



HospiceCare

for body | mind and spirit

Annual Report 2008





FROM THE EXECUTIVE DIRECTOR

Three decades of growth . . .



by *Larry E. Robertson*
Executive Director

HospiceCare is celebrating its 30th anniversary, having grown from a small volunteer organization that took care of seven patients with a budget of \$500 in 1979, to a major health care provider that in 2008 provided

end-of-life care to more than 2,000 West Virginians at a cost of almost \$17 million. Included in that cost is a payroll of roughly \$8 million covering the wages of 240 employees who work out of five different locations throughout central West Virginia.

HospiceCare programs include care for the terminally ill that are provided in the patients' homes, assisted living and nursing home facilities, inpatient units in hospitals and at the Hubbard Hospice House. HospiceCare also offers Kids Path — a program for children who are afflicted with a life threatening illness but have not been diagnosed as terminal — palliative care consulting, and our latest venture, adult daycare for individuals suffering from Alzheimer's disease and dementia.

HospiceCare undertook two major building programs in 2008; relocating its general administrative office from Dunbar to Charleston's West Side, and moving the Lewisburg Office from rental space on the western end of town to a newly renovated building across the street from the Greenbrier Valley Medical Center. Both projects were



*Above, honored guests helped with a ribbon cutting Nov. 6, 2008 to open HospiceCare's new Main Office building on Charleston's West Side. Below, a little more than a year prior, on Sept. 12, 2007, Executive Director **Larry Robertson** and former board President **H. Dill Battle III** welcomed philanthropist **Betty Schoenbaum**, Charleston Mayor **Danny Jones**, and state Sen. **Brooks McCabe** to the site to announce HospiceCare's purchase of the Schoenbaum property on Kanawha Boulevard, home to the nation's first Shoney's restaurant. Below far right, groundbreaking was held April 17, 2008.*

successfully completed on time and under budget and were financed locally taking advantage of low interest rates that are a byproduct of the current economic downturn we are in.

HospiceCare is licensed to provide services in sixteen counties in West Virginia, stretching from Mason County on the state's western border to Greenbrier County on the eastern side of the state, and from as far north as Jackson county to Summers and Monroe counties in the south.

During 2008, three-fourths of the patient admissions originated out of Kanawha, Putnam and Greenbrier Counties. On any given day our staff was taking care of roughly 300 patients and their families, providing quality end-of-life care services at an affordable price. In fact, a recent study released by Duke University verified something

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HospiceCare's Lewisburg Office, above, has moved to a newly renovated building at 223 Maplewood Avenue across the street from the Greenbrier Valley Medical Center. We believe the new facility will offer greater visibility for our local programs and services. Below, the new entry sign at the Charleston Main office. At right, the street sign at the corner of Kanawha Boulevard and 2nd Avenue at Patrick Street. Below right, a large crowd gathered for the formal ribbon cutting ceremony.

that hospices have been saying for years; that hospice saves Medicare money. The report stated "hospice reduced Medicare program expenditures by an average of \$2,309 per hospice user." Based on a census of 2,042 patients served in 2008, the \$2,309 savings per patient extrapolates to over \$4.6 million in savings to the federal and state government budgets.

HospiceCare operates as a not-for-profit organization getting 85% of its funding from the Medicare and Medicaid programs. Another 10% of the revenues are received through private insurance and fees and the final 5% of our income comes from the general public in the form of contributions, memorials and monies raised in conjunction



with the many fund raising activities in which we participate annually. Generally speaking, all not-for-profit hospices (there are 20 active hospice organizations in West Virginia) depend on contributions, donations and other fundraising activities in order to balance their annual budgets.

The impact of the current recession is

reflected in the dollars received from our contributors during 2008 when compared to the previous year. In 2007 we received \$1,044,472 in gifts and contributions. In 2008 that total declined by 13% to \$908,189. Preliminary numbers for the first quarter of 2009 indicate a continuation of the 13% decline as the economic recession wears on.

While the dollars have fallen off, others have jumped on board the HospiceCare bandwagon by volunteering their time; be it working in the HospiceCare office or sitting with a terminally ill patient or running errands for caregivers. We have over 300 active volunteers on our rosters and while we can't put a dollar amount on the value of these services, rest assured that the families receiving care from one of our volunteers more often than not will respond with comments like, "I don't know what I would have done without hospice and its volunteers." Our volunteers are truly "the heart" of hospice.

