ALTHOUGH HEROISM IS OFTEN ASSOCIATED with extraordinary acts of bravery, at Hospice of the Western Reserve, we are privileged to see truly inspirational acts of heroism every day.

Our staff, the women and men who lighten the burden of serious illness, pain and grief, are absolutely heroic. The volunteers who give of their time, not because it is their profession, but because it is their calling, are also heroes. In 2014, more than 87,000 of service hours were logged by our compassionate and dedicated volunteers.

Finally, I am humbled by the heroism demonstrated time and again by our patients and families. By the time we meet them, they are often exhausted and afraid but they are still ready to live each moment they are given.

There are so many hospice family stories that inspire me but one stands out. George Weidinger is a WWII hero and a husband who has made heroic efforts to honor his beloved wife, Nina. Nina was our patient. After he lost her in 2011, George has literally worked every day to support Hospice of the Western Reserve through his photography. He doesn’t sell the beautiful color photographs that he prints and frames; he gives them to collectors, along with an envelope addressed to our Development Team. The Nina Weidinger Tribute Fund continues to grow and each photograph he makes is dedicated to her memory. His way of working through the grief of losing the most important person in his life is to help other families through his art and generosity.

To live life as well as you can each day is heroic. I am grateful to be reminded of that by those we are honored to serve.

Thank you for making Hospice of the Western Reserve patients, families, staff and volunteers a philanthropic and community priority.

Yours Truly,

Bill Finn
President & CEO
from the board chair

**THIS WAS MY SECOND YEAR** as Board President, and once again, we ended the year in a stable fiscal position, even though the challenges were many. Hospice of the Western Reserve has served the community for nearly four decades and its longevity is largely due to its resilience and adaptability. As the healthcare landscape changed, we adjusted and often got ahead of the changes.

Creating new partnerships such as At Home Support, our new palliative care service for Medical Mutual of Ohio patients, is a good example of how we are leading change. Specialized services that reach more patients who can benefit from our care make a real difference in the quality of life for entire families.

A sustainable business requires a strong foundation. Our many generous donors have provided that structure. In 2014, we raised funds to improve the patient and visitor experience at David Simpson Hospice House. New patient beds and visitor furnishings will replace the old. We will also be adding Skype capability to each suite, allowing virtual visiting between family members and to enable our clinical staff to conference with caregivers who are not able to be at the bedside.

We call our community fundraisers “Hospice Heroes” but I believe that all of our donors are heroes to our patients and families. Our donors provide funding needed for special efforts such as capital improvements, our art and music therapy program and even pet therapy. Your support has even allowed us to grow into the largest pediatric hospice and palliative care provider in the state.

On behalf of the Board of Directors, thank you. We are grateful for each donation that we receive. And we will continue to serve Northern Ohio with integrity and compassion because of your support.

Sincerely,

James W. Rogerson
answering the call
ANSWERING THE CALL

michelle miller

PEDIATRIC PALLIATIVE CARE social worker Michelle Miller arguably has one of the most difficult positions at Hospice of the Western Reserve. It is a true calling for a position most people readily confess they could never do: caring for the youngest patients, from in-utero to young adults.

Miller began working with children in the 1990s, as a child life specialist in Florida, where her role was to help hospitalized patients understand their diagnoses and prep them for surgery. However, it was a poignant request from a teenaged cancer patient that would lead her to her ultimate mission.

“I can’t control how I live; I want to control my death,” the girl told Miller. The young woman knew she would never get married, but wanted to be buried in a wedding dress. Miller helped her find a wedding dress to fulfill that wish.

Miller returned to Cleveland and earned her master’s degree in social work from Case Western Reserve University to work with pediatric hospice patients. “I knew this was what I wanted to do,” she said. “I narrowed myself into a hole, but knew it was what I wanted.” In 1999, when Hospice of the Western Reserve restructured its pediatric team to include pediatric trained employees, Miller came on board under the direction of Mary Kay Tyler, Director of Pediatrics and Clinical Support Teams.

