



nebraska hospice &
palliative care association

advocate. educate. support.

2012 Annual Report

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



Heath G. Boddy
Executive Director

Director's Message

2012 was filled with progress and accomplishment for the Nebraska Hospice and Palliative Care Association (NHPCA).

As you are well aware, there is a significant need to educate Nebraskans on the benefits and facts of hospice. This need became NHPCA's number one priority on your behalf in 2012. In April, NHPCA introduced the "Hospice lets me be..." outreach campaign. The project included public service announcements that were broadcasted regularly on television and radio stations across the state. In addition, the campaign's message was featured in more than 25 Nebraska newspapers. The campaign is still going strong today. I invite you to visit HospiceLetsMeBe.org for more information.

NHPCA strengthened its affiliation with the Nebraska Health Care Association. This tie increased your benefits as a member by providing additional resources, including staff assistance, classroom and technology use, and educational and advocacy opportunities.

In October, NHPCA and its sister affiliates moved to a new home in Southwest Lincoln. The new location provides three classrooms, a hands-on clinical skills lab, a member and student union, and access to shopping, restaurants, lodging, and other amenities. Please stop by and tour your new association home.

Nick Faustman joined the team in November. As Vice President of Government Affairs, Nick carries out the legislative and advocacy efforts for NHPCA. He quickly jumped in and stays on top of legislative issues affecting hospice; he will serve you well.

NHPCA's staff and volunteer committee and Board members understand that their role is to serve you, and that is an incredible honor. The work you do every day to support chronically and terminally ill Nebraskans merits the greatest of service.

A Proud Member of



COMMUNITY
HEALTH CHARITIESSM

NEBRASKA



HOSPICE LETS ME BE...

As the state's hospice association, NHPCA strives to help its members build awareness of hospice, with the ultimate goal of improving the care and conditions for chronically and terminally ill Nebraskans.

The "Hospice lets me be..." campaign works to improve the perception of hospice ultimately leading to more referrals, increased census, and greater lengths of stay.

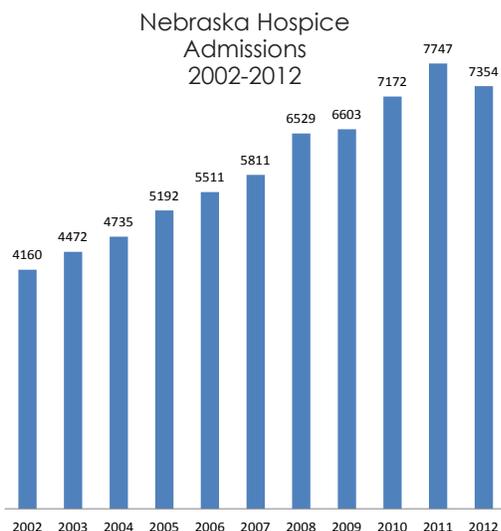
People who live with chronic or end-of-life conditions want the opportunity to live life in their final months to the fullest. This campaign encourages patients to enter hospice earlier to make the most of life while living.

The "Hospice lets me be..." campaign celebrates how hospice lets patients be who they want to be instead of being identified by their disease.

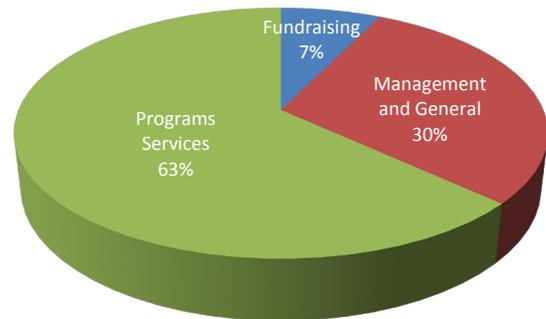
In 2012, NHPCA distributed more than 600 DVDs and more than 10,000 promotional materials, most of which were personalized for NHPCA member hospices. The project also included a seven-minute video and two public service announcements which have been shown regularly on several statewide television and radio stations.

The campaign was featured in more than 25 statewide newspapers, including a front page story in the Lincoln Journal Star.

You are invited to visit www.HospiceLetsMeBe.org for more information, resources, and stories.

