



ANNUAL REPORT 2018

Compassion, care, and comfort through end of life.





Surveys consistently show that the greatest fear concerning death and dying is experiencing pain and suffering. At Hospice of Southern Maine, we provide care from a team of highly trained experts whose highest priority is their patients' and families' care and comfort.

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Message From Our Chief Executive Officer and Board Chair

Dear Friend,

We are dedicated to changing the way our community experiences serious illness, end of life, and grief – one family at a time. Through compassion, care and comfort we help patients and families navigate their unique journeys.

We know you have a choice about who cares for you or your loved one at the end of life. You also have a choice about which community organizations you support. We do not take your decision to choose Hospice of Southern Maine (HSM) for granted and want you to know that we will always work to earn your trust.


High-quality care is our top priority, and I am proud to report that in 2018, HSM achieved top marks when compared to the national benchmarks on the Medicare website, *Hospice Compare*. For the two year period ending March 31, 2018, HSM met or exceeded all national benchmarks. I was especially thrilled to learn that 98.7% of our patients' caregivers surveyed said they would “recommend Hospice of Southern Maine to friends and family.”

2018 was another year of strong growth, and an exciting milestone for Hospice of Southern Maine. Not only did we care for more patients – 1,697 – but our efforts to educate about the benefits of hospice have clearly resulted in helping more people. When we opened our doors in 2004, Maine was 49th in the nation for hospice care, and only 9% of people who were eligible for hospice were using it. Today, Maine ranks in the middle of the pack nationally (25th) and has the fastest growing hospice utilization rate in the country.

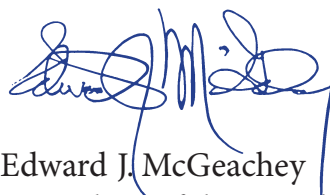
Last year HSM partnered with Embodied Labs (EL) and University of New England (UNE) on a revolutionary educational tool – The Clay Lab. “Clay” is a virtual reality experience that takes the participant through a series of educational events regarding end of life. As the viewer, you “embody” Clay, a 66 year old veteran with incurable lung cancer. You experience a serious illness conversation with your physician and family, transition to home hospice care, and die surrounded by your family. This powerful experience has and will continue to educate our staff, volunteers, referral sources, and community partners. Clay’s significance, and our work with EL and UNE, has been reported in the Portland Press Herald, The Boston Globe, several NPR affiliates, and the Wall Street Journal, as well as several TV stations.

In June 2019, HSM will break ground on its exciting new Home Hospice Center at 390 US Route One, Scarborough. A nearly 15,000 square foot building with floor to ceiling windows, the new Center will be the central hub for serving the nearly 200 at home patients we care for out in the community every day. In addition to a Clinical wing to support our home care team, there will be a large Community Room, Family Bereavement Suite, Training and Simulation Lab, and Collaborative Café. We will fund the new Center with a \$5.6M capital campaign.

On the following pages are the names of our generous 2018 supporters. We are deeply grateful for each and every one of you. You make it possible for us to be there for everyone who needs our care, regardless of income or insurance coverage. Thank you.



Daryl J. Cady
Chief Executive Officer



Edward J. McGeachey
2018 Chair of the Board of Directors



Daryl J. Cady



Edward J. McGeachey

On this page is an excerpt from letters that Meredith Barton wrote from her experience with Hospice of Southern Maine. “As soon as my dad saw my mom walk into the room, a serenity and joy came over his face and his easy smile appeared. He was with the love of his life, they had time to be by themselves and they were able to say goodbye as they wished. None of us knew what we were doing, or were supposed to be doing, but somehow your staff gently guided us.”



Dear Staff at Hospice of Southern Maine,

I hope this note of thanks will express how deeply appreciative and grateful my family is to have had the quiet support and guidance of our special hospice team.

It began with Nicole and Ali who met with me and my dad in his bedroom. Your respectful kindness was wonderful and the introduction to hospice care was explained beautifully. My dad was a humble man but your comments and hugs meant the world to him. I knew after our meeting that my dad would have the advocacy and support he needed and deserved going forward.....

Another team member that meant so much to dad was David. Thank you David, for giving my dad a non-family ear and an outlet for him to share his thoughts freely. Marie, I am so grateful for your behind-the-scenes advocacy for dad, you helped give dad the only thing he wished for and required... to be with my mom in a private quiet place.

