

SINCE 1983

HOSPICE
OF MARION COUNTY, INC.

25
years



ANNUAL
REPORT
2008



Our Mission

“To excel as the leader in providing for patient, family and community needs by offering exceptional service and greater value through compassionate and professional end-of-life care.”

Message to the Community

25 & Counting

A quarter of a century may seem like a long time, but the strides hospice care has made to become mainstream medicine is nothing short of expeditious. Before Hospice of Marion County and Its Affiliated Companies was an organization of five healthcare companies in seven locations, including four world-class hospice houses, we had a number of “homes”— from converted garages to storefronts. In the early 1980s, hospice was only a *model of care* not a standard *mode of care*. Thanks to the efforts of a handful of forward-thinking members of our community, Hospice of Marion County has grown from a concept to *your hometown hospice*.

We are proud to be among the top 20 largest companies in Marion County and the third largest healthcare company, employing 450 professionals, bolstered by a corps of 535 trained volunteers, whose valued mission is the continuation of compassionate comfort care to all patients and their families during life’s most challenging transition. This is the highest mission either an organization or an individual could have.

In these pages, we share with you only a few of the many ways we daily serve patients in their own homes, facilities or our hospice houses. Care extends to the entire family as a unit of care, from specialty programs to giving back to the community. As a not-for-profit agency, it is incumbent upon us to act in good faith and stewardship, ensuring that our dollars support everyone. Our relationship with the community is a sacred trust that we value greatly. Our mandate is to listen to our community and respond appropriately to its changing needs.

As we enter the next quarter century, more challenges are certain to be on the horizon and undoubtedly more successes. We stand ready to serve our community with the same determination and diligence that has ensured the highest quality of comfort care to our friends and neighbors. The next 25 years starts today...that’s our promise.



Alice J. Privett, President/CEO



M. Theresa Baker, Chairman of the Board

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Compassionate

Comprehensive

Care

Ed Graham is just 49 years old. While others his age may not have even started planning for retirement, Ed is dealing with a terminal illness. Husband and father of two, he knows he can't look forward to retirement, but he can live life fully and joyously for as long as he can. Ed is in charge of the quality of his life, and he has a lot to be thankful for.

In February 2007, Ed was diagnosed with liver cancer, cause unknown. Like so many others, he sought aggressive treatment by undergoing nine months of chemotherapy. But the tumors did not shrink and he was hospitalized again in November. A CT scan revealed that his cancer had not slowed down, but spread to his lungs. At that moment, Ed realized he had lost the battle and made a courageous and conscious decision to stop treatment: "At that point, I knew I wanted to be in peace in my own home."

Ed's decision came from experience. Early in his career as an Air Force medic, he had witnessed firsthand the difference between a patient's comfort level in a clinical environment versus those who were cared for at home. "There was so much commotion in the hospital. Patients were never comfortable. I didn't want that."

He and his wife of 28 years, Zena, were familiar with Hospice, but they didn't realize it was appropriate for him until a nurse at Ocala Oncology Center recommended it and called in a referral last December. Since his first day with Hospice of Marion County, Ed has experienced no pain, a stark contrast to his prior situation. When asked how Hospice has been most helpful, Ed and Zena reply in unison: "We don't have to go to the pharmacy constantly!" For Zena, it's not only a convenience but an assurance that Hospice prescribes all of Ed's medication, taking care of the costs and, most important, the proper dosage to keep him comfortable and functioning well.

Ed believes Hospice has helped add longevity and quality to his life. The help they have received in terms of nursing care, social services, spiritual guidance and the proper medications has allowed him and Zena to enjoy their time together. They go out to lunch once a week with several of Ed's former co-workers from Emergency One, where he was in management before his illness. During a weekly visit from his Hospice nurse, Ed also had three visitors drop by plus two phone calls. He's busier than ever and even managed to go on a seven-day cruise, to celebrate their 27th wedding anniversary.

