



nebraska hospice &  
palliative care association

advocate. educate. support.

# 2013 NHPCA ANNUAL REPORT



**2013 State Impact Award**  
KidGlov, Lincoln



**2013 Shining Star Award**  
Children's Hospital and Medical Center  
Hand in Hand/Palliative Care, Omaha



**2013 Spirit of Hospice Award**  
Stephanie Petersen, R.N.,  
AseraCare Hospice, Lincoln



**2013 Spirit of Hospice Award**  
Clark Philson, B.S.N., CHPN  
Prairie Haven Hospice, Scottsbluff

NHPCA honored end-of-life professionals at the awards banquet of the 2013 "Living a Good Life...at the End of Life" Conference by presenting the **2013 Shining Star Award**, **2013 Spirit of Hospice Award**, and **2013 State Impact Award**. Twenty-seven Outstanding Nebraska Hospice Volunteer Awards were also presented.

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NEBRASKA



# A GRATEFUL LOOK BACK

Heath G. Boddy, President and CEO



Heath G. Boddy  
President and CEO

2013 wasn't just any year for the Nebraska Hospice and Palliative Care Association. June marked NHPCA's 30th anniversary. We took time to publicly acknowledge how far we have come as an organization. What began as a volunteer-only association has grown to become a recognized and financially-strong organization with a team of talent and resources at its fingertips.

I am certain I can speak for all NHPCA members when I say "thank you" to Nebraska's early hospice pioneers. Their vision and commitment has allowed more and more Nebraskans to experience the benefits of hospice each year. As an association dedicated to this same cause, rest assured their efforts will never be forgotten.

It is an honor to work on your behalf to spread the hospice message, advocate on your behalf, and provide the information you need to provide high-quality care. And, in November, Cindy Kadavy joined our team as Vice President of Reimbursement to provide even more focus on protecting reimbursement. As a former State Long-Term Care Ombudsman and Administrator of the Nebraska Department of Health and Human Services Division of Medicaid and Long-Term Care, she is perfectly suited to make sure you are represented when it comes to reimbursement.

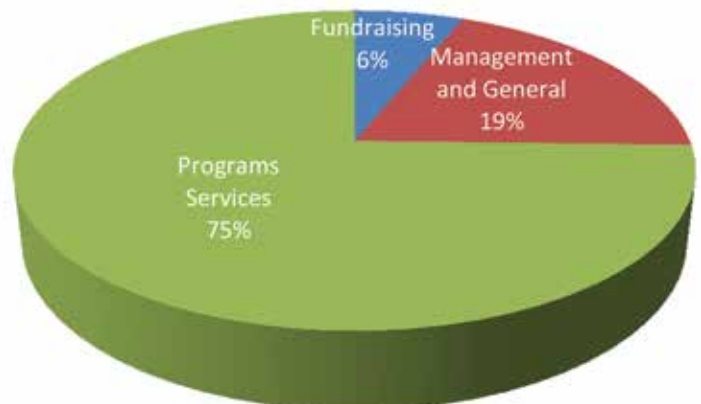
In 2013, Jennifer Eureka, Vice President of Hospice Palliative Care, served on the National Hospice and Palliative Care Organization's Veterans Advisory Council, as well as its Quality and Standards Committee. Of special note, she was personally selected to serve on a national consensus project, "Measuring What Matters." She continues these roles in 2014.

Please know my door is open throughout the year. Thank you for the privilege of serving you through membership.

## Revenue \$219,357



## Expenses \$203,680





# ADVOCATE. EDUCATE. SUPPORT.

## ADVOCATE

NHPCA actively monitored state and federal legislation as well as proposals in rules and regulations that would impact members.

The Association was represented at events hosted by our federal and state-level policy makers. These events ranged from roundtable discussions to events at which policymakers were present or spoke to stakeholders in Nebraska's health care delivery sector.

NHPCA continued to advocate for the unique end-of-life needs of veterans through its work at state and national levels.

The Nebraska Hospice-Veteran Partnership is a collaboration of NHPCA, VA Nebraska Western Iowa Health Care Systems, Nebraska State Veterans Homes, and dozens of other organizations. In 2013, the Partnership collaboratively provided education and networking opportunities to its participants.



Twenty-eight Nebraska hospices participated in We Honor Veterans, a program of the National Hospice and Palliative Care Organization in collaboration with the Department of Veterans Affairs.