Life experiences have made her appreciate her work even more. Six months before she married in 2002, she was diagnosed and treated for a curable cancer. And now, with two young children, she better understands the emotions parents may be going through. An important aspect of her role is that her care extends to the entire family, providing support for the parents or guardians and the siblings, as well as for the young patient.

As emotionally difficult as the position can be, the job comes with many rewards. “We can help make the quality of life for a ‘kiddo’ better,” she said. “When you look at the situation, it’s not pretty, it’s not good, but with our services, we make it a little better.”
Hospice of the Western Reserve’s Warehouse Sale has become a go-to place for bargain hunters. Each quarter, dozens of folks wake up early and assemble at the warehouse, located at Hospice of the Western Reserve headquarters, searching for one-of-a-kind finds. The sale has grown substantially over the past year, and much of that would not have been possible without Linda Perlic.

Perlic, a longtime volunteer, was honored for her work on the Warehouse Sales by Midwest Care Alliance. Jeff Lycan, President/CEO of Midwest Care Alliance, presented Linda with the Honorable Recognition certificate at a reception.

Lisa Scotese Gallagher, director of volunteer services said that, “in just a few months, Linda took an idea and turned it into a wonderful reality.”

When the idea surfaced, Perlic organized a Warehouse Sale team comprised of more than 50 volunteer staff and started planning the first Warehouse Sale. She has overseen all components of the sales, implementing policies and procedures leading to overwhelming success in each area.

Perlic was credited with using creativity in reaching out to consignment shops and retailers to donate items. Her focus: quality over quantity. And that attention to detail has made the Warehouse Sale a must-shop event each quarter.

She coordinated production of marketing materials and formed a specialized committee to distribute flyers and spread the word in the community. Through internal marketing, donations were made by both staff and family members. The first four sales were held in an eight-month period. The sales have been a resounding success, with the first five generating more than $47,000 in gross revenue and a profit of almost $25,000. Perlic was honored just two weeks before the sixth sale, held Nov. 14 and 15, 2014. Lycan was able to tour the facility ahead of the sale. “I think recognizing our volunteers is so important and so critical,” he said. Hospice of the Western Reserve President and CEO Bill Finn also recognized Perlic’s contributions, calling her an advocate and “good friend” of the agency.

For her part, Perlic thanked her team, saying she couldn’t do it alone. She credits volunteers Betti Hegedus, Carol McCreary and Karen Donahue for helping make the Warehouse Sales a reality.
**ART THERAPY CAN HAVE A PROFOUND IMPACT** on a patient’s well-being, while also creating a legacy for loved ones. Holly Queen’s work with Michele Tripi and her family epitomizes this dual role. Under Holly’s guidance, Michele’s life was enhanced through regular art therapy visits.

Michele, a former Hospice of the Western Reserve home care patient, was diagnosed with amyotrophic lateral sclerosis (ALS) at the age of 55. One by one, ALS takes capabilities away. The ability to walk and to sit upright. To use one’s hands. And eventually, even to speak and to breathe.

However, ALS never gained the power to define Michele or to break her faith, which was the foundation of her life. The disease was never able to rob her of her dignity, diminish her creative spirit or take away the joy she felt collaborating with others. The projects Michele completed under Holly’s guidance focused on her abilities, not her limitations.

At the beginning, Michele painted acrylic paintings of vacations. With the progression of the disease came the need for adaptation. When she could no longer use her hands, she found new ways to inspire and engage her family and extended circle of friends. She sparked the ideas and directed the art process.

“Michele carried a spirit of teamwork with her through the art therapy visits,” Holly recalls. “Her vocation as a teacher shone through. She recruited everyone. Her husband, son, daughter, grandchildren, friends, relatives, volunteers... Pretty much everyone but the mailman would stop by, and were ‘all in’ on the creativity,” she relates with a smile.

“Michele enjoyed offering guidance and a metaphorical pat on the back to family and friends. This maintained her sense of purpose, and exercised her brilliant mind, even when her body failed to cooperate.”