Zena recently resigned from her job to be with her husband full-time. In addition to their outings, they work together in their lovely yard, where they spend time among the greenery. When asked how Hospice has made a difference in what he knows lies ahead, Ed speaks in glowing terms of everyone in the entire organization. He especially raves about admissions nurse, Kelly Turan, RN, who made the initial visit and was very thorough in his clinical assessment. She helped them save money on prescriptions not covered by Hospice by suggest-



Surrounded by Love

Hospice patient Ed Graham spends quality time with his wife, Zena, right, in their Ocala home. They receive frequent outings to lunch with friends. They receive regular visits from Hospice caregivers, including nurse, Sharon Wilson, RN, who joined the couple for a ride on the backyard swing.

ing generic alternatives where appropriate. She explained how the "Do Not Resuscitate" order avoids unnecessary calls to 911 and long waits in the emergency room. She suggested they consider making pre-arrangements with a funeral home. By clearly explaining all of their end-of-life options, Ed and Zena felt at ease and in control of their own decisions. They discussed those options together and put a plan in place. Ed likes to be involved with his care, keeping detailed records about his medication, weight and other vital statistics. His meticulous record-keeping and good humor have impressed his nurse. "He's great!" says Sharon Wilson, RN. "He's so organized, open-minded and receptive to new ideas. He's really the perfect patient."

Hospice Chaplain Warren Thompson agrees: "Ed asked me to work with his clergy to plan his service and eulogy. Zena supports his wish to have friends and family share their memories. He is appreciative that Hospice works together as a team and with community leaders." Another Hospice supporter is social worker Richard Buck, who makes monthly visits to provide emotional support and helped arrange for payments through AFLAC when Ed stopped working.

Ed shares the credit for his perpetually positive attitude. He believes Hospice of Marion County's many services have helped him prepare for what is to come: "I want others to know about the caring Hospice of Marion County provides. They bring relief, relaxation and care for me *and* my entire family."



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You never have to leave home to receive support from:

- Hospice Medical Directors
- Registered Nurses
- Social Workers
- Chaplains
- Certified Nursing Assistants
- Home Health Aides
- Licensed Massage Therapists
- Trained Volunteers

Professional and experienced, the Hospice Team provides:

- Pain control and symptom management
- Psychological, spiritual and emotional support
- Personalized instruction for the family in the patient's specific care
- RN and social worker on call for emergencies 24/7
- Counseling for social services and community resources
- Bereavement follow-up for up to 13 months



Advance Directives

There are simple ways everyone can make end-of-life decisions well ahead of time by having documents known as Advance Directives, which include living wills and the user-friendly form called the Five Wishes, which is available in English or Spanish from Hospice of Marion County.

Six Facts About Hospice

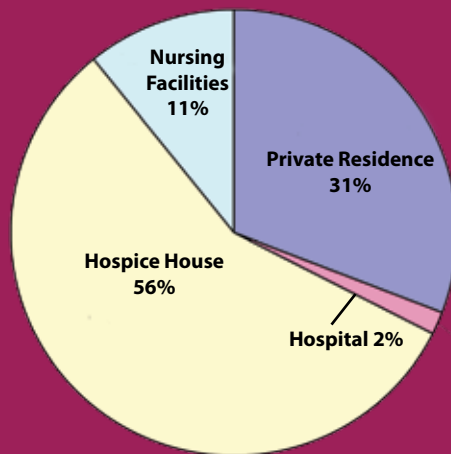
1. Anyone can refer to hospice—friends, family or clergy, in addition to physicians.
2. Hospice cares for people with any end-stage disease—not just cancer.
3. Hospice accepts all eligible patients—regardless of their ability to pay.
4. Hospice is available for people in any setting: their home, hospital, nursing home or one of our Hospice Houses.
5. Our four Hospice Houses accept patients from the tri-county area and beyond.
6. Hospice is not a national organization with an all-volunteer staff. It is a team of professionals.

Take our Self-Assessment Quiz to see if Hospice is right for you www.hospiceofmarion.com/quiz.html

Patients Have a Choice

National surveys indicate that most people would prefer to die quietly at home, surrounded by family. However, statistics show that 53% of the general population is still dying in an acute care hospital*. This is not true for Hospice of Marion County patients, who are having their wishes fulfilled by passing away in the place they call home, whether it is their own home (31%), one of our homelike Hospice Houses (56%) or a nursing facility (11%).

Two percent died at the hospital; some because the referrals came so late in their illness. We encourage earlier referrals, up to six months, so patients and families receive maximum benefit from our special care.



*Teno et al, Brown Site of Death Atlas of the U.S.

Hospice Houses

Another Place to Call Home

"I call them my angels," says 64-year-old Brenda Jacobs, referring to the staff at Sylvia's House. "I used to be in so much pain, but here they massage me, talk to me and make me comfortable," she goes on. "People need to know about this wonderful place." Brenda was diagnosed with end-stage heart and lung disease earlier this year and was transferred to Sylvia's House in April.