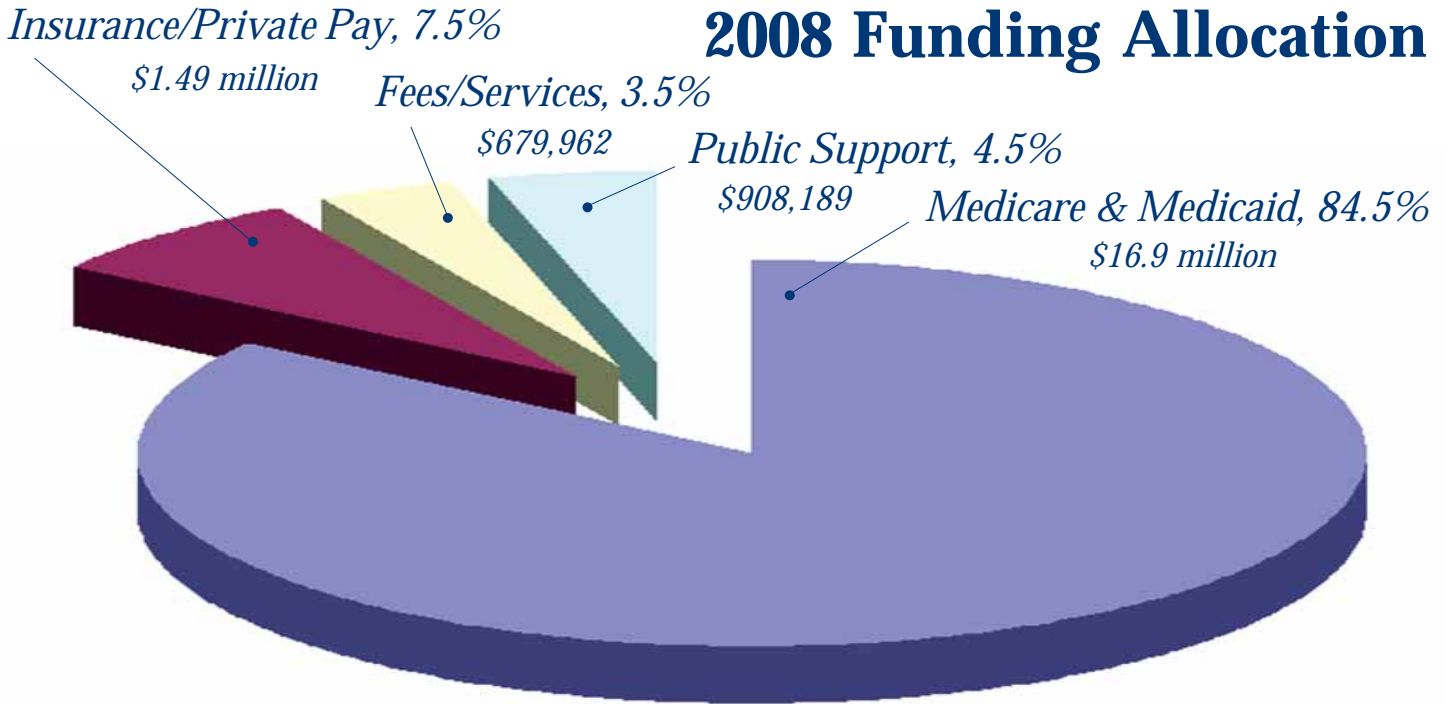


HospiceCare is grateful to all those who have contributed to our program over the years. Rest assured that the staff and Board of Directors of the organization are mindful of the assets that we have been entrusted with by the community and we intend to remain good stewards of our given resources. For those of you who have participated in our success, we thank you. We couldn't have done it without you. ❖

