

Journey

A Publication of Hospice of the Western Reserve



**HOSPICE
OF THE
WESTERN
RESERVE**

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OUR MISSION

Hospice of the Western Reserve provides palliative and end-of-life care, caregiver support, and bereavement services throughout Northern Ohio. In celebration of the individual worth of each life, we strive to relieve suffering, enhance comfort, promote quality of life, foster choice in end-of-life care, and support effective grieving.

Santa's Summertime Gift

Pediatric patients and their families enjoy Christmas in July

At a farm nestled in the fields of Geauga County, the spirit of whimsy is in the air.

It may be summer in Northern Ohio, but for dozens of families, Christmas in July at Santa's Hide-A-Way Hollow in Middlefield offered a little bit of holiday magic.

Between down days, mobility concerns and the reality that time is precious, days like this can be a rarity. The event provided a much-needed day off for nine Hospice of the Western Reserve pediatric patients, their siblings and families who face the stress of caring for a seriously ill child around the clock.

Making memories was the rule of the day, which included photos with Santa Claus, mini manicures from a local salon and a cookout on the 100-acre farm. The elaborately themed property includes a workshop, post office, an oversized model train and plenty of elves and reindeer.

"It is an escape," says Michelle Miller, pediatric team social worker for Hospice of the Western



Reserve. "They could get ice cream any time of day, or go get a present. They could have as many sodas as they wanted. It was like a national holiday for some of them."



"Merry Christmas!" Santa bellowed as he welcomed his visitors at the beginning of the day.

Santa is Bill Dieterle, who naturally fits the role with white hair, a long white beard and a warm spirit. He founded Santa's Hide-A-Way Hollow in 1982 to provide a respite for seriously ill children and to bring families together during a very difficult time. Since its founding, Dieterle and his team of volunteers have seen more than 58,000 children,

both on his property and offsite. He began working with Hospice of the Western Reserve almost 20 years ago, but this is the first year Santa opened the grounds for an all-day event that also included children from Akron Children's Hospital, Cleveland Clinic, MetroHealth and Rainbow Babies and Children's Hospital. "Hospice (of the Western Reserve) has been a great partner," Dieterle says.

Miller is instrumental in the partnership. In the past, she would refer a patient, and Dieterle would pull out all the stops.

"He would bring the fire trucks and the elves right to the (patient)," Miller says. Now she is hoping to use the Hideaway as a respite for several families at any time throughout the year.

"He wants us to use the place," she says.



For the Jones family of Westlake, the day was about their son Isaac, who is being treated by Hospice of the Western Reserve for neuroblastoma.

"This is another opportunity for us to make some memories and spend time with Isaac," his mother, Jennifer Jones, says.

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Letter from the CEO

Ideal Patient Care is Life Enrichment

Ideal patient care means something different for each and every patient at Hospice of the Western Reserve. Ideal patient care always exceeds expectations. It is the *right care*, delivered at the right time. The plans of care for a pediatric patient living at home and the elderly patient with memory impairment will not be similar. However, what all plans of care have in common are opportunities for the patient to live life to the fullest—whatever that means to him or her.

For the pediatric patients featured in this issue of *Journey*, a day of Christmas in July on a Geauga County farm became part of their plan of care. Setting aside illness for fun may not be conventional medicine, but for youngsters battling chronic, serious illness, visiting Santa was a wonderful break from the routine of doctors and medication.

Hospice of the Western Reserve frequently organizes life enrichment events like this on a daily basis—some are simple treats, others are elaborate events. Last summer, a patient who loved classic cars

was surprised by a Cruise In staged in the parking lot of David Simpson Hospice House. Just last week, a musician was reunited with his bandmates to play one more afternoon concert.

And we arranged for one of our patients, a World War II veteran, to participate in an Honor Flight to Washington DC. In fact, we pay close attention to the special needs of Veterans and hold a number of public and private pinning ceremonies throughout the year—a ritual designed to recognize their service and sacrifice.

None of these activities fall under the heading of “medical care.” None can be billed to insurance companies. But all are part of providing *ideal patient care*, which is what we strive to do every day for every patient that we have the privilege to serve.

William E. Finn

Chief Executive Officer

Meet Our Newest Board Members

FOUR NEW MEMBERS HAVE JOINED Hospice of the Western Reserve’s Board of Directors recently. They are Cynthia S. Burke, Alex Johnson, Ph.D., Victoria Varley and Matthew Wayne, MD, CMD.

Cynthia Burke is Vice President of Corporate Systems at Eaton, where she is responsible for Development and Support for the finance, HR, tax, treasury, financial accounting and reporting, EHS, supply chain, quality, legal and a variety of other corporate applications. She received a B.F.A. in Theatre from Ohio University, an Associate Degree in Applied Science from Youngstown State University and a Master of Business Administration from Case Western Reserve University.