An excerpt from a letter that Holly received from Michele’s family reflects the lasting impact of the art the family created together: “We miss her greatly, but we kind of smile when we look back. We left nothing unsaid. We cherished our time, and we know she is doing great things up in Heaven. Thank you for everything you did. She loved her time with you. Her legacy lives on through the art completed and the creativity learned.”

**VIDEO EXTRA** See Holly, Michele and our art therapy program in action at youtu.be/cIBLFSfNnG8
service & community
walk to remember 2014

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.

Hospice of the Western Reserve was the first hospice in the nation to apply and be awarded Practice Greenhealth CleanMed Awards in two categories.

The awards were accepted on behalf of the entire agency by members of the Green Team in June. The 12th annual CleanMed conference was held at the Global Center for Health Innovation June 3-5, 2014, just in time for the agency to be recognized for its leadership in sustainable practices in hospice operations.

The conference was sponsored by Practice Greenhealth, Health Care Without Harm, and the Healthy Hospital Initiative, national organizations dedicated to sustainable and environmentally friendly practices within the health care sector. After a rigorous application process on behalf of both David Simpson Hospice House and Ames Family Hospice House, Hospice of the Western Reserve was recognized for outstanding environmental achievement.
expanding public knowledge of hospice, palliative care and grief

THE BALDWIN LIBRARY COLLECTION, a part of our End-of-Life Library, is a gift of the children of Robert F. Baldwin, Sr., Raymond F. Baldwin, and Richard H. Baldwin, given by in their memory. It is currently housed as a resource at our Ashtabula office. The family also donated 70 new books (10 books to each of seven libraries in Ashtabula County) last February to expand community access to end-of-life support resources. Special commemorative bookplates were applied to the gift books to recognize the generosity of the family.

The Baldwin Library Collection is unusual in that it is a circulating collection. Patrons of Ashtabula Public Libraries and those who wish to access the books through the Clevenet Library Cooperation can do so with an interlibrary loan. Many of the books in the collection deal with bereavement and working through grief. There is also a good selection of children’s books. Our librarian worked closely with the Ashtabula Library staff to ensure we were not duplicating volumes already in their collection. Creating a circulating collection is a significant step in expanding our libraries’ resources to a larger audience in need of special information.

RECOGNITION CEREMONY AT LORAIN COUNTY COMMUNITY COLLEGE

More than 230 attended the community-wide Veterans Recognition Ceremony at Lorain County Community College on Nov. 6. Hospice of the Western Reserve employees pinned 156 veterans — a record for 2014 — in a ceremony that included a complimentary lunch, flag pins and a talk by two-time Pulitzer Prize nominee Bruce Weigl. Hospice of the Western Reserve conducts numerous personal and public Veterans Recognition Ceremonies throughout the year.
VOLUNTEERS IN ACTION

Most of the extraordinarily compassionate work done at Hospice of the Western Reserve goes unrecognized, except by those it directly touches. Patients and families are generous with their gratitude. However, sometimes a volunteer, staff member or program is singled out for special recognition. In 2014, several awards were received by quiet heroes.

The Andy Nowacki Foundation, Inc. honored a “hero” at their 9th Annual Heroes for Andy Gala in April. Volunteer Jim Walters was the recipient of that honor. Jim exemplifies the characteristics of being a dedicated volunteer by providing substantial support to people experiencing life-limiting disease. Jim, an Army veteran, gives sacrificially to his patients, both in small and large ways, and is tremendously generous with his time, kindness and personal resources. Thank you and congratulations, Jim!

Volunteer Linda Perlic received an Honorable Recognition for Volunteer of the Year by Midwest Care Alliance. Learn more about Linda on page 7.

Every year the Community Partner Award is presented to an organization or business that supports Greater Cleveland Volunteers with the contribution of volunteer time and resources. The 2014 recipient was Hospice of the Western Reserve. In 2014, the two organizations shared 32 volunteers who have jointly contributed more than 1,100 hours of service in Northern Ohio.