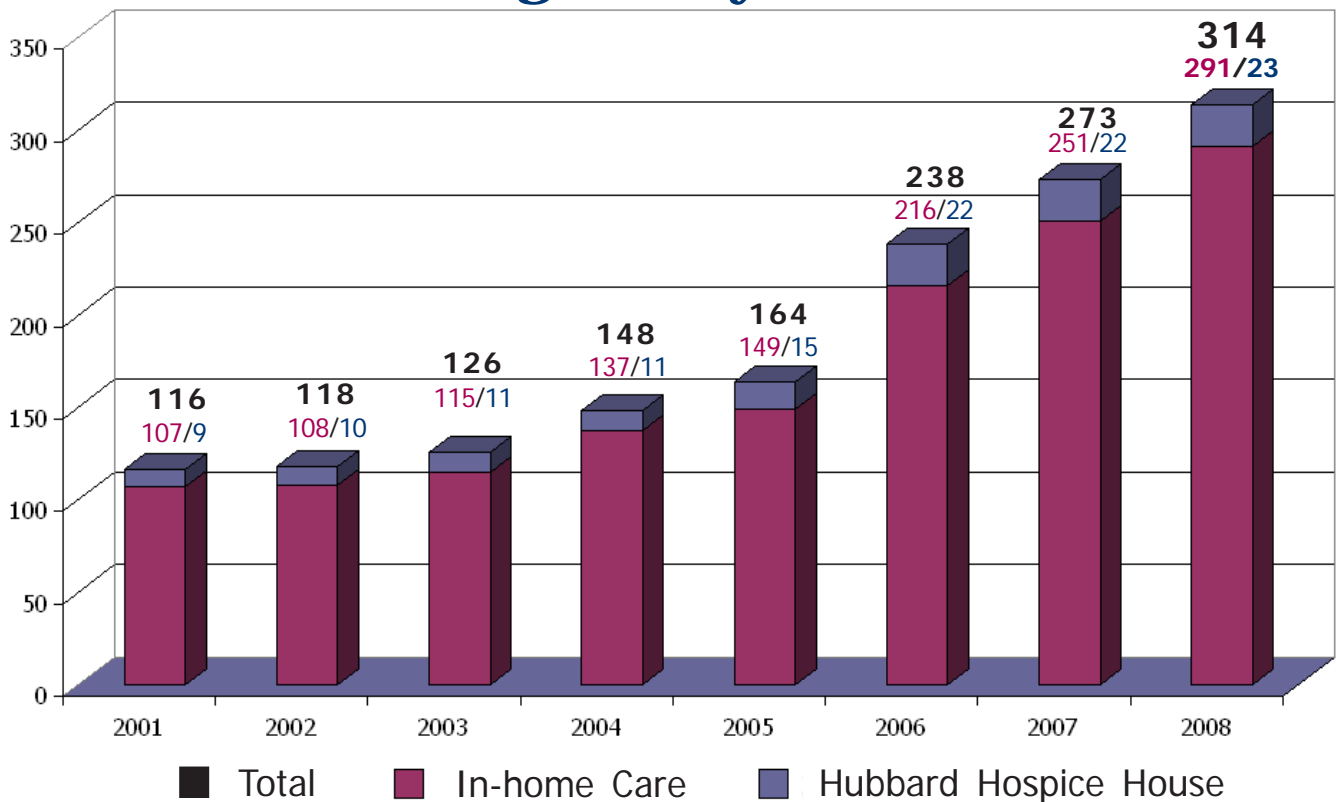




FACTS AND FIGURES



Average Daily Census



Hospice Patient Days

	2007	2008
Home	74,597	87,485
Hubbard House	8,006	7,602
Hospital	701	1,938
Nursing Home	5,563	7,639
Assisted Living	8,376	7,155
Personal Care Home	2,314	2,217
TOTAL	99,557	114,036
Total Patients Served	1,807	2,042
Total Family Members Served*	3,660	3,831