Dr. Johnson is President of Cuyahoga Community College and serves on the boards of National Labor College, the Community College Survey of Student Engagement (CCSSE) and the Association of American Colleges and Universities. He holds a B.S. degree from Winston-Salem State University, a Master’s from Lehman College in New York and a Doctorate from Pennsylvania State University.

Victoria Varley is a Vice President of the R & D Protective and Marine division at Sherwin-Williams, where she oversees a team of engineers, chemists and technicians involved in new product development and the engineering of specialized coatings for infrastructure applications. She is active in Housing & Care 21, a nonprofit national provider of care, support and housing services for older people, and a leader in developing extra care, dementia and specialist services.

Dr. Wayne is Chief Medical Officer for the CommuniCare Family of Companies, and serves as Assistant Professor of Medicine at University Hospitals Case Medical Center in Cleveland. Dr. Wayne chairs the Nursing Home Medicine Competency Workgroup and is former President of the American Medical Directors Association (AMDA). He holds a B.S. degree in Human Nutrition from The Ohio State University and a Doctor of Medicine degree from Case Western Reserve University School of Medicine.

On the
Web

Find the Hospice of the Western Reserve 2013 Annual Report online.
Check out our interactive website: hospicewr.org/annual-report-2013



On Par With CSHRM

As part of its ongoing relationship with Hospice of the Western Reserve, the Cleveland Society for Human Resources Management (CSHRM) sponsored a summer golf outing. More than 130 participants attended, raising more than \$10,000 for agency programs. Q104 morning host Allan Fee (above, with Hospice of the Western Reserve Special Events Manager, Bridget Murphy) led the day's festivities. For more information on how your organization can help support Hospice of the Western Reserve, contact bmurphy@hospicewr.org or visit hospicewr.org/hospiceheroes.

End-of-Life Series Chronicles Physician's Experience with Hospice Care

The Hospice Institute's End-of-Life Series continues on Friday, October 10 with "Transitioning from Curative to Comfort" – a lecture inspired by the life and work of medical doctor and hospice patient Dr. Elizabeth McKinley. Dr. McKinley's choice of hospice care after a career in curative medicine was featured in The New York Times and her family is presently working with Hospice of the Western Reserve to create a clinical lecture in her memory. To register for the event or for more information, visit hospicewr.org. *Generously supported by Hanson Services, Home Instead Senior Care, Montefiore and Ursuline College.*

Voices to Raise Awareness



Join Hospice of the Western Reserve's African American Outreach committee on Saturday, October 11 for the ninth annual Voices for Hospice event. The free community awareness program, in celebration of World Hospice and Palliative Care Day, will highlight the many ways Hospice of the Western Reserve cares for patients, their families and their communities. Danielle Wiggins from WKYC (above) will lead a discussion with three Hospice of the Western Reserve team members. The event takes place at Embassy Suites in Independence from 10:00 a.m. – 1:00 p.m. Learn more at hospicewr.org/voices. Registration is required.

Leading in Green

First Hospice in the Nation to Receive National Awards for Green Medical Practices

Hospice of the Western Reserve continues to serve as a model for ideal patient care and environmental stewardship, not only in our community, but on a national stage. Recently, the agency was honored with two national health care environmental awards from Practice Greenhealth, a nonprofit organization whose mission is to promote best practices in the health care community. Hospice of the Western Reserve is the first and only hospice in the U.S. to receive this honor.

Among the distinctions is the "Emerald Partner in Change" award, presented to Ames Family Hospice House in Westlake. The award recognizes facilities deemed to "show leadership in the local community and in the health care sector" which achieve "improvements in mercury elimination, waste reduction, recycling and

source reduction programs."

This award is just another innovative accomplishment for Ames Family Hospice House, which also received the prestigious Gold LEED certification for its environmental building and sustainability practices in 2013.

David Simpson Hospice House, the agency's east side inpatient care center, earned a "Partner for Change Award."

This remarkable distinction reaffirms the agency's commitment towards continuous improvement of existing facilities, as much of today's environmental technology did not exist when the facility was built in 1995.

This commitment to sustainability is just one facet of the ideal patient care model—

the foundation of the agency's mission.

"We have worked hard to develop programs and practices that protect the environment and the health of our patients, staff and community," says Kathleen Gatto, director of support services. "It's rewarding to see our efforts recognized on a national level."



We Honor Veterans



Through Hospice of the Western Reserve's **Peaceful & Proud** initiative, hospice veterans can receive care from staff members specially trained on how the unique life experiences of veterans shape their end-of-life preferences.

Visitors to the Ames Family Hospice House in Westlake are greeted by our **Veterans Walk of Honor** and **Veterans Garden**. The Garden is planted in waves of flowering plants that encircle a monumental American flag. The Walk of Honor is paved with Tribute bricks, and is exclusively available to veterans and those currently serving in the armed forces. To add a Tribute to the Veteran's Walk of Honor in time for our special November 13 dedication, go to hospicewr.org/vetswalk.

