



Director's Message

In the past two years as your executive director, I have seen and continue to see growth in your Nebraska Hospice and Palliative Care Association (NHPCA). I am highly impressed with the commitment of NHPCA's board of directors, work groups and staff and look forward to following the clear and promising path their efforts have created.

2011 was a sensational year for NHPCA. Hospice awareness was raised through all forms of media and special events, including proclamations by Governor Dave Heineman. We continued a relationship with Community Health Charities of Nebraska, providing much needed consumer education and a revenue source that allows NHPCA to continue work on your behalf. We continued a strong partnership with the Nebraska Health Care Association and its family of organizations. New ground was broken (once again) as we completed another edition of the Nebraska End-of-Life Survey, the only

research of its kind to be completed by a state three times. And, we adopted a new logo that emphasizes our purpose: to **Advocate**, **Educate** and **Support** on your behalf.

There is a proverb that says, "If you are facing in the right direction, all you have to do is keep walking." We are definitely facing the right direction. We will see exciting things as 2012 progresses, including the "Hospice lets me be..." outreach campaign and a new home for your association.

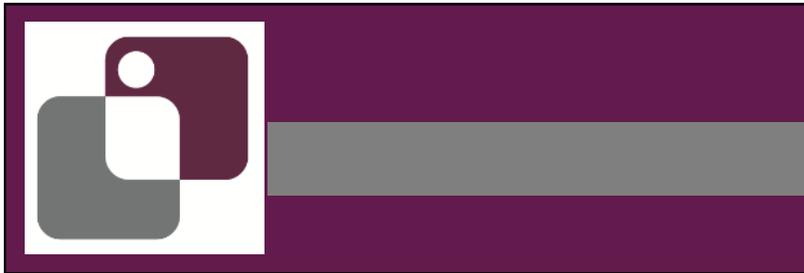
Thank you for allowing us to serve you!



Heath G. Boddy
Executive Director

- **Community Engagement**
- **Development**
- **Professional Education**
- **Research and Quality Improvement**
- **Advocacy and Regulatory**





2011 at-a-glance

COMMUNITY ENGAGEMENT

- ◆ NHPCA continued to hold a strong relationship with local, state and national media. Articles have been featured in Access—Newsletter of the Nebraska Office of Rural Health, National Hospice and Palliative Care Organization NewsLine, Lincoln Journal Star, Omaha World-Herald, and many other newspapers statewide.
- ◆ NHPCA staff attended many speaking engagements and exhibit displays at church, civic, veteran, and professional organizations throughout the year.
- ◆ The NHPCA Web site, www.nehospice.org, averaged 18 visitors per day. The Web site had a total of 6,612 visitors in 2011.
- ◆ NHPCA developed a presence on Facebook and Twitter. Be sure to “like” the new Facebook page, www.facebook.com/nehospice.
- ◆ NHPCA achieved Level Two Distinction in the *We Honor Veterans* Campaign. Jennifer Eureka, NHPCA Associate Director, served as a national veteran awareness regional representative for 10 central plain states. Go to www.wehonorveterans.org for more details.
- ◆ A proclamation was made by Governor Heineman declaring the month of November as Hospice and Palliative Care Month in Nebraska. In August, his proclamation declared September as Pain Awareness Month.



DEVELOPMENT

- ◆ NHPCA continued to partner with Community Health Charities of Nebraska.
- ◆ NHPCA continued to manage a direct mail fund and awareness-raising program.
- ◆ NHPCA provided a Web-based career center.

PROFESSIONAL EDUCATION

- ◆ More than 500 hospice, nursing home, hospital, and other health care professionals received education through NHPCA during 2011.
- ◆ A two-day certification exam prep course was conducted.

- ◆ NHPCA held a Regulations Overview and Advocacy workshop in four sites across the state, in conjunction with association listening sessions.
- ◆ NHPCA partnered with Nebraska Health Care Association to offer *Disney's Approach to Quality Service for Health Care Professionals* in Kearney in July, a webinar on Turn Around Document Elimination in August, and a webinar on the Elder Justice Act in November.
- ◆ NHPCA provided regular conference calls for networking among disciplines: social workers, chaplains, and volunteer coordinators.
- ◆ More than 500 people attended the “Living a Good Life...at the End of Life” Annual Conference. **SAVE THE DATE: March 26-27, 2013.**

RESEARCH

- ◆ An annual survey of hospice data was conducted in March.
- ◆ The third edition of the Nebraska End-of-life Survey was released.