The program provides educational tools and resources, as well as tiered recognition to organizations that demonstrate a commitment to improving care for veterans. NHPCA achieved status as a Level Two organizational partner.

## EDUCATE

NHPCA continued its role as a leader in offering top-notch education. Nearly 450 hospice, nursing facility, hospital, and other health care professionals received education through NHPCA in 2013. This includes more than 350 people who attended NHPCA's "Living a Good Life...at the End of Life" Conference.

Two scholarships were awarded to individuals wishing to attend NHPCA's Hospice and Palliative Care Certification Exam Prep Class, which was held in August. Quarterly networking calls – held separately for chaplains, social workers and volunteer coordinators – provides a means for peers from across the state to share ideas and concerns specific to their area of work.

NHPCA staff traveled the state for its Summer Listening Sessions, highlighting important regulatory issues affecting Nebraska hospices.



## SUPPORT

The "Hospice Lets Me Be..." Campaign continued its success in 2013, working to improve the perception of hospice in Nebraska. DVDs and promotional materials with real stories were distributed for use by member hospices, nursing facilities, and others. With support provided by the AseraCare Foundation, the outreach toolkit's seven-minute video and palliative care worksheet were distributed in Spanish. The campaign also included public service announcements on KOLN/KGIN-TV.

Marketing agency KidGlov received three top-honor Prism Awards from the American Marketing Association – Lincoln Chapter for its creation of the "Hospice Lets Me Be..." Campaign. This included an award for the outreach campaign as a whole, the campaign's television public service announcements, and the campaign's video.

NHPCA reached hundreds of Nebraskans through its role as a recipient of Community Health Charities funds. Through workplace giving campaigns' speaking opportunities and information fairs, NHPCA was able to talk with Nebraskans who might not have otherwise heard the hospice message.

In 2013, more than 10,000 Nebraskans were educated about the benefits of hospice through NHPCA's direct mail fundraising program.



# Thank You

The Nebraska Hospice and Palliative Care Association thanks the following individuals and organizations for their generous support in 2013.

## GIFTS

### \$50-\$99

Julie Badenhoop  
Berniece Barth  
Kathleen Berry  
Charles and Mary Biffar  
Clayton Black  
Mark Bohlsen  
Dana Bonsell  
Rebecca Caldwell  
Walter Connelly, Jr.  
Wanda Dye  
John Gerke  
Paul Gobbo  
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Roger Hovde  
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Eunice Johnson  
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Neil Luers  
Patricia McCoy  
Susan Moore  
Edwin Nyhof  
Dean Papenhagen  
Valgene Pokorny  
James Rawlings  
Pat Riggins  
R.L. Rosberg  
Dan Schlitt  
Keith Schroeder  
Tracie Jo Schwartz  
Bonita Sherburne  
Paul Soukup  
Edward Vogel  
Henry Waechter  
Norman Wallman  
Jean White

### \$100-\$249

Abel Foundation  
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Dolores Bartholomew  
Robyn Chamberlin  
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Thomas Eberle

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Lynn Gray  
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Thomas Holley  
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Ronald Overby  
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Becky Reisdorff  
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Nancy Shank  
Kirk Nolan Teters  
Bob Throop  
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M. Allen Tompkins  
Deaun Trayer  
Raymond Trumble  
Robert Way  
Valerie Wittstruck  
S. Jackson Wolverton  
William Workman  
David Wysong

### \$250-\$499

John and Janis Haggstrom  
Sharon Stanner  
Patricia Wallington

### \$500-\$999

Clifford Cheever  
Judy Eicher  
Mark Emig

### \$1,000-\$2,000

William Clausen  
Kreifels Family Fund, Vincent and Marie  
Ryan Propst

## 2013 "LIVING A GOOD LIFE...AT THE END OF LIFE" CONFERENCE SPONSORS

Alegent Health at Home  
AseraCare Hospice Foundation  
HealthConnect at Home  
HoriSun Hospice  
Methodist Hospital Home Health and Hospice  
Prairie Haven Hospice  
Saint Elizabeth Regional Medical Center  
St. Joseph Villa Homecare and Hospice  
University of Nebraska Medical Center