While most families choose to receive hospice care in their own homes, that option is not always possible. Each of our four Hospice Houses located throughout the county provides a homelike environment when 24-hour medical supervision is required or the prognosis is two months or less. Moving into a house is also possible for short-term respite care to provide relief to the caregiver.

Our four Hospice Houses have a total of 64 private rooms, all with adjoining baths—the most of any Hospice our size in the nation. Each house is staffed by RNs 24 hours a day, 7 days a week. Some even offer comfortable suites with sitting areas and kitchenettes to accommodate family and friends. Others offer couple's accommodations if both spouses are eligible for hospice care and wish to stay together.

Just as they would receive at home, each patient has the benefit of a nurse, certified nursing assistant, chaplain, social worker and often a volunteer to help support the patient and the family members, who are encouraged to visit frequently with no visiting hour restrictions.

The Tuscany House in Summerfield, The Legacy House off SR 200 in West Ocala and the newly renovated Sylvia's and Estelle's Houses, located off 441 south of Ocala, are all world-class residential facilities, providing the most comprehensive care program available. The patient's physician may continue as primary physician and as a member of the care team, along with our own five Board Certified Medical Directors.

Hospice House amenities include:

- State-of-the-art-facilities
- A total of 64 beds in private home-like rooms or suites
- 24 hour-a-day staffing - with a ratio of one nurse to four patients
- Regular visits by the Hospice Medical Directors
- Social Workers, Chaplain and Other Support Personnel
- Home-cooked meals prepared by our chefs
- Cable TV and private telephone
- Skype video-conferencing to anywhere in the world
- Laundry services
- Medications related to the terminal diagnosis
- Medical equipment and supplies

The magnificent Angels statues were donated by John Ford in memory of his wife, Elaine, who passed away in our Hospice House. The 18-foot matching brass relief statues stand in the serenity gardens at The Legacy House and The Tuscany House.

Families may "visit" via computer to
"The only thing I can't do is reach o

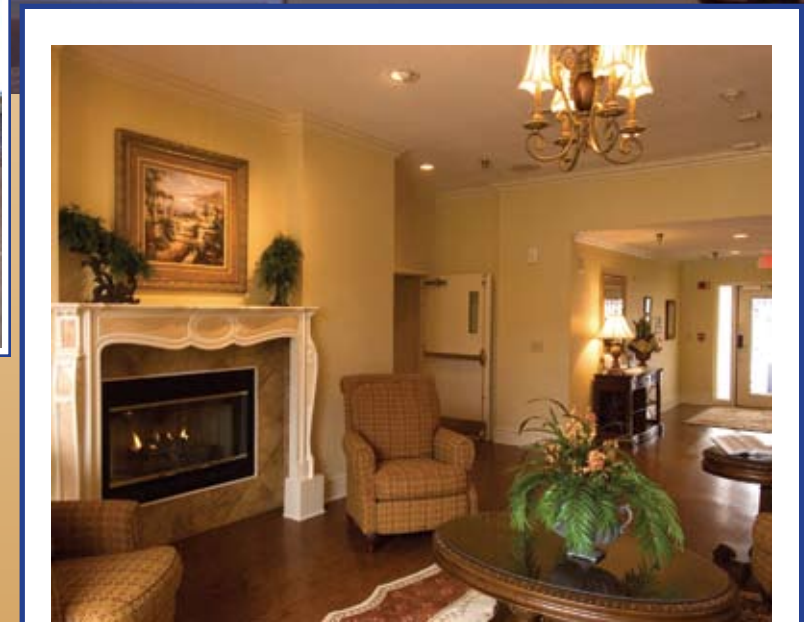


Take a 5-minute virtual tour of The Tuscany House at
www.hospiceofmarion.com

anywhere in the world. One family member said,
out and hug my sister."



The Legacy House Chapel is a serene environment for gatherings.



Who pays for the extra services at a Hospice House?

In some cases, no fee is required, depending on the patient's level of care. If a room and board fee is assessed, it is based on a sliding scale of \$0 to a maximum of \$120 per day.

When beds are available, a Hospice House may also serve as a step-down unit for our Heartbeats program (see page 8). Patients with end-stage cardiac diagnoses coming onto hospice care from the hospital can receive attentive care while transitioning back to their own home setting.

Specialty Programs

It's About How You Live

Living life to the fullest is possible...even when facing a terminal diagnosis. Our services support Marion County families as they make this journey together, providing them with various resources. To meet the changing needs of our community, we continually develop new programs to supplement our comprehensive model of care.

