



THE ANNUAL HOSPICE HOPE RUN...

... because there's no better way to spend a spring morning!

On Saturday, April 18, 2015, Hospice & Palliative CareCenter will celebrate the **19th Annual Hospice Hope Run**, our signature fundraising event. Last year, more than 2,000 people came out to run or walk the 5K, or run the 10K, and show support while raising over \$200,000! We remain truly grateful to BB&T for once again serving as our presenting sponsor for this event.

Many teams are created as a way to honor or remember a loved one. With 100% of the proceeds going to support Hospice patients and their families, it's a beautiful tribute and loving way for friends and family to give back. It's so much more than

the 5K and 10K event. The Deacon Dash, a short race for children under 8 to compete against the WFU Demon Deacon, provides an opportunity for kids to get involved, too. There will be breakfast treats and coffee for participants before the run, entertainment by several local marching bands, and for an extra \$5, participants can stay for the Post Run Pig Out and enjoy barbecue and live music.



Hospice
HOPE RUN
5k Walk/Run • 10k Run
April 18, 2015



Post Run Pig Out!

YOU DESERVE IT! When registering, be sure to sign up and join us for the **Post Run Pig Out** immediately following the awards ceremony after the Hope Run at 11:15 am. This is a time to celebrate your accomplishment; relax with your friends, children and family; **PIG OUT** on some of the finest NC barbecue; and enjoy live music.



Let's cross the Finish Line together for Hospice!

- Saturday, April 18, 2015
- Wake Forest University's Deacon Tower at BB&T Field
- Go to www.support4hospice.org to sign up
- Walk or run the 5K or run the 10K
- **Post Run Pig Out!** For an additional \$5, stay after the run for delicious NC barbecue and live music.

Many thanks to our Hope Run sponsors:

BB&T

FLEET FEET
Sports

HANES Brands Inc

Go to www.support4hospice.org to sign up



From the Desk of Linda Darden, CEO/President

In the past twelve months, I've seen more national attention given to end of life care topics than in any previous year. Many of these national conversations are shedding light on the importance of planning ahead for the care we will want for ourselves and our loved ones as we near end of life. The conversations are also pointing out the growing number of hospice providers, many of which are for-profit, and the importance of choosing a quality provider.

Many people think of hospice as one big organization with different chapters; however that is not the case. Hospice & Palliative CareCenter was North Carolina's first hospice and today we serve 13 counties in our region from offices in Walnut Cove, Mocksville, Winston-Salem and Salisbury. Our roots are deep in the communities we serve. We value the trusted relationships we have developed over the decades within the medical community and, as a nonprofit organization, we are grateful for the generous support we receive from individuals and businesses throughout the region.

It is increasingly important for families to ask questions, making sure they are choosing the best hospice care provider for their loved one. Find out if the hospice has after-hours care, if they can offer care around-the-clock if needed, if they provide volunteers, if they deliver medications to your door, if their care teams are close to your home, if they offer complementary therapies and extensive grief counseling programs. Additionally, find out if the hospice is accredited and how it scores when rated by patients and families for quality care.

I couldn't be more proud of the care we provide. As the hospice industry grows and new providers enter the market, we are hopeful that consumers will recognize the importance of selecting a hospice with extraordinary services as well as outstanding quality. Last year we were identified as one of only 39 hospices in the nation, and the only one in North Carolina, to receive Elite Status when surveyed by patients and families who received our care. This was a rewarding reflection of our commitment to providing the highest quality care possible.

As a reader of this newsletter, I invite you to become an ambassador. If you know Hospice & Palliative CareCenter first-hand, please tell others that all hospices are not created equal. Please tell those in need of our compassionate care not to wait, but rather to pick up the phone and call us so that we can meet with them and talk about how we can help them meet their goals and live fully and comfortably in their final chapters. Help us by encouraging people to get to know us before they need us – and – get people to ask for us by name – Hospice & Palliative CareCenter.

