

2010

Annual Report



Surround yourself with compassionate care™



Our Mission Statement

Hospice of Davidson County offers a skilled team that supports and surrounds patient and families with compassionate care through their end of life journey.

Core Values

We are all ...

learners and teachers.

stewards of our finances and resources.

dedicated to fostering a culture of trust and accountability.

providers of exceptional customer service.

committed to valuing and empowering each other.

Leadership Team

Lana J. Riemann, MD, MPH *Physician Medical Director*

Cindy Hicks-Chisenhall, MSW, LCSW *Director of Support Services*

Dana Swicegood, RN *Director of Quality and Education*

Lisa Pierce, CPA *Chief Financial Officer*

Joan Blevins, PHR *Director of Human Resources*

Laura T. Owen *Director of Marketing and Development*

Highlights From the Year

Every year brings special moments, added challenges, new beginnings and precious memories to carry with us. The year, 2010, was no exception as we celebrated 25 years of caring for Davidson County residents faced with terminal illness.

To commemorate such a significant milestone, we held a number of events that brought awareness to and advocates together for hospice care. Having, Dr. J. Donald Schumacher, President and Chief Executive Officer for the National Hospice and Palliative Care Organization, at our annual meeting was just one of them.

Although 2010 was our 25th year as a healthcare provider, we also experienced a number of “firsts.” It was our first full year for our inpatient unit, we hired our first, full-time Physician Medical Director and we held our first grief day camp, Bridges of Hope, for children. We also expanded our staffing to include a dedicated clinical care team for patients in skilled care facilities, a full-time community bereavement counselor and a nurse liaison to support our faith-based community.

Without doubt, Hospice of DC experienced significant growth during 2010. Our patient daily census hit 100 for the first time – so did the number of volunteers, our staff numbers grew to over seventy and we shared our message at over 250 community events. By year-end, over 530 patients had been under our care and an additional 296 individuals and families had benefited from our bereavement services.

No one knows the true measure of a single year more than those of us who have experienced the loss of someone with terminal illness. For those of us whose professional lives are defined by providing hospice care, we treasure every moment each day brings.

2010 Board of Directors

Executive Committee

Barbara Smith
President

Debbie Fanary
Vice President

Robin Huneycutt
Secretary

Beryl Yelton
Treasurer

Daniel Timberlake
Past President

Members

Robert Green

Craig Idol

Kathie Johnson

Jeff McKinney

Sara Messer

Sid Proctor

Mark Swaim

Kelly Young



Development and Community Support

As our agency prepares for anticipated cuts in the Medicare reimbursement rate, we recognize how key, even life-sustaining, community support is to our ability to provide services. Throughout the agency's history, we have been fortunate to experience strong community support. In 2010, individual and corporate contributions exceeded \$44,000 and our annual membership drive saw an 89% increase over the prior year bringing in over \$9,700. Memorials and honorariums exceeded \$108,000 bringing our community support dollars to \$162,706.

With the help of our growing number of volunteers, fundraising efforts expanded in 2010. Collectively, our annual golf tournament and motorcycle benefit raised over \$15,000 and we raised nearly the same amount through our summer's end gala. This year our volunteers compiled the agency's first cookbook - now in its third printing - which raised over \$5,600. Another flagship fundraiser was the introduction of an annual ornament featuring the art of Bob Timberlake. He was generous in lending both his art and name to our fundraiser which brought in several thousand dollars and generated an immeasurable amount of community awareness for our cause.

In 2010, our agency introduced an annualized sponsorship program for businesses and organizations. The Partners in Care program gave participants year-long visibility at HODC events and in our marketing materials. Over \$7,000 in revenue and services were donated to HODC during the program's first year.

Hospice of DC also received funding through the United Way. Despite the growing needs of area nonprofits for United Way dollars, we received an allocation of \$110,000 and an additional \$8,760 from United Way designations. As one of over 30 United Way agencies in Davidson County, HODC recognizes our leadership role in fostering collaborative partnerships among service providers. HODC staff continue to serve on several healthcare associations and coalitions.

As individuals and as an agency we are humbled by the support of our community through financial giving. It is our commitment to our sustaining partners to serve as faithful stewards of our resources.

Support Services

The Support Services Department experienced several milestones during the 2010 calendar year. In September, we held our first Bridges of Hope camp for bereaved children. Thirteen attendees benefitted from physical activities, music therapy and arts and crafts activities that enabled them to express their feelings related to loss. That same day, a concurrent session was held for parents, caregivers and guardians to help them understand their child's needs during their time of grief and loss. Every member of the Support Services staff was involved along with several volunteers and Hospice of DC nurses.