November 11 is a significant day at Hospice of the Western Reserve with events taking place across our campuses. Other public events will take place on and around Veteran's Day.

hospicewr.org/serving-our-veterans



WE HONOR VETERANS





Unbreakable Bonds

Hospice of the Western Reserve and The Lubrizol Corporation Forge Ahead With Fifth Annual Volunteer Day

MORE THAN 60 VOLUNTEERS from The Lubrizol Corporation's "Building Bonds" community engagement team converged on David Simpson Hospice House recently to help make the Lakeshore Campus summer ready. The team gathered in the Angela and James Hambrick Arbor Garden, named for the Lubrizol's Chairman, President and CEO, before taking on the tough jobs like mulching, tending to the children's playground, replacing ceiling tiles, adding new partitions to bathrooms, painting and washing windows.

The effort was a collaboration between the United Way of Lake County, Lubrizol and Hospice of the Western Reserve.

Check out our extended coverage and interactive photo gallery at hospicewr.org/bonds

To learn more about how your group can volunteer with Hospice of the Western Reserve, call Marsha Pietrasz at 216.298.0249.

Santa's Summertime Gift

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Isaac Jones and his sister meet Batman at the Christmas in July event

Isaac, who is almost 7, attended the event with his father, 4-year-old sister and 18-month-old twin brothers.

"We had no idea what to expect," Jennifer says of the outing. "We're so blown away by the number of volunteers and the details that mean so much to the kids."

Jennifer says the day was also a welcome break for the whole family, who spent the afternoon roaming the sprawling complex, visiting the on-site barn with real-life reindeer and taking photos with Batman, who swung by the event.

Ten-year-old Hospice of the Western Reserve pediatric patient Autumn Johnson also attended, joined by her parents, Heather and Dustin, and her brothers. Autumn is being treated for encephalopathy of the brain and is confined to a wheelchair.

Following a barbecue lunch and a greeting by Santa, the family headed to the farm's pond for some fishing.

"All of it, we've loved all of it," Heather says of the outing. The Cleveland family was one of several Hospice of the Western Reserve families who were able to make the trip from the west side thanks to a grant that paid for a large coach bus. The family watched a Christmas movie on the trip over.

Santa's mission was fulfilled and the day was a success.

"(The day gave) the children a sense of normalcy since Christmas is such a big part of childhood," Miller says. "There's nothing more magical than Christmas."

SAVE THE DATES!



Remaining 2014 Warehouse Sales

Friday, September 19
8:00 a.m. – 4:00 p.m.

Saturday, September 20
9:00 a.m. – 3:00 p.m.

Friday, November 14
8:00 a.m. – 4:00 p.m.

Saturday, November 15
9:00 a.m. – 3:00 p.m.

Inspirational Breakfast

FEATURING

William G. Hoy, DMin, FT

Two Dates and Locations:

Thursday, November 6
The Banquet Center at St. Noels,
Willoughby Hills

Friday, November 7
John Knox Presbyterian Church, Trinity Hall,
North Olmsted

Free of charge. Seating is limited.

Register by October 28
hospicewr.org/inspirationalbreakfast

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Walk To Remember Recap

MORE THAN 2,500 PARTICIPANTS embarked on a rainy Walk to Remember, held at Cleveland Metroparks Zoo on Sunday, June 8. The third annual event, presented by FirstMerit Foundation, featured the Burning River Roller girls, entertainment by InCahootz and Charlie Mosbrook, food and drink from Eat'n Park, Bruegger's Bagels and Angelina's Pizza, plus crafts from the Home Depot, photos from Blue Button Photo Booth and much more. WKYC Senior Health Correspondent Monica Robins served as Honorary Chair for the event.



1. The FirstMerit Bank Team, led by FirstMerit Bank Executive Assistant Kim Rehmer, was just one of dozens of teams participating in the day's festivities.
2. Hospice of the Western Reserve CEO (center) with Family and Friends Chair Monina Wagner and Honorary Chair, WKYC Senior Health Correspondent Monica Robins.
3. Burning River Roller Girls kicked off the walk by guiding walkers through the course.
4. Area Boy Scouts greeted participants and handed out miniature American flags.
5. Hospice of the Western Reserve Pediatric Team Leader Jennifer Palmer and Mindy Stewart entertained children with hand puppets.
6. Eat'n Park's Smiley was on hand to welcome walkers and share treats.



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HOSPICE OF THE WESTERN RESERVE

36TH ANNUAL MEETING

THE *call* TO SERVE

Thursday, October 30 | 5:00 p.m.

Global Center for Health Innovation, Grand Ballroom

FEATURING KEYNOTE SPEAKER

Congressional Medal of Honor Recipient
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PETER C. LEMON

Register online now at hospicewr.org/calltoserve | [#calltoserve](https://twitter.com/calltoserve)