Sincerely,

Linda Darden
President & CEO

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OUR PATIENTS' GOALS BECOME OUR GOALS

Homeless Patient's Dying Wish Was to Stay Out on the Streets

"We often talk about meeting our patients where they are. When we say that, we are talking about meeting them where they are emotionally, spiritually, and medically, and we are also talking about meeting them wherever they call home. In many cases 'home' is a private residence or a long-term care facility, and in some cases it is a homeless shelter or literally out on the streets. That was the case with our recent patient who we refer to as 'Mr. Jefferies' to protect his privacy," shared Deborah Marks, Team Leader, Hospice & Palliative CareCenter.

The Vice President of Clinical Services, Sarah Serrano, reviewed the referral with Deborah prior to admitting Mr. Jefferies. "When we received the referral and realized that Mr. Jefferies didn't have a permanent home but rather lived on the streets and slept most nights in a bathroom within a cemetery, we had to implement a plan that would ensure our team's safety as well as enable us to create an environment to provide care to him," said Sarah. "I'm proud of the team for the way they embraced this patient, and I'm proud that our agency provides care to anyone in need, regardless of their ability to pay."



The kind folks at Bel Aire Used Car Rental opened their doors to Mr. Jefferies and the Hospice team.

Mr. Jefferies was happy with the freedom that came with living on the streets, and he was content with sleeping in the bathroom at the cemetery. "At first, we were not too thrilled with the idea of visiting him in the cemetery, but when I found out that the folks at Bel Aire Used Car Rental had opened their doors to him and that he felt welcome there, we decided that would be the perfect place to meet for our visits," said Melissa Neal, RN. Smiling, Melissa added, "I had decided that if he ever didn't show up for my visit that I would go looking for him at the cemetery, but that never happened."



The social worker on the team, Carmen Price, understood the sense of freedom that was so important to Mr. Jefferies, and she respected his goal to maintain that freedom as long as possible. The entire team understood that goal, although they did worry about his safety and declining health. As a small measure of peace of mind for the team, Melissa decided to laminate two Hospice & Palliative CareCenter business cards with contact information so



Mr. Jefferies team (from left to right): Carmen Price, Sarah Serrano, Deborah Marks, and Melissa Neal

that if something happened to Mr. Jefferies, anyone would know to contact Hospice. He carried a backpack everywhere he went and allowed Melissa to attach a card to his backpack as well as his jacket.

As the weeks went on, Mr. Jefferies was weakening and appeared more disheveled. "We had prepared him for the possibility of transitioning to our Kate B. Reynolds Hospice Home if needed for his wellbeing," shared Carmen. His wish to remain on the streets for as long as possible was honored, yet when his Hospice team knew it was best, Mr. Jefferies was willing to come to the Hospice Home.

"I was relieved that he was off the streets, and I was glad to know that he trusted us," shared his chaplain, Ann Dalton. "I am grateful also for the extraordinary collaboration – from the very moment that Novant Health referred him to us, until his peaceful death at our Hospice Home. So many people came together to make sure he had compassionate care and that he maintained his dignity."

Thanks to the generosity of our donors, no one is ever denied care from Hospice & Palliative CareCenter.

BENEFITS OF EARLIER ADMISSION TO HOSPICE

By Michael Lalor, MD, Chief Medical Officer, Hospice & Palliative CareCenter

My work as a Board Certified Hospice and Palliative Care physician is exceptionally rewarding. I am with patients and their families at one of the most vulnerable and sacred times. The ability to bring relief and comfort and working within a team of people dedicated to providing emotional and spiritual support is why I do this work. When you see pain and fear transform to comfort and peace of mind, it's the best feeling.

In some cases, however, our work is challenging, and the benefits to the patient and family are not fully realized. That is what happens when patients are admitted with only days or hours of life remaining. ***Hospice care was never intended to be crisis care, but rather a special kind of care designed to support both the patient and family during the last months of life.***



Michael Lalor, MD, Chief Medical Officer, Hospice & Palliative CareCenter

When hospice care is chosen sooner, the benefits are many:

- When pain and symptoms are controlled, patients not only feel better – they often live longer.
- Stress levels decrease and quality of life increases.
- The focus shifts from traveling to medical appointments and unnecessary hospital visits to developing personal goals and experiencing more ‘good days.’
- There is a greater sense of control during an overwhelming time.
- There is a greater sense of peace and acceptance of death as a natural part of living.
- Families have support and an opportunity for making meaningful memories and having closure with their loved one.
- Medications, supplies, and equipment related to the terminal prognosis are coordinated, delivered, and covered, as well as having professional guidance to other resources.
- Caregivers feel better about the care of their loved one and often feel more confident participating in the care.
- There is more time to build relationships and peace of mind with those who will be there offering support when a loved one dies.