Transitions is a free community service available to anyone with a life-limiting illness who may not yet be ready for hospice. We are one of only 79 such programs in the nation and the only one with a dedicated nurse. Our specially trained staff includes a case manager, a nurse (who monitors patients but does not provide medical care) and volunteers, who provide supportive services to clients and families, such as:



- Companionship and help with errands
- Assistance with chores or food preparation
- Relief for the primary caregiver
- Contacts with additional community resources

Since its inception in 2003, Transitions has served 518 clients. This unique program increases client communication with caregivers and facilitates networking between providers to enhance quality end-of-life care, ensuring that Transitions clients receive appropriate medical and non-medical services.

For more information, call (352) 854-5200.



Transitions' Linda Zanyk, RN, right, makes home visits to assess patient and family needs, and follows up with regular phone calls to monitor any changes in condition and discuss healthcare choices.

The **Heartbeats** program provides additional support to end-stage cardiac patients; its partner program, **Inspirations**, is designed for pulmonary disease patients, specifically those diagnosed with COPD (chronic obstructive pulmonary disease) through all stages of their disease process.

This higher level of care can greatly enhance quality of life for patients with these two diagnoses through all of the hospice benefits, plus education on how to improve mobility, safety and enjoyment of everyday activities.

Both of these programs were created in 2002. **Since that time, Heartbeats has admitted 1,328 patients and Inspirations has helped 673 patients.** As with hospice care, the entire family is considered the unit of care, benefiting all concerned.

For information about either program, call (352) 834-5265.

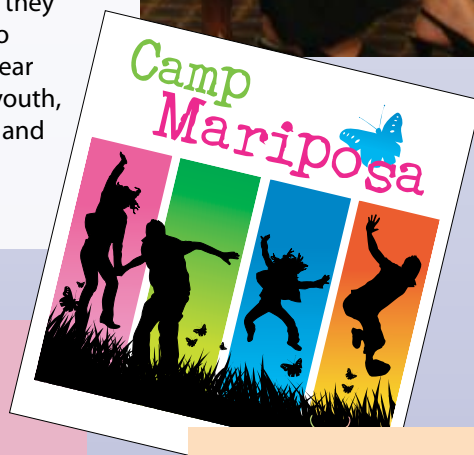


Grief is a Journey

Experiencing grief is as individual as the changing leaves of autumn. But for everyone, the death of a loved one brings about profound feelings of sorrow, loss or even anger. One thing is certain – grief knows no age limits – and the professionals at Hospice of Marion County have been helping the community for 25 years cope with the loss of someone dear.

“Grief is the natural response to any significant loss,” says Paula Hill-Goates, Patient/Family Care Coordinator for Bereavement Services, pictured right holding stuffed animal while counseling a family. “People react in many ways. The healing process involves understanding what responses are normal and how to manage one’s own reactions.”

For ages 5-12, Camp Mariposa offers a safe place for youngsters to express their grief, supported by facilitators specially trained in guiding young people through the passages of loss. The day-long camp experience is a fun-filled day of art projects, pet therapy and camaraderie, all aimed at helping children work out their grief, so they do not carry misconceptions or burdens well into adulthood. Camp Mariposa is held three times a year and is open to the community. For children and youth, grief support is also provided through individual and group contacts.



Bereavement Facilitators

offer support services to hospice families for 13 months, as well as to anyone in the community. Follow-up support may include phone calls, visits, support groups for adults and young people, and coordination of community resources. The department holds Memorial Services three times a year at the Hospice Center for Caring and Education, with music, readings and sharing.

In 2007, our Bereavement Facilitators made

5,610	Phone Calls
2,145	Initial In-Person Visits
666	Subsequent Visits
442	Children’s Visits (group sessions)



Bereavement Facilitator Linda Hawkins, right, and a young camper get up close and personal with a Paso Fino at a recent session of Camp Mariposa. The show horses performed a choreographed event for 23 campers.

Neighbors Helping Neighbors

Jackie King of The Villages is a good listener. The special skill of letting people talk, expressing both their joys and their sadness, has made her a valuable patient support volunteer.

"I love to hear their stories – my patients often reminisce about happy times in their lives, and share treasured moments with their families, especially grandchildren," she says. "I enjoy sitting with them and hearing about their lives."

Another one of her patients is a TV game show fan. "We can sit for hours watching the game shows and playing along. We compete with each other for the right answers and it always makes her laugh. That's my reward!"