On June 18, Volunteer Mike Hoffman will be honored at the Greater Cleveland Volunteers’ Limelight Luncheon. Mike shows his passion for serving others in everything he does. Be it support calls, taking patients to appointments, or simply providing companionship, Mike always puts the patient’s needs first.

ON APRIL 23, hundreds of Hospice of the Western Reserve’s dedicated volunteers attended the Annual Volunteer Appreciation event, held at Executive Caterers at Landerhaven. Joyce Marie Sheldon was the keynote presenter. Sheldon, the author of From Fear to Faith, A Caregiver’s Journey shared how her personal experiences with the power of acceptance led her to embrace her mission of inspiring and nurturing the spiritual well-being of others, especially those in the role of caregiver.
9th annual voices for hospice


Danielle Wiggins from WKYC-TV Channel 3 hosted the event. A panel of hospice team members including a spiritual care coordinator, an art therapist and a pediatric social worker talked about their specialties and shared real-life stories about how their work provides comfort, hope and dignity to patients and their families.

More than 300 attendees enjoyed a fabulous display of handcrafted art courtesy of the African American Quilt and Doll Guild.

“This luncheon provided a great opportunity for church groups, social organizations, families and friends to learn more about the hospice philosophy in a relaxed setting,” said LaBena Fleming, Provider Relations Manager and co-chair of the 2014 event.
36th annual meeting

ON OCTOBER 30, NEARLY 750 GUESTS, volunteers, team members and friends of Hospice of the Western Reserve attended the 36th Annual Meeting, held in the grand ballroom at the Cleveland Convention Center. This event honored the hundreds of volunteers and veterans in attendance. Throughout the evening, guests were encouraged and inspired by real-life stories of heroism. Bronze Star Recipient Doug Sterner, a national expert on military awards for heroism, shared stories of real-life heroes, in and out of uniform. Guests were also called to post the names of their personal heroes on the 24-foot wide “Wall of Heroes” in the Convention Center atrium. The event was generously supported by AdvaCare Systems, Inc., The AdCom Group, Ciuni & Panichi, GMS – Group Management Services, Hanson Services, Inc., HW & Co., and The Sherwin Williams Company.
The following individuals were honored for their service to both Hospice of the Western Reserve and the Northern Ohio region at the 36th Annual Meeting.

Service through Action Award
The Eaton Rev’d Up Volunteer Group has been dedicated to our agency since 2003. The largest and most complex projects are saved for this group of former engineers, logistical experts and administrators. The Eaton Rev’d Up group has supported the Development team, the Children’s Bereavement Camp, the two Hospice Houses and the End-of-Life Library with an amazingly wide variety of projects. The contributions of this versatile and loyal group are priceless.

Legacy Historian Award
Don Pavlish of the Don Pavlish Group is a videographer whose artistry, storytelling ability, technical skills and intuitive appreciation for the hospice mission have resulted in the shooting and production of several videos that are uniquely able to capture the call to serve heeded by so many. Don’s video creations are being used both regionally and nationally to help tell our story.

Community Partner Award
Cleveland Society for Human Resource Management, or C-SHRM, has assisted the organization with both talent and treasure. In 2013-2014, it designated Hospice of the Western Reserve as its “Non-Profit Partner of Choice.” Members of C-SHRM have further given of themselves by becoming volunteers.

Innovation Award
Medical Mutual and Hospice of the Western Reserve formed a partnership called “Western Reserve At Home Support,” a division of Hospice of the Western Reserve. Available to Medical Mutual customers and in collaboration with the patient’s personal physician, our team partners with Medical Mutual case managers to ensure the best coordinated plan of care for dealing with advanced stage chronic disease. The program assists individuals in living as comfortably and as independently as possible in their own homes.

Veterans Serving Veterans Award
Hospice of the Western Reserve’s 82 veteran volunteers were honored for the important work they do serving their fellow veterans. They conduct hundreds of veteran appreciation events and they assist those facing difficulty coming to terms with their wartime experiences.