It's ironic that end-of-life care decisions are so similar to beginning of life care decisions. To put the ones you love into the care of strangers can be an enormous leap of faith. I want to thank Nicole, Ali, David, Tracie, Marie, and Krista for sustaining my faith in mankind. You are all very special people.

Very Fondly, Meredith

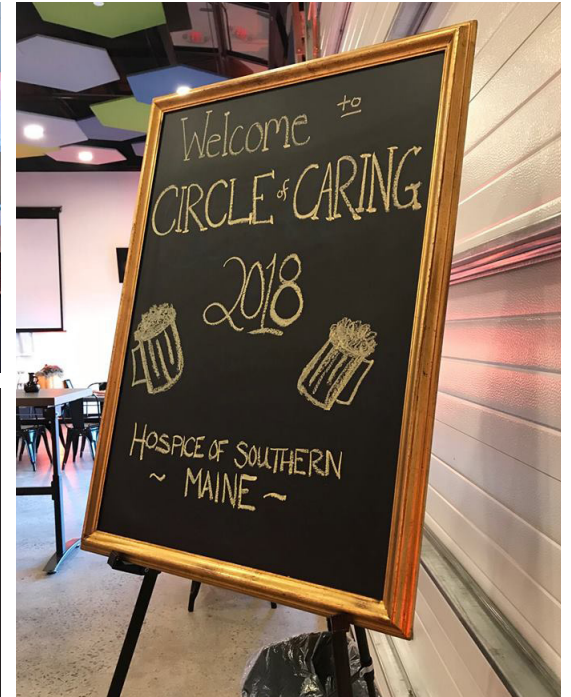
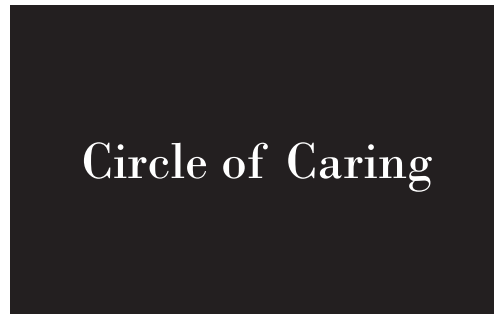
1,697