I encourage you to think about your goals and wishes if you or a loved one is ever diagnosed with a life-limiting illness. I encourage you to talk with your doctor and embrace the time you have remaining with all the support you deserve and all the care that you are entitled to.

“Hospice care was never intended to be crisis care, but rather a special kind of care designed to support both the patient and family during the last months of life. We hear over and over from our patients and their families that they wish they had called sooner.”

– Michael Lalor, MD

PLEASE DON'T HESITATE TO CALL

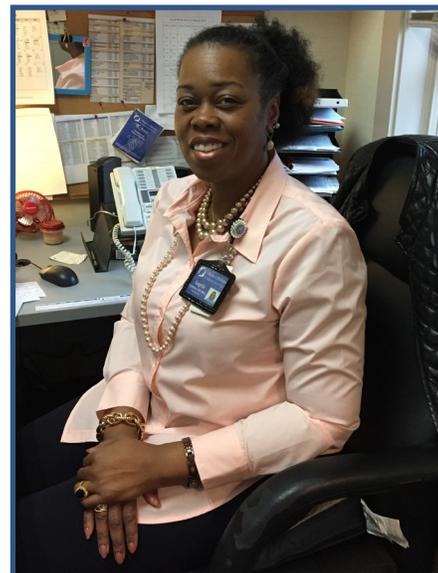
Support is just a phone call away

By Angela Nicholson

My team and I are the group who answer referral calls and coordinate information visits and admissions. Many of our referrals come from physicians' offices, long-term care communities, and hospitals. We are also getting a growing number of calls from family members and caregivers.

If someone you know may benefit from our care, please don't hesitate to call us at Hospice & Palliative CareCenter. ***We are here to help. It's as simple as 1, 2, 3.***

*Pictured at right: Angela Nicholson, RN
Admissions Team Leader*



- 1** Call 336-768-3972 and ask to speak to someone in the referral department.
- 2** Let us know who we can help. Don't worry about having details. We'll talk through things together.
- 3** Be open to an information/admission visit so that we can begin providing medical, emotional, and spiritual support to the patient and caregivers right away.

GOLFERS, COWGIRLS, AND COWBOYS –

Please save the date



**2015 Hospice Hope Classic
Wednesday, July 29th**



One of the most entertaining outings of the year! On Wednesday, July 29th, we will host more than 200 supporters and golfers at **Tanglewood Park**. The fun will begin the night before at the **Hospice Classic Hoedown** at **WinMock** where guests will enjoy tasty BBQ, beer, wine, live music, and a **\$10,000 Cash Prize drawing!**

Plan to join us on the links and the dance floor for this special event!

PLUMBERS IN PINK

Hospice & Palliative CareCenter would like to extend a warm thanks to our friends at PF Plumbing who recently donated a percentage of sales to our mission. The donation was made in honor of a loved one who recently faced the challenges of breast cancer. We are grateful to be the nonprofit of choice for this generous gift.

Thank you, PF Plumbing!



Embracing Hope®

*Underneath the quiet skies
I breathe a sigh and close my eyes
And picture you when you were near
Recalling times that you were here*

*I dream of you, I see your smile
I seek your touch, and all the while
I travel in my thoughts to find
The memories you've left behind*

*I hear your laugh, I see your face
I feel the warmth of your embrace
And even though we are apart
Your presence lives within my heart*

*I struggle some, but I will cope
For I will be embracing hope
That brings me peace and lets me see
You are not gone; you live in me*

*By Anita Ford, MSN, RN, CHPN
Hospice & Palliative CareCenter*



Anita Ford, MSN, RN, CHPN is the Vice President of Clinical Services for Hospice & Palliative CareCenter. Anita has been with the agency for 10 years.



2015 CAMP CAROUSEL

at Hospice & Palliative
CareCenter Campus

Monday, July 27 -
Friday, July 31



Camp Carousel is designed to meet the unique needs of grieving children and teens (rising 1st graders through rising high school seniors).

