured with them are their children (left to right): Brendan, Meghan, Nick and Grace.

The Goldstein Family Hospice of Cincinnati and Fernside Grief Center is the first comprehensive bereavement center in Greater Cincinnati focusing on both adult and children's grief. Services are free and available to all, regardless of whether their loved one was cared for by Hospice of Cincinnati. Support services and special programs help children and adults work through their grief and move on with their lives. For more information about our services and information on how to register, please call Hospice of Cincinnati at 513-891-7700, Fernside at 513-246-9140, or visit HospiceOfCincinnati.org/grief_support.shtml.

The Goldstein Family Hospice of Cincinnati and Fernside Grief Center



Promoting Healing for Life After Loss