patients cared for in 2018



Of family caregivers said they would
recommend HSM to friends and family





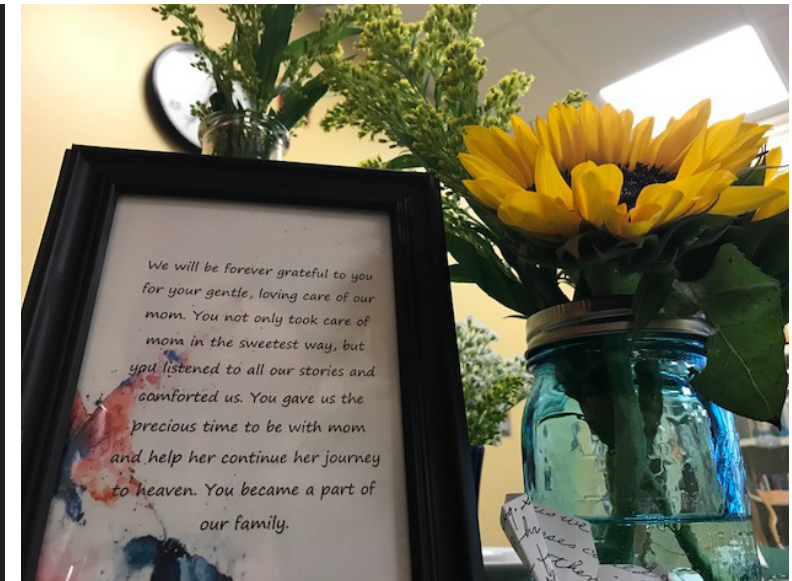
2018 Special Events



Trail of Memories



Donor Appreciation Event



Twilight in the Park



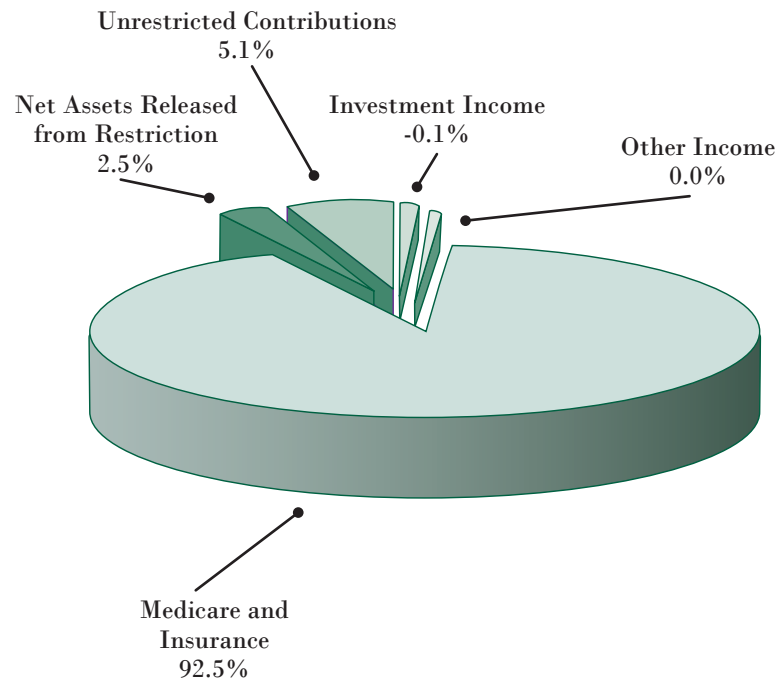
It is remarkable to think that Hospice of Southern Maine has had the honor of caring for more than 14,000 patients, and their families, since our start in October 2004. Through strong recruitment and retention efforts, we were able to attract and retain the talented individuals who provided patient care. While our administrative and fundraising costs remain low, our expenses for the direct care of our patients increased in 2018. Medicare, which remains the primary source of revenue for HSM, increased their rates by only 1% in October 2018. As our costs increase outpace changes in Medicare reimbursement, the community support we receive for unfunded services becomes even more important. These gifts for which we are so grateful exceeded \$1,000,000 again in 2018.

Plans for our new Hospice Center are well underway and with that, a strong capital campaign. As with our efforts back in 2003, our community has demonstrated their generous support and trust in us as we work to deliver excellence in end-of-life care. This new Center will allow us to expand our home care services, grief support and community education efforts, in addition to providing a tremendous training site for staff development. Our staff and volunteers are our greatest asset, and this new location will provide a vibrant and healthy learning environment for the work of caring. From a financial perspective, this means we will no longer need to lease space, which will allow HSM to take much of our current occupancy costs and turn them toward support of patient care.

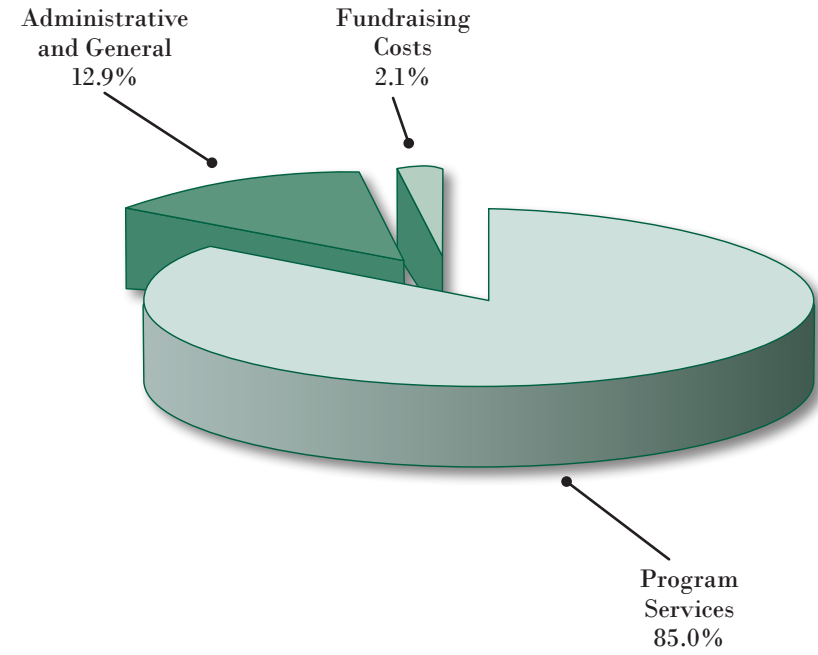
Respectfully Submitted,

Mary T. Pinto
Finance and Information Systems Director

REVENUE AND SUPPORT



OPERATING EXPENSES



REVENUE AND SUPPORT

Medicare & Insurance (net)	\$14,151,684	92.5%
Net Assets Released from Restriction	\$378,258	2.5%
Unrestricted Contributions	\$781,950	5.1%
Investment Income	-\$9,696	-0.1%
Other Income	\$426	0.0%
Total Revenue & Support	\$15,302,622	100%