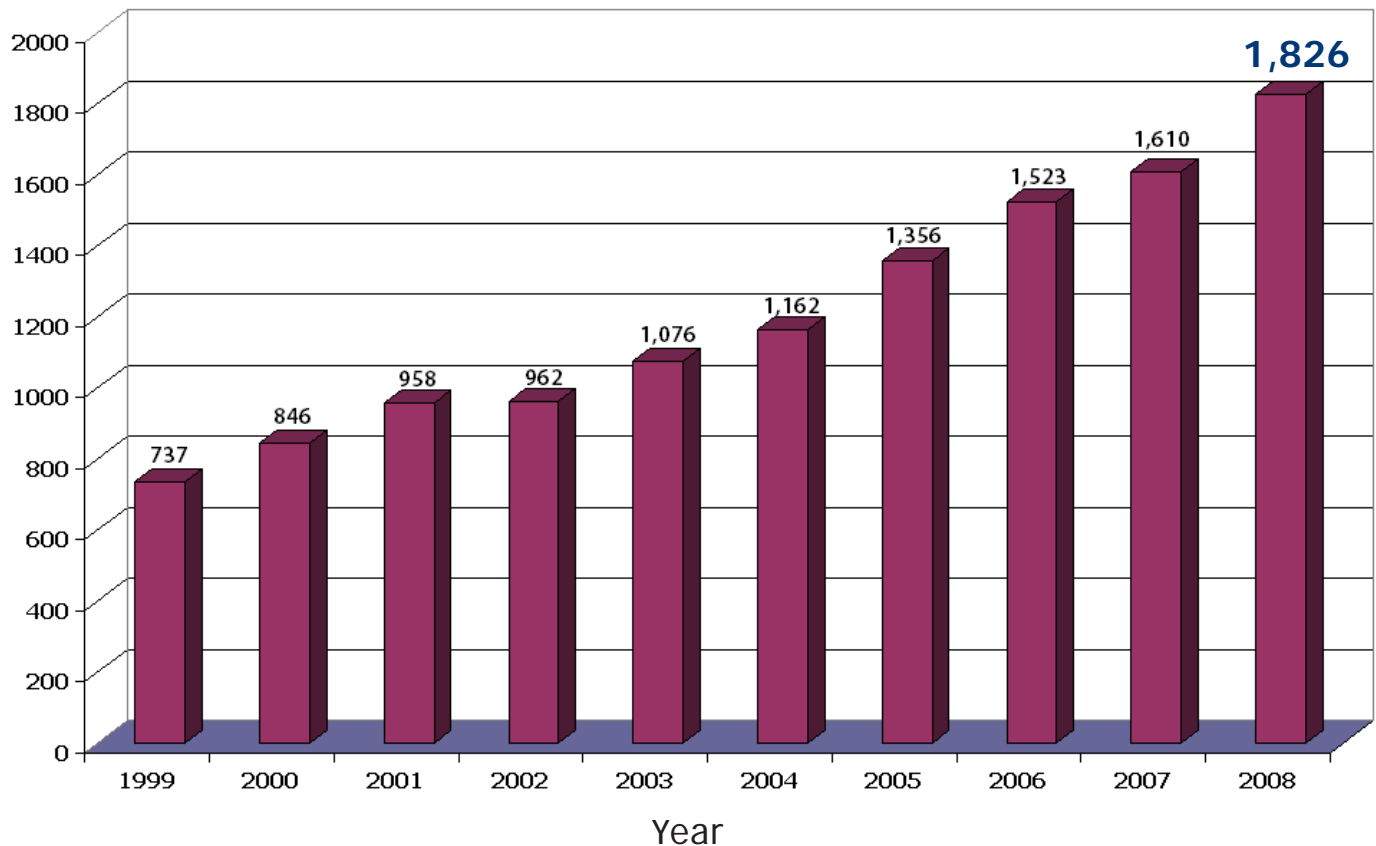
(*-Includes Grief & Loss Counseling & Support Groups)

It is the philosophy of HospiceCare that no person meeting the admission criteria will be denied services because of gender, race, religion or inability to pay.

Admissions by County

	2007	2008
Boone	94	78
Braxton	13	6
Clay	28	38
Fayette	29	43
Jackson	74	82
Kanawha	866	1,019
Lincoln	25	24
Mason	3	2
Nicholas	59	50
Putnam	163	200
Roane	51	34
Webster	9	23
Greenbrier	110	115
Monroe	50	45
Pocahontas	9	2
Summers	17	28
Other	10	37
TOTAL	1,610	1,826

Annual Patient Admissions





COMMUNITY SUPPORT

**Thank
You!!!**

Annual Giving

	2006	2007	2008
Contributions & Memorials	\$484,174	\$585,294	\$470,084
Bequests & Estates	\$10,191	\$77,851	\$43,216
United Way - Charleston	\$83,271	\$108,456	\$135,738
United Way - Lewisburg	\$20,758	\$17,274	\$16,500
Grants	\$2,275	\$17,300	\$18,525
SUBTOTAL	\$600,669	\$806,175	\$684,063

Fundraising

Annual Appeal	\$40,765	\$37,973	\$55,393
Love Light Tree	\$69,819	\$73,464	\$68,780
Wine Auction	\$24,630	\$28,946	\$25,820
10K Race	\$7,015	\$6,178	\$5,027
Tennis Tournament	\$20,030	\$17,890	\$22,155
Smoke on the Water	\$4,880	\$5,678	\$6,445
Motorcycle Raffle	\$8,913	N/A	N/A
Tidewater Dinner Gala	\$7,808	\$10,305	\$13,544
WomanSong Concert	N/A	\$10,725	N/A
Auto Show VIP Gala	\$3,820	\$8,574	\$9,400
Stonestreet Golf Outing	\$5,900	\$5,200	N/A
Gospel Sing Concert	N/A	\$1,750	\$2,178
One Stop Promotion	N/A	\$8,004	\$100
Hospice Corner	\$7,865	\$6,443	\$6,159
"Joy of Sharing" Cookbook	\$1,766	\$5,685	\$1,297
Friends of Hospice	\$8,441	\$8,845	\$7,058
Miscellaneous	\$1,676	\$2,637	\$770
SUBTOTAL	\$213,328	\$238,297	\$224,126

TOTAL

\$813,997

\$1,044,472

\$908,189





Hear what people are saying about us . . .