## "HOSPICE LETS ME BE..." OUTREACH SPONSOR

AseraCare Hospice Foundation

## MEMBERS

### Hospices

Alegent Creighton Health at Home Hospice, Omaha  
AseraCare Hospice – Beatrice  
AseraCare Hospice – Grand Island  
AseraCare Hospice – Kearney  
AseraCare Hospice – Lincoln  
AseraCare Hospice – Norfolk  
AseraCare Hospice – O'Neill  
AseraCare Hospice – Omaha  
AseraCare Hospice – York  
Beatrice Community Hospice  
Central Plains Hospice, Cozad  
Chadron Community Hospice  
Community Healthcare and Hospice, McCook  
Compassionate Care Hospice, Omaha  
Faith Regional Hospice Care, Norfolk  
Fremont Area Medical Center Hospice  
Gentiva Hospice – Fremont  
Gentiva Hospice – Omaha  
HealthConnect at Home – Good Samaritan, Kearney  
HealthConnect at Home – Saint Elizabeth, Lincoln  
HealthConnect at Home – Saint Francis, Grand Island  
Hillcrest Hospice Care, Bellevue  
HoriSun Hospice, Lincoln

(member list continued on back)





# Thank You

The Nebraska Hospice and Palliative Care Association thanks the following individuals and organizations for their generous support in 2013.

## Hospice Members, continued:

Hospice & Home Healthcare of Saunders County, Wahoo  
Hospice Community Care of Nebraska, Lincoln  
Hospice of Columbus Community Hospital, Inc.  
Hospice of Siouxland, Sioux City  
Hospice of Tabitha – Lincoln  
Hospice of Tabitha – Nebraska City  
Hospice of Tabitha – York  
In Home Health Care, Inc., Falls City  
Lexington Regional Health Center Hospice  
Mary Lanning Hospice, Hastings  
MCH & HS Hospice – Blair  
MCH & HS Hospice – Oakland  
MCH & HS Hospice – Tekamah  
Methodist Home Health & Hospice, Omaha  
Pathway to Compassion Hospice – Lincoln  
Pathway to Compassion Hospice – Omaha  
Prairie Haven Hospice – Alliance  
Prairie Haven Hospice – Scottsbluff  
Providence Hospice, Wayne  
Sidney Regional Medical Center Hospice – Sidney  
Sidney Regional Medical Center Hospice – Ogallala  
St. Francis Hospice, West Point  
St. Joseph Villa Home Care and Hospice, Omaha  
Valley County Health System Hospice, Ord  
VNA Hospice, Omaha

## Organization Members

Blue Cross Blue Shield of Nebraska  
Children's Hospital & Medical Center  
Hand in Hand/Palliative Care  
CIMRO of Nebraska  
Hospice Analytics, Inc.  
Hospice House – The Josie Harper Residence, Omaha  
Hospice Rx/Medtrak Services  
The Monarch End of Life Care Facility, Lincoln

## Coalition Members

Franciscan Care Services End of Life Coalition  
Greater Omaha End of Life Coalition  
Seward County BRIDGES End of Life Coalition  
York County Health Coalition – End of Life Partnership

## Individual Members

Jackie Bates  
Dennis Berens  
Connie Boardman  
Marcia Cederdahl  
Sharon Colling  
Howard Edwards  
June Eilers  
Connie Engelbart  
Laura Fick  
Gayle Gengenbach  
Molly Hannasch  
Carrie Rocco Healy  
Sister Rose Marie Imig  
Janet Kuhl  
Marilee Malcom  
Mary Phillips  
Greg Schieke  
Aloha Schmid  
Tara Stahl  
Sue Stensland  
Ethel Svoboda  
Jillian Volneck

## 2013 NHPCA LEADERSHIP

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### Staff

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Melissa Taylor, Guest Relations  
Pam Truscott, R.N., Nebraska Health Care Learning Center Program Manager  
Jodi White, Event Coordinator



Thanks also goes to the many Nebraskans who donated to NHPCA through a Community Health Charities workplace giving campaign or the Combined Federal Campaign.

*Every effort has been made to correctly identify supporters. We apologize for omissions or errors. If your name is not listed in the manner you wish, please call 402-477-0204 or email [info@nehospice.org](mailto:info@nehospice.org).*



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LINCOLN NE 68512-9332



“Living a Good Life...  
at the End of Life”

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Palliative Care Association

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**Nebraska Hospice Admissions  
2002-2012**