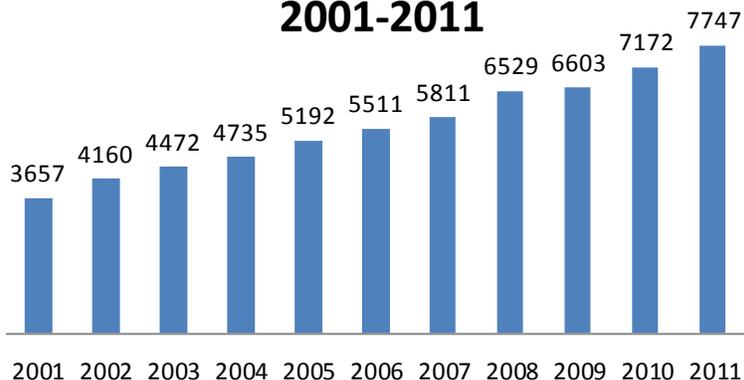
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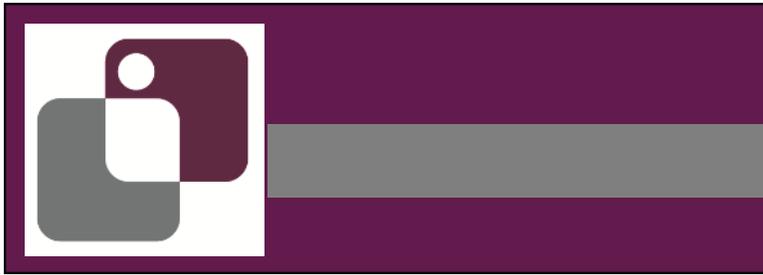
- ◆ NHPCA staff visited all five Nebraska Congressional offices.
- ◆ NHPCA Worked with DHHS to update regulations allowing concurrent care for children in Medicaid.

REGULATORY

- ◆ NHPCA monitored CMS, CGS, OIG, and MedPAC for regulatory changes impacting hospice.
- ◆ NHPCA disseminated 18 Special Bulletins to Hospice members.

Nebraska Hospice Admissions 2001-2011





NHPCA releases the third edition of Nebraska End-of-Life Survey

The Nebraska End-of-Life Survey was conducted by the University of Nebraska—Lincoln Bureau of Sociological Research among a random selection of 2,850 Nebraskans. This is the first of its kind in the U.S. to be completed three times.

The purpose of the survey was to find out Nebraskans' views on end-of-life issues, identify baseline measures for efforts to improve end-of-life care and conditions in Nebraska, and help NHPCA to focus its activities and set appropriate priorities. The survey also addressed medical intervention during terminal illnesses, advance directives and end-of-life decisions, and financial concerns. Highlights include:

- 83% of respondents reported they would choose to know if they have six months or less to live.
- 58% would want hospice if they were dying.
- 69% learned about hospice through someone who used hospice.
- 71% of respondents stated they trust their doctor to provide information about end-of-life care.

The report addressed many issues important to patients with a life-limiting diagnosis or at the end-of-life, such as visits from family, friends and health care professionals; facing final days at home as opposed to in a medical facility; treatment options; talking with friends and family about death and dying; finding resources such as transportation and medical information; and obtaining comfort from religious or spiritual services or persons.

The 2011 Nebraska End-of-Life Survey report is available at www.nehospice.org.

NHPCA continues working with veterans

A Partnership of NHPCA, VA Nebraska Western Iowa Health Care Systems, Nebraska State Veterans Homes, and dozens of other organizations, the Nebraska Hospice-Veteran Partnership worked to ensure Nebraska's veterans near the end-of-life received the best care possible.

2011 marked the development of a national campaign "We Honor Veterans." More than half of Nebraska hospices participated in this campaign which continues today. Learn more at www.wehonorveterans.org.

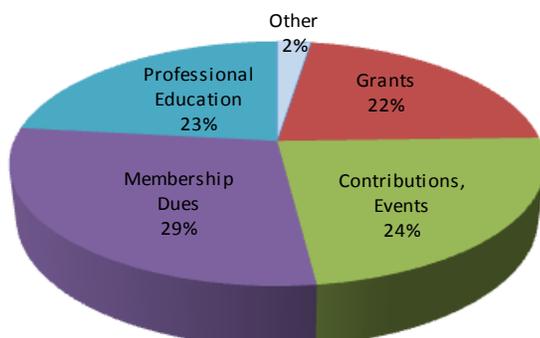
A sneak peek at 2012

Many people are unaware of the benefits of hospice care. To some, the word itself carries a negative vibe. This is why NHPCA is launching the "Hospice lets me be..." campaign. This campaign works to improve the perception of hospice ultimately leading to more referrals, increased census and greater length of stay.

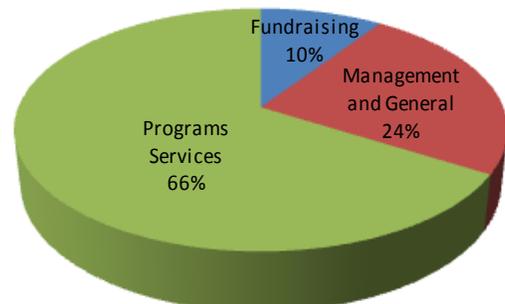
People who live with chronic or end-of-life conditions want the opportunity to live life in their final months to the fullest. This campaign encourages patients to enter hospice earlier to make the most of life while living. The "Hospice lets me be..." campaign celebrates how hospice lets patients be who they want to be instead of being identified by their disease.

This 18-month campaign will be used to promote benefits, build awareness and connect people with resources. Watch the NHPCA Web site for updates on this exciting campaign.

Revenue \$ 283,680



Expenses \$207,569





nebraska hospice &
palliative care association

advocate. educate. support.

3900 NW 12th Street, Suite 100
Lincoln, NE 68521-3037

Phone: 402-477-0204

Fax: 402-475-6289

NHPCA Leadership 2011

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Heath G. Boddy, Executive Director

Jennifer Eurek, CSW, Associate Director

Katie Pelster, Member Support Coordinator