As our census climbed and the number of patients we served increased, so did the amount of contact with our patients and families. In 2010, four social workers completed 521 assessments, 2172 visits, 651 phone calls and attended 32 funerals. Our spiritual counselor completed 468 assessments, 464 visits and officiated at 24 funerals while our Bereavement Coordinator completed 360 assessments, 273 visits and made 1,114 phone calls of support. 105 volunteers, under the guidance of our Volunteer Manager, visited 775 patients, worked 325 hours in the office helping with administrative duties, and spent 412 hours making prayer shawls for patients.



In 2010, we continued to invest in our bereavement programs and restructured our bereavement mailings to include, Hope Through Healing materials, an informational series that helps aid in the healing process of grief and mourning. A total of 1,906 brochures were mailed to the bereaved during the year.

In staffing news, social worker Gloria Racey, MSW, LCSW, joined the agency bringing with her 20 years of hospice experience. Her position is dedicated to and remains an integral member of our skilled care facility team. In professional development, social worker Fiona O'Neil completed all of the requirements to become a Licensed Clinical Social Worker (LCSW) and our Spiritual Counselor, Charlie Patrick, became a Board Certified Chaplain. These accomplishments, along with the hard work of our department, demonstrates Hospice of DC's continued commitment to provide our patients with excellent clinical care.



Staff Life

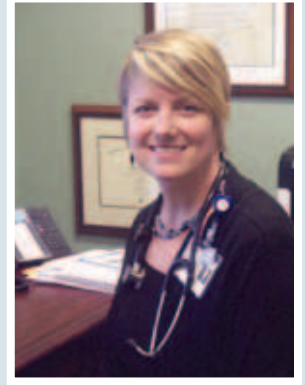
The life of an agency is reflected in stages: beginning, planning, growth, maturity and decline. In 2010, Hospice of Davidson County experienced a lot of growth. The agency developed and implemented policies and procedures, defined leadership roles, established processes and figured out, “what works for Hospice of DC.” During this year, we hired 27 new clinical staff members as well as a Director of Quality & Education, Kitchen Service Manager and a part-time Dietician. We also retained our third Nurse Liaison and Chief Clinical Officer.

As a reflection of our dedication to staff development we offered twelve credit hours of education for clinical staff and eight hours of continuing education for administrative staff. We also offered monthly educational programs during staff meetings. Taylor Training and Development and Catalyst 4 Change were just two of the external resources we partnered with for Leadership Team development. The total number of hours earned toward education and training by our staff for 2010 was 1,169 hours.

Staff life events offered a variety of activities throughout the year. We held several celebratory events during National Hospice Week in May. We also enjoyed a staff picnic at the gazebo, an ice-cream social, daily door prize drawings and a 25th Anniversary Celebration at Davidson County Community College. In 2010 we held our first annual company cookout at Finch Park and held additional events throughout the year including a chili cook off and holiday luncheons.

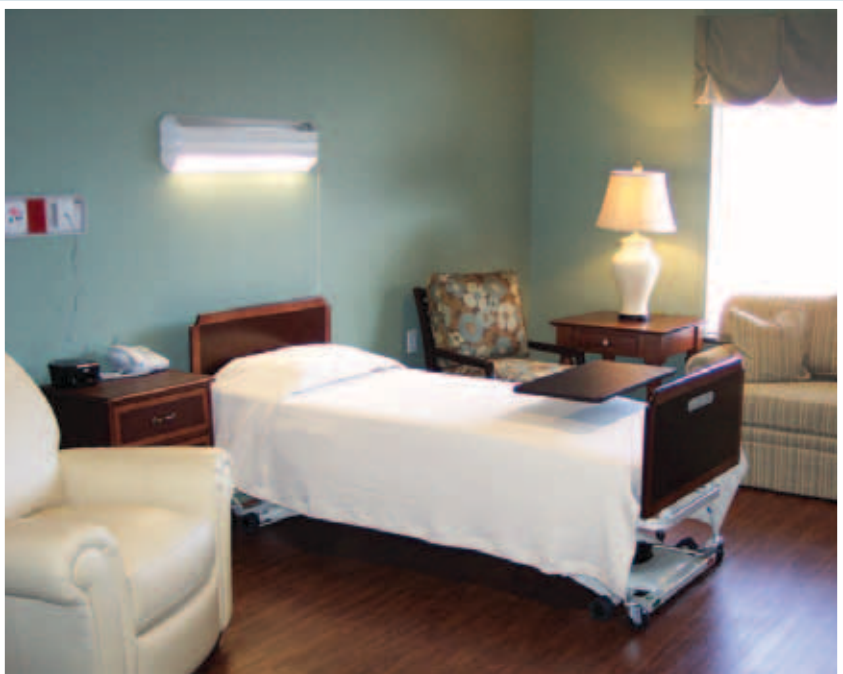
Medical & Nursing Services

In January 2010, Dr. Lana Riemann joined HODC, serving as the agency's full-time Physician Medical Director. Dr. Riemann is board-certified in Family Medicine and Hospice & Palliative Care, and has six years of experience in full-time hospice practice. She has been an invaluable care team leader and enjoys providing care for patients as well as support and education for staff and our community.