In this caring environment, specially trained counselors and volunteers help children and teens learn how to express their grief and develop new coping skills for facing their life changes. Campers have an opportunity to meet others their own age who know what it's like to lose a loved one.

Camp Carousel provides services for grieving adults.

This therapeutic experience offers adult sessions geared toward learning how to cope with personal loss and life change. They, too, have the opportunity to interact with others grieving similar losses.

Camp Carousel promotes learning through creativity and fun.

Groups involve the use of the creative arts — art therapy, music therapy, creative play, and animal-assisted therapy — to provide campers a natural outlet for the expression and understanding of feelings.

For more information call
336-768-3972

Visit our website to download
the registration form:
www.HospiceCareCenter.org

WE PROUDLY HONOR VETERANS



Sarah Serrano, MSN, APRN, FNP-BC, Vice President of Clinical Services

“Today, one in four dying Americans is a veteran and our patient population is approximately 19% veterans. We understand that veterans often carry experiences from their military service that present distinctive challenges at the end of life and we have trained our staff so that we are sensitive and specially qualified to care for patients with a history of military service,” shared Sarah Serrano, Vice President of Clinical Services for Hospice & Palliative CareCenter. “In fact, we are a proud participant in the We Honor Veterans program, which is a program of the National Hospice and Palliative Care Organization (NHPCO) and Veterans Administration (VA),” added Sarah.

This program focuses on respectful inquiry, compassionate listening, and grateful acknowledgment. By recognizing their unique needs, we can learn how to accompany and guide America’s Veterans and their families through their life stories toward a more peaceful ending.



WE HONOR VETERANS

America’s Veterans have done everything asked of them in their mission to serve our country, and we believe it is never too late to give them a hero’s welcome home. Now is the time that we step up to serve these men and women with the dignity, honor, and respect they deserve.

- In a desire to honor each of our veteran patients, they are presented with a special pin symbolizing their service to our country. With a few formal words of thanks, they are pinned.
- Hospice & Palliative CareCenter teamed up with The Enrichment

Center in 2012 to create a special Veterans Garden on our Winston-Salem campus. The focal point of the garden is a flag pole elevated above a raised circular flower bed and custom handmade benches. The wheelchair accessible garden is a special place for reflection and respite.

- On each Thursday of the month, veterans are invited to a Veterans’ Coffee. Hospice & Palliative CareCenter is hosting these gatherings to give veterans a place to meet in a casual environment and to enjoy comradeship. Local health and human service organizations are invited to share information about services available to our veterans.



Veterans Coffee

Thursdays from 8:30 to 10:30 a.m.

1st Thursday - Sagebrush Steakhouse - 1562 Yadkinville Rd., Mocksville

2nd Thursday - Outback Steakhouse - Four Seasons Town Centre, Greensboro

3rd Thursday - Outback Steakhouse - 505 Highland Oaks Drive, Winston-Salem

4th Thursday - Town & Country Grille - 627 South Main St., King

Sponsored by: Hospice & Palliative CareCenter • Outback Steakhouse • Sagebrush Steakhouse • Town & Country Grille • Sheetz • Starbucks



Our Mission

Hospice & Palliative CareCenter provides compassionate care for those individuals living with a life-limiting illness and their families, through quality medical, emotional, spiritual, and social support.



Hospice & Palliative
CARE CENTER

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Winston-Salem, NC 27103
www.hospicecarecenter.org

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WE HONOR VETERANS

To learn more about ongoing clinical and community education contact us:

(888) 876-3663

HospiceCareCenter.org

Winston-Salem
(336) 768-3972

Walnut Cove
(336) 591-1124

Mocksville
(336) 753-0212

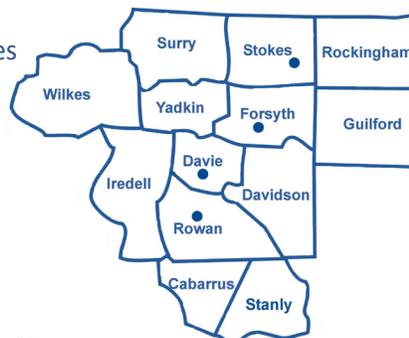
Salisbury
(704) 637-7645

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Serving 13 counties
from four offices



Hospice & Palliative
CARE CENTER



Rowan
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