❖ My family and I would like to express our utmost gratitude to the Hubbard House and staff for the magnificent care given to my mother. Hubbard House came highly recommended. From our initial visitation we felt it would give our mother the utmost comfort, care and respect. We were impressed with the patient-to-nurse ratio. The staff doctor was exceptional — professional, caring, informative. The family was also given exceptional care and consideration. This gave us the peace of mind we needed during one of the hardest periods of our lives. We appreciated the husband and wife gospel singers and the gentleman and his dog that came to visit. Although my mother was not physically able to partake, my daughter and I were. This gave us a short but much needed respite. Having the family at my mother's bedside to say our final goodbyes will be a memory we will carry in our hearts always and mostly importantly, we know it was a great comfort to Mom. Thank you Hubbard House and staff for providing the means for our family to have this most glorious experience.

❖ My sister and I felt that a huge burden was relieved when we came to the Hubbard Hospice House with Dad. It was a relaxed and peaceful atmosphere. My sister and I were thankful to be able to stay with Dad and not feel we were in the way. It brought peace to a very difficult situation.

❖ I appreciated the respect and kindness with me as well as Mom. If they walked in the room at an awkward time they very quietly slipped out for a moment. The nurses were also wonderful, empathetic listeners. They never acted as if I was “babbling.” And best of all, when Mom “passed” suddenly they stayed with her until I got to her side. Thank you and God bless you!

❖ The hospice nurse that helped me during the last days of my husband's life was the best I could have asked for. She was a very caring person who helped me through a difficult time. I am very happy that there is a Hospice to help when you really need someone who can think for you. Thanks again for being who you are.

❖ Excellent care. My siblings and I were nervous about bringing Mom home from the hospital, but that was what she wanted. Many thanks to your staff for helping us through this traumatic experience.

❖ I can't say enough for all the care and concern given to us by hospice both in home and at the Hubbard Hospice House. I'm convinced Dad would not have been with us as long as he was if he hadn't had the excellent level of care he received. Thank you — you are truly special and amazing people. Thank you!

❖ As a family member living out of town I was very impressed with HospiceCare. I received numerous phone calls concerning my mother and many letters which were helpful during my healing process after losing my mother. Thank you for a wonderful program.

❖ Even when my mother couldn't speak well, the hospice ladies talked with her. Mom enjoyed being talked to about things she liked. She seemed to like all of the ladies as well as the hospice pastor. All of the hospice team treated her with respect. Thank you for this experience. It was much better than the hospital.

❖ Our mother was in a personal care home and all of the Hospice nurses who provided care were excellent. They were all kind, compassionate, to her and to my husband and I. They kept us well-informed. It was a helpful and positive experience.

SOURCE: 2008 Family Satisfaction Survey Comments



Visit us online at: www.hospicecarewv.org

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COUNTIES SERVED

Boone, Braxton, Clay,
Fayette, Greenbrier,
Jackson, Kanawha,
Lincoln, Mason,
Monroe, Nicholas,
Pocahontas, Putnam,
Roane, Summers and
Webster

We're here to help . . .

Main Office

1606 Kanawha Blvd., W., Charleston, WV 25312
(304) 768-8523 / (800) 560-8523
Fax: (304) 768-8627

Hubbard Hospice House

1001 Kennawa Drive, Charleston, WV 25311
(304) 926-2200 / Fax: (304) 926-2238

Boone County Office

467 Main Street, Madison, WV 25130
(304) 369-0183 / (800) 560-8523
Fax: (304) 369-5842

Lewisburg Office

223 Maplewood Avenue, Lewisburg, WV 24901
(304) 645-2700 / (800) 237-0842
Fax: (304) 645-3188

Summersville Office

1129 Broad St., Suite 300, Summersville, WV 26651
(304) 872-7431/7370 / (800) 523-0561
Fax: (304) 872-7432

Kanawha Senior Enrichment Center

4715 MacCorkle Ave., S.E., Charleston, WV 25304
(304) 925-2770, E-mail: ksec@wvdsi.net

www.hospicecarewv.org



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