Hinkle Hospice House

In 2010, the Hinkle Hospice House completed its first full year of operation. Overall, our hospice house average daily census grew to seven and, by year-end, 336 patients (and their families) received specialized hospice care in our state-of-the-art inpatient facility. When patients need a level of care that cannot be provided at home, the Hinkle Hospice House is a wonderful option. Patients transfer to our inpatient facility from home or hospital for acute management of pain or other symptoms, or for respite for their family.



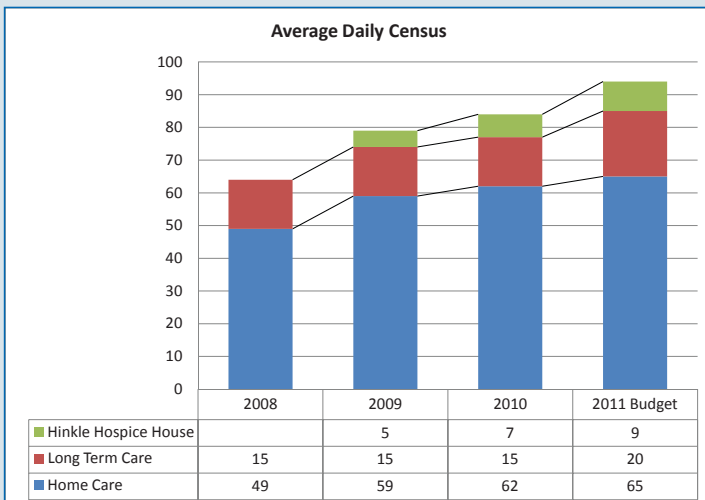
Quality/Compliance

In the areas of credentialing, quality initiatives and compliance monitoring, 2010 was a significant year for our agency. We successfully completed our initial certification for our inpatient unit, the Hinkle Hospice House, and we were also recertified in all other HODC programs. To prepare for our Medicare and ACHC surveys, HODC staff participated in extensive education and training.

In 2010, the Quality Department revitalized and oversaw initiatives with the support of the following committees: Safety and Health, Infection Control, Ethics, Pain and Symptom Management and the Professional Advisory Committee. Hospice of DC also implemented a Program Evaluation Committee. This committee was established to review adopted performance measures on a quarterly basis in the areas of regulatory initiatives, performance scales, high risk areas and surveys.

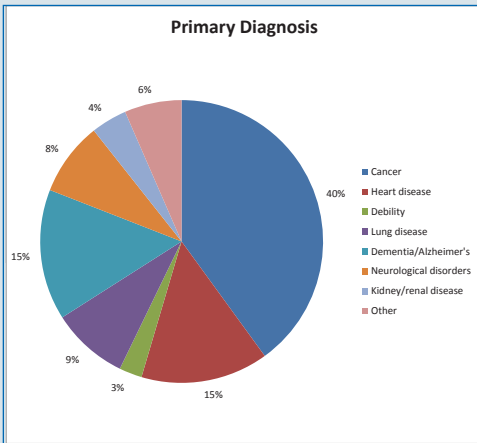
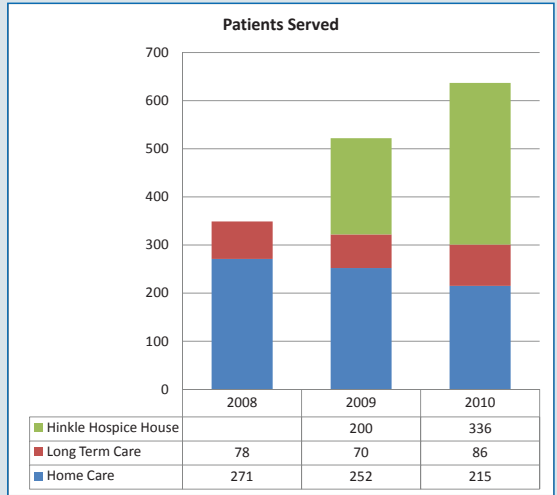
Each year, Hospice of DC participates in national surveys released by NHPCO (National Hospice and Palliative Care Organization.) NHPCO surveys compare HODC to other hospices within our state as well as nationally. To narrow down the vast amount of data compiled in the NHPCOs survey, HODC has identified 13 Key Indicators. According to the 4th quarter results, HODC scored well above the national average on all Key Indicators. Hospice of DC also releases and tracks our own surveys that allow for feedback from Physicians, Long-term Care Facilities, and those who have previously used our services.