EXPENSE

Program Services	\$12,777,602	85.0%
Administrative & General	\$1,942,085	12.9%
Fundraising	\$311,087	2.1%
Total Expense	\$15,030,765	100%

What Set Us Apart In 2018

HEARTSTRINGS



Hospice of Southern Maine introduced HeartStrings - an exciting new music therapy program at Gosnell Memorial Hospice House - to provide a soothing presence for patients and families.

TUCK-IN PROGRAM



Hospice of Southern Maine announced our new Tuck-In program! Designed to enhance patient and family care, every Thursday a volunteer makes calls to patients and their caregivers to check in and make sure they have everything they need for the weekend.

VOLUNTEER PROGRAM



PawPrints pet therapy volunteer, Meryl Ruth (and her Chihuahua Bridget), was named Home Care and Hospice Alliance Volunteer of the Year. Meryl and Bridget do so much for our patients, families and staff. We are thrilled they were honored in this way.



130 volunteers
contributed

9,952 hours

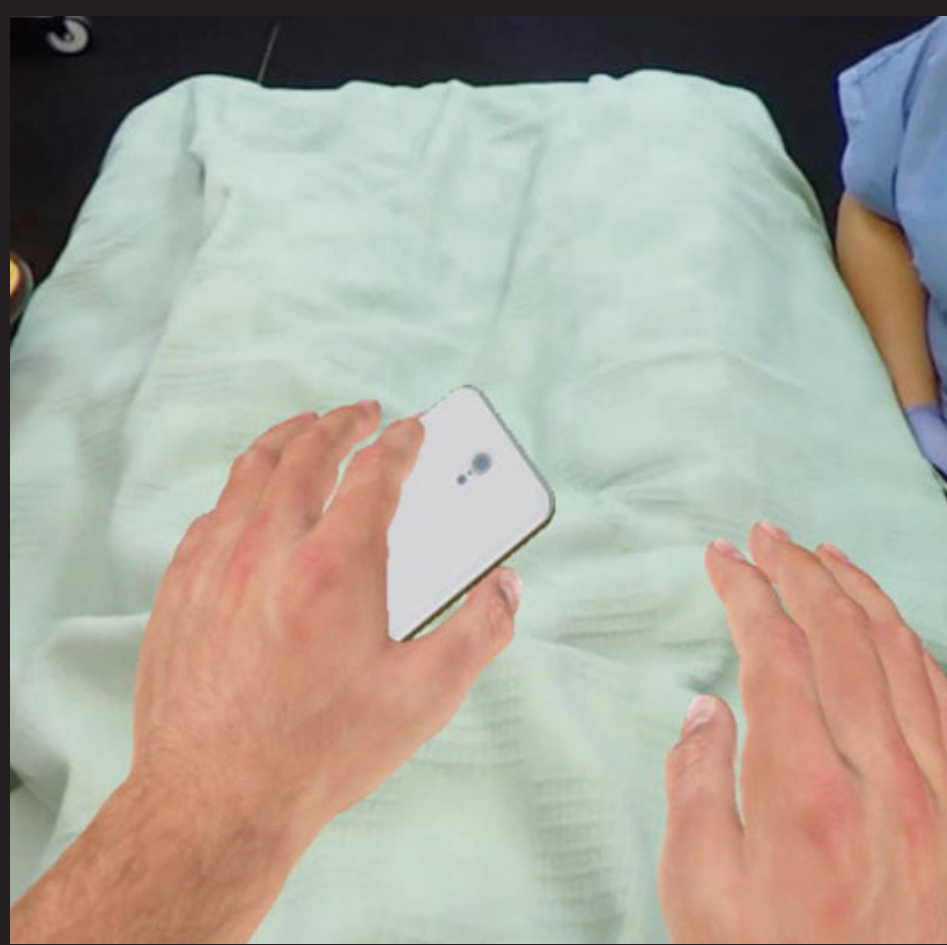
77 educational
programs with
1,835
people participating

Grief support was provided to

3,657 individuals

1

Gosnell Memorial
Hospice House
remains the only
freestanding, inpatient
hospice facility in
southern Maine.