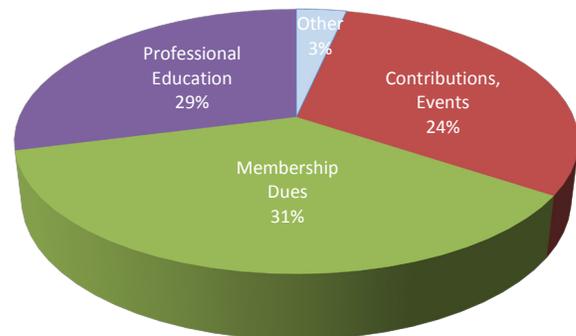


Expenses \$291,757



As guided by NHPCA's Board of Directors and due to the implementation of the "Hospice Lets Me Be Campaign" in 2012, expenses exceeded revenue during this time. The correlating revenue to conduct the campaign was received in the previous fiscal year.

Revenue \$224,900



NHPCA CONTINUES WORKING WITH VETERANS

A partnership between 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 receive the best care possible.

More than half of Nebraska hospices continue to participate in the *We Honor Veterans* campaign. Learn more at www.wehonorveterans.org.



2012 AT-A-GLANCE

COMMUNITY ENGAGEMENT

- NHPCA distributed 600 DVDs and more than 10,000 promotional materials for the "Hospice lets me be..." outreach campaign.
- NHPCA continued its strong relationship with local, state and national media. Articles have been featured in National Hospice and Palliative Care Organization NewsLine, Lincoln Journal Star (including a front page feature), Lincoln Strictly Business, Omaha World-Herald, and more than 25 other newspapers statewide. NHPCA has also been featured on radio and television.
- NHPCA staff attended many speaking engagements and exhibit displays at church, civic, veteran, and professional organizations throughout the year.
- The NHPCA Website, www.nehospice.org, averaged 41.78 visitors per day. The Website had a total of 15,250 visitors in 2012.
- NHPCA continues to have a presence on Facebook and Twitter. Be sure to "like" NHPCA's Facebook page, www.facebook.com/nehospice.
- NHPCA achieved Level Two Distinction in the *We Honor Veterans* Campaign. Jennifer Eurek, NHPCA Associate Director, served on the National Hospice and Palliative Care Organization's Veteran's Advisory Council. Go to www.wehonorveterans.org for more details.
- A proclamation was made by Governor Dave Heineman declaring the month of November as Hospice and Palliative Care Month in Nebraska.

DEVELOPMENT

- NHPCA continued to partner with Community Health Charities of Nebraska to support local health charities.
- NHPCA continued to manage a direct mail fund and awareness-raising program.
- NHPCA provided a web-based career center to assist hospice professionals in finding the right career or to fill an open hospice position.

PROFESSIONAL EDUCATION

- More than 500 hospice, nursing home, hospital, and other health care professionals received education through NHPCA during 2012.
- A two-day certification exam prep course was conducted.
- NHPCA held a Regulations Overview and Outreach workshop in four sites across the state, in conjunction with association listening sessions.
- NHPCA provided regular conference calls for networking among disciplines: social workers, chaplains, and volunteer coordinators.
- More than 300 people attended the "Living a Good Life...at the End of Life" Annual Conference.

RESEARCH

- Collected and compiled current state-level data related to hospice care and shared with regulators and legislators.
- UNO Gerontology Department analyzed the 2011 End-of-Life Survey Report data related to advance directives.
- Throughout the year, more than 500 End-of-Life Survey Reports were distributed.

ADVOCACY

- Visited all five Nebraska Congressional offices to discuss hospice.
- Monitored State and Congressional legislation related to hospice care.

REGULATORY

- Provided assistance to hospices in complying with first year mandatory reporting for quality measures.
- Collaborated with other state associations to address hospice billing issues with the Medicare Fiscal Intermediary.
- NHPCA distributed nine Special Bulletins to members.
- NHPCA Staff, Jennifer Eurek, appointed to the National Hospice and Palliative Care Organization's Quality and Standard Committee.



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2012 NHPCA Leadership

Board of Directors

President: Joanie Kush, RN, MS, CHA, Omaha

Vice President: Sue Kufeldt, RN, Kearney

Secretary: Gary George, MDiv, BSN, Omaha

Treasurer: Gayle Gengenbach, MS, Lincoln

Chair, Advocacy: Lisa Weber, MSW, Columbus

Chair, Community Engagement: Marcia Cederdahl, RN, CHPN, Lincoln

Chair, Development: Beth Nelsen, RN, CHPN, NHA, Lincoln

Chair, Professional Education: Diane Randolph, RN, BSN, Omaha

Chair, Research and Quality Improvement: Greg Schieke, MBA, Lincoln

Staff

Heath G. Boddy, Executive Director

Jennifer Eurek, CSW, Associate Director

Katie Pelster, Membership and Marketing Coordinator