At HODC, we recognize the value of continuing to improve our services and acting in a responsive way to the feedback we receive. We were proud and encouraged to find that survey results to, “Would you recommend hospice to others?” showed that 100% of returned surveys (3rd and 4th quarters) responded with, “YES” - they would recommend hospice to others.

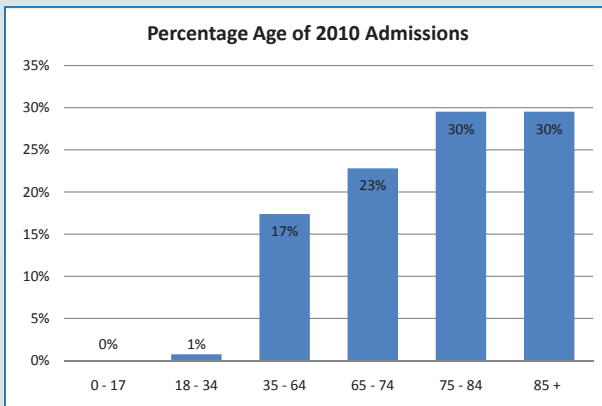


Home Hospice Services

Our Home Care average daily census continued to grow from 74 in 2009, to 77 in 2010. Over the course of the year, we served a total of 215 patients and families at home, and 86 patients and families in assisted-living and skilled-nursing facilities.



Our facility team added a full-time nurse liaison to help us continue to foster relationships in local long-term care communities.



Statements of Financial Position – 2010 & 2009

HOSPICE OF DAVIDSON COUNTY, INC.

STATEMENTS OF FINANCIAL POSITION

	December 31	
	<u>2010</u>	<u>2009</u>
Assets:		
Cash and cash equivalents	\$ 980,935	\$ 625,774
Cash - restricted		
Hinkle Endowment	10,609	11,458
Accounts receivable	644,375	777,367
Less, allowance for doubtful accounts	(18,791)	(24,196)
Pledges receivable (Net of allowance for uncollectible pledges of \$8,952 and \$16,775, respectively)	169,560	314,660
Inventories	7,676	6,228
Marketable securities	-	-
Donated cemetery plots	7,500	7,500
Donated land	5,000	5,000
Other assets	65,467	29,208
Property and equipment, at cost, less accumulated depreciation of \$734,710 and \$465,250, respectively	5,282,607	5,532,725
Assets restricted for permanent endowment	<u>200,000</u>	<u>200,000</u>
 Total assets	 <u>\$ 7,354,938</u>	 <u>\$ 7,485,724</u>
 Liabilities:		
Accounts payable	\$ 175,268	\$ 134,864
Construction/revolver line of credit	1,229,123	1,438,822
Other accrued liabilities	<u>96,210</u>	<u>78,376</u>
 Total liabilities	 <u>1,500,601</u>	 <u>1,652,062</u>
 Net assets:		
Unrestricted	5,640,666	5,622,204
Temporarily restricted	13,671	11,458
Permanently restricted	<u>200,000</u>	<u>200,000</u>
Total net assets	<u>5,854,337</u>	<u>5,833,662</u>
 Total liabilities and net assets	 <u>\$ 7,354,938</u>	 <u>\$ 7,485,724</u>

Statements of Activities – 2010 & 2009

HOSPICE OF DAVIDSON COUNTY, INC.

STATEMENTS OF ACTIVITIES Years Ended December 31, 2010 and 2009

	2010			Total	2009 Combined Total
	Unrestricted	Temporarily Restricted	Permanently Restricted		
Changes in net assets:					
Revenues, gains, and other support:					
United Way contributions	118,759			118,759	140,865
Donations	161,800	5,825		167,625	425,837
Medicare and medicaid payments	4,751,924			4,751,924	3,991,405
Private insurance payments	289,074			289,074	217,022
Special events	91,002			91,002	123,065
Interest and dividend income	5,469	4,677		10,146	13,724
Other income	1,495			1,495	2,069
Net assets released from restrictions	8,289	(8,289)		-	-
Total revenues, gains, and other support	5,427,812	2,213		5,430,025	4,913,987
Expenses and losses:					
Patient care	3,832,541			3,832,541	3,371,477
Management and general	1,494,674			1,494,674	1,320,600
Fund raising	82,135			82,135	63,268
Capital campaign expenses	-			-	-
Total expenses and losses	5,409,350			5,409,350	4,755,345
Increase (decrease) in net assets	18,462	2,213	-	20,675	158,642
Net assets at beginning of years	5,622,204	11,458	200,000	5,833,662	5,675,020
Net assets at end of years	5,640,666	13,671	200,000	5,854,337	5,833,662



HOSPICE of
Davidson County
Surround yourself with compassionate care™

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