Pediatric Service Award
Dr. Sarah Friebert is the founder and medical director of Akron Children’s Hospital’s Haslinger Family Pediatric Palliative Care Center. She also serves under contract as Hospice of the Western Reserve’s Pediatric Medical Director. Dr. Friebert’s leadership and advocacy make a world of difference to the children and families who need the support of our agency.

Our Healing Arts Program Continues
to offer diverse opportunities for grieving people to access art therapy across Northern Ohio. Hospice of the Western Reserve art therapists facilitate sessions in which participants create a personal piece of art to memorialize their deceased loved one and express their feelings. Participants are encouraged to share their thoughts and emotions. As a result, they are equipped with tools to manage and cope with their grief, connect with others in the community and begin to heal. Funded primarily through community support and grants, Cuyahoga Arts & Culture continued to support these programs in three Cuyahoga County locations in 2014.
IN DECEMBER, OHIO’S TWO LARGEST HOSPICE CARE PROVIDERS - Hospice of the Western Reserve and Hospice of Dayton announced a collaborative initiative to ensure delivery of the highest quality of care for all Ohioans. The partnership focuses on creating best practice standards for hospice and palliative care, proactively sharing quality data, benchmarking performance to continuously improve care delivery and creating the most skilled workforce. The initiatives and their outcomes are supported by fact-based research.

As not-for-profit, mission-driven, community organizations, Hospice of the Western Reserve and Hospice of Dayton are among the nation’s legacy providers with decades of experience and service to the Northeastern, Southwestern and Central communities of Ohio.

The new partnership advances the shared goals of:

- Providing ideal patient care for every person needing hospice services regardless of ability to pay
- Providing hospitality, respect and caring for each patient and family member
- Preserving and enhancing patient dignity
- Attending to the social, physical and spiritual needs of each person served
- Reducing unnecessary suffering in the communities
- Celebrating the life of each individual

The long-term goal of the hospice collaboration is to enhance care, services and mission while cooperating in the following areas:

- Quality of care and services backed by evidenced-based best clinical practices and demonstrating unsurpassed quality of care in the communities they serve
- Creating a network of hospice and palliative care providers across Ohio with shared commitment to quality, service and access, and development of pre-hospice palliative care management
- Research and innovation through collaboration with community medical schools and institutions to improve end-of-life care
- Community advocacy for local economies through the creation of jobs and use of community businesses for purchased supportive services
- Improved stewardship and efficiency through collective purchasing and shared technology, enabling the reinvestment of savings into staffing and care delivery

The two hospice organizations combined provide care to more than **12,000 Ohioans** annually.

In May, Hospice of the Western Reserve was awarded “Hospice Honors” and “Hospice Honors Elite” awards by Deyta, LLC, a data-gathering company that partners with approximately 1,600 hospices across the country. Hospice of the Western Reserve is the only hospice organization in Northeast Ohio to receive the awards.

The “Honors” award was received by Hospice of the Western Reserve’s Ashtabula regional team, and the “Honors Elite” designation was awarded to the Mentor regional teams. Both denote superior care; only 2% of hospices achieved Elite recognition.

The performance criteria are based on results compiled from Family Evaluation of Hospice Care (FEHC) surveys Deyta provides to each family following a patient’s death to evaluate patient and family satisfaction across many categories. The survey asks families to rate Hospice of the Western Reserve in a wide range of categories such as control of the patient’s pain and anxiety, personal care, keeping the family well-informed, providing families with the tools needed to care for their loved ones, respecting religious, spiritual or cultural beliefs and providing emotional support both before and after a death.

The awards reflect industry-benchmarked recognition of the hard work and excellent performance of these teams, and distinguish Hospice of the Western Reserve as a top national performer of end-of-life care.
key statistics
KEY STATISTICS

FINANCIAL SNAPSHOT

Like other health care providers, Hospice of the Western Reserve relies on reimbursement to pay for its services. Medicare and Medicaid remain our largest “payers” and most of private insurance companies also offer hospice benefits to their customers. However, we are committed to caring for all regardless of ability to pay, and each year, we accept many patients who are uninsured or underinsured. Programs and therapies that set our care apart and above that of other providers are also often unreimbursed. Our community bereavement services, expressive therapies and our pediatric palliative care program, for example, were all established and further developed in response to distinct needs. In 2014, we provided more than $3 million in unreimbursed services and charity care.