Virtual Reality: End-Of-Life Education

What is Virtual Reality?

Virtual reality is a **believable, interactive 3D computer-created world** that you can **explore** so you feel you are really there, both **emotionally** and **physically**. Often used for gaming or design, VR is now used as a proven educational tool and is changing the way we learn about the world and human experiences.

The Clay Lab and How We Use It

In 2018, Embodied Labs invited Hospice of Southern Maine to partner with them and the University of New England to create the “Clay Lab,” a VR program about end of life. The creators produced two prior Labs, one about macular degeneration and hearing loss, and one about Alzheimer’s disease. For the Clay Lab, they based their script on a 48-hour immersion at Gosnell Memorial Hospice House, and other national expertise.



The Clay Lab experience takes about 45 minutes. The learner begins by putting on a headset and “embodying” Clay Crowder, a 66-year old veteran with stage IV incurable lung cancer. Clay progresses from receiving a terminal diagnosis from his oncologist and referral to hospice care, to having a fall and going to the emergency room, then transitioning to hospice and ultimately dying at home.

Hospice of Southern Maine is using the Clay Lab for end-of-life education for staff, healthcare providers in the community, and the general public. For staff, it allows them to stand in the shoes of the patient, family members, and physicians. This tool is also helpful in educating the community about end-of-life conversations, decisions, and care.

What Are People Saying?

For anyone who has not tried virtual reality before, or only used it recreationally, a VR experience may seem daunting. However, people who have experienced Clay say they find it moving and “impactful.” Kathy Damon, with Home Instead Senior Care, described her experience this way...

“I had never experienced virtual reality before, so I had no idea what to expect. Honestly, my first impression was that it was a little strange. From putting on the headset and becoming Clay, to hearing the voice of the oncologist, and seeing the reaction of my spouse and daughter, the experience was surreal. As the simulation progressed, however, it became increasingly impactful leading me to think about my own experience caring for my father.

My dad was in the hospital for two weeks, and our family and his doctors needed to have a conversation about his care. We were very cognizant of the need to step out of the room for this type of conversation. There was one time, however, that we were all around his bed talking about Dad, as if he wasn’t there. I remember being horrified! Now, after viewing The Clay Lab, I understand what this might have been like for my dad.

If there was one thing I learned from this experience, it was that this is an incredibly informative tool for caregivers and patients alike. The simulation does an excellent job illustrating that all people involved in the end-of-life experience — the hospice care team and the family members — should always put the patient first, to create a calm, compassionate end-of-life experience, and to make a stressful experience as peaceful as it can possibly be. The Clay Lab is a tool that can support the family in their journey as they go through the inevitable experience of taking care of someone they love at the end of their life.” 🌱

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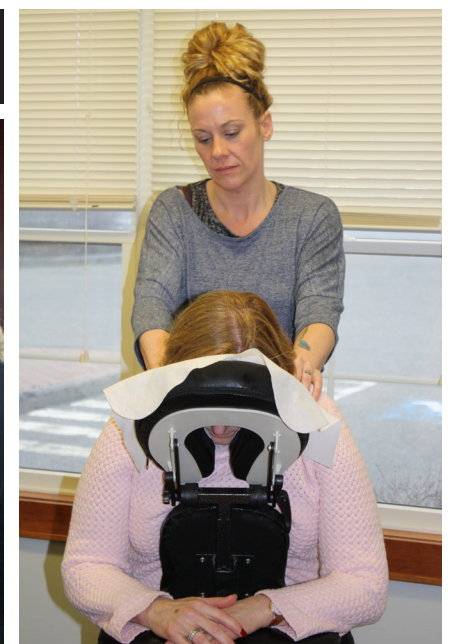
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“My mother wasn’t in Hospice for very long. For the time she was, we were grateful for the support and kindness of the staff.”





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180 US Route One
Scarborough, ME 04074

Gosnell Memorial Hospice House
11 Hunnewell Road
Scarborough, Maine 04074

Phone (866) 621-7600
Local (207) 289-3640
Fax (207) 883-1040
HospiceofSouthernMaine.org

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