Revenue

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<td>Contributions and Fundraising</td>
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<td>Donated Services</td>
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<td>Net Assets Released from Restrictions</td>
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<tr>
<td>Investment Income</td>
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Classification of Expenses

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<tr>
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Licensure/Accreditation

Medicaid/Medicare Certified
Accredited, Joint Commission on Accreditation of Healthcare Organizations (JCAHO)
Licensed Hospice in Ohio
Hospice Alliance of Ohio
**OUR MISSION**

Hospice of the Western Reserve provides palliative 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.

**OUR VALUES**

**COMPASSION:**
Helping those in need

**EXCELLENCE:**
Improving patient experience with unmatched expertise

**QUALITY:**
Providing ideal patient care (the right care, at the right place, at the right time)

**INTEGRITY:**
Doing the right thing

**SERVICE:**
Adding value to all we do

**STEWARDSHIP:**
Embracing transparency and the effective use of resources

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**Patient Volume**

**Average Daily Census:**

- 1,200
- +700 Navigator (pre-hospice care) patients

**Funding Sources**
Revenues predominantly from Medicare & Medicaid and Philanthropy

**Our Care Promise**
Care is provided regardless of ability to pay.

**Affiliations and Collaborations**

- National Hospice and Palliative Care Organization (NHPCO)
- National Hospice Work Group (NHWG)
- Midwest Care Alliance
- Hospice Alliance of Ohio
- United Way of Lake County
- Hospice of Dayton
- Hospice of Michigan
- Medical Mutual of Ohio
- Northern Ohio Hospitals and Physician Groups
- Numerous contracted nursing homes, assisted living facilities and group homes for developmentally disabled
- Helderberg Hospice in South Africa
**Patients**

Total Patients, 2014: 6,520

New Patients, 2014: 5,397

Carryover 2013: 1,123

**Principal Diagnosis**

- Cancer
- Nervous System
- Mental Disorders
- Respiratory
- Digestive
- Infection/Parasitic
- Other
- Circulatory
- Central Urinary System

**Admissions**

Total Admissions: 5,397

- David Simpson Hospice House: 1,102
- Ames Family Hospice House: 891

**Days of Care**

- Ames Family Hospice House: 8,897 Days of Care
- David Simpson Hospice House: 13,618 Days of Care

**Key Statistics**

- David Simpson Hospice House: 891
- Ames Family Hospice House: 1,102
- Total Patients, 2014: 6,520
Age Distribution

Volunteers

3,000 volunteers gave 87,758 hours resulting in $1,672,919 in savings for Hospice of the Western Reserve

ITEMS OF NOTE

3rd largest nonprofit organization in Northern Ohio
(Crain’s Cleveland Business)

98th largest employer in northern Ohio
(Crain’s Cleveland Business)

Largest pediatric hospice and palliative provider in Ohio and one of the largest in nation

Hospice Institute and End-of-Life Library

We Honor Veterans

Veterans program, 4 star partner (highest level) in NHPCO’s We Honor Veterans Program
HOSPICE OF THE WESTERN RESERVE IS GRATEFUL for our continued relationship with FirstMerit and FirstMerit Foundation.

Through our partnership, Hospice of the Western Reserve introduced one of our largest community-based friend and fundraisers, the Walk to Remember. In addition to contributing to the construction of Ames Family Hospice House, this collaboration helps provide high quality hospice care to patients, families and the Northern Ohio region.

FirstMerit and FirstMerit Foundation have contributed significantly to the growth of Walk to Remember. The success of this event has been instrumental in raising awareness and funds for the unreimbursed services we provide to the community.
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.