Hospice of Marion County is proud of Jackie and her "comrades in loving arms"—535 trained volunteers who provide home visits and perform duties as diverse as working in the three Thrift Stores to parking duty and registration at the many fundraising events held throughout the year. The 20-hour training classes are fun and filled with information about the work of hospice. Many people volunteer to give back to the community in a personal way, having lost a loved one and received a multitude of benefits from hospice care in their own homes.

Jackie herself had a close call with advanced cancer in 2005. After successful treatment, she asked for divine guidance in how to spend the rest of her life. The answer came in a move to The Villages, where she started a new life and found new love. In May, she celebrated her first wedding anniversary and her second anniversary as a hospice volunteer.

"Life is good!" says Jackie, "and it's my pleasure to spend it with others who feel that every day is a gift."



Then & Now

Clo Lindsey is Hospice of Marion County's longest serving volunteer. Her enthusiasm for providing patient care support has not diminished after 25 years of service. The newspaper clipping at left was taken in 1985 when Clo was profiled as one of only 59 volunteers at the time. She said, "I accept the fact that patients in our program are terminally ill and that my presence can help the family through a difficult time." Today she feels the same way.

Fashion Forward

Back in 1999, Volunteer Margarethe Nachbar came up with a clever idea to promote the Hospice of Marion County Thrift Stores. Her artistic eye first led her to begin window dressing the stores with some of the beautiful donated items, from clothing to furniture and artwork; then came fashion shows which showcase the name brand couture. Here Margarethe models an outfit fine enough for an event at the Ocala Hilton, where she was photographed in the lobby by her husband, Milton, also a longtime volunteer. "I hardly have to shop anywhere else!" she boasts of the quality items donated by the community.



Hospice Thrift Stores are located at:

Bellevue Regional Shopping Center
10325 South Highway 441
(352) 245-8175

Heather Island Plaza
7578 SE Maricamp Rd.
(352) 680-9698

Jasmine Square
6116 SW SR 200
(352) 237-7707

Store Hours:
Monday - Saturday, 9-4
Donations Accepted, 10-3



Volunteering is Good for Others and Good for You You're never too old or too young to help others. Teens as young as 14 learn valuable life lessons working as sales associates, like brother and sister Antonio and Veronica Galan, at our Thrift Stores.

2007 Year in Review

- Volunteer hours**
55,537
- Thrift Store Net Income**
\$241,170
- Thrift Store In-Kind Donations**
\$59,432
- Days of Patient Care provided through Thrift Store Income**
1,929
- Home Visits to Patients**
2,076
- Calls to Bereaved Families**
1,237
- Visits to Transitions Clients**
930

Medicare compliance regulations require that volunteer hours in patient care must represent at least 5% of employee hours. Last year, our average compliance **exceeded the goal by double at 10%**.

Check out 21 Ways to Feel Good about Volunteering at www.hospiceofmarion.com/volunteers.html. Hours are flexible and seasonal volunteers are welcome.

Donor Support

Leaving a Legacy

For the southern Marion County community of Spruce Creek South, it all started in 2001 with a \$1,200 donation from a golf tournament. Ralph Johnston lamented that it couldn't be more, so he asked Development Director Suzanne Reynolds for ideas to boost their bottom line. Suzanne suggested holding a pancake breakfast the next year and to continue adding small events to increase their overall contribution. It must have worked because in 2007, Spruce Creek South events raised some \$27,000 for Hospice of Marion County. Over a seven-year period, the community raised a total of more than \$71,000.

Of the many ways donors can raise money, why would someone want to name a room? Suzanne answers: "Hospice of Marion County is blessed with many longtime friends, volunteers and supporters and most of them have a personal hospice story. They want to give something meaningful back to the organization for the special care their loved ones received. These significant gifts help fulfill our mission of providing exceptional care to anyone facing end-of-life issues." With the success of their fundraising, the community named a \$50,000 suite at The Tuscany House, located right across the entrance gate on Highway 441 in Summerfield.

Across the county at On Top of the World Communities (OTOW), their neighbor is The Legacy House, built in 2003. Ruth Goldstine is both a longtime resident of OTOW and a volunteer greeter at The Legacy House. Ruth sees firsthand how families benefit from the higher level of care at the Hospice Houses. This opportunity also gives her a unique perspective as a leader of fundraising efforts with other OTOW residents. After starting out small with a two-mile benefit walk, different clubs began sponsoring a variety of fundraising events at OTOW, including a golf tournament, a fashion show, an entertainment evening, Hoofin' It for Hospice and more. In 2007, OTOW donated more than \$16,000 toward naming a room at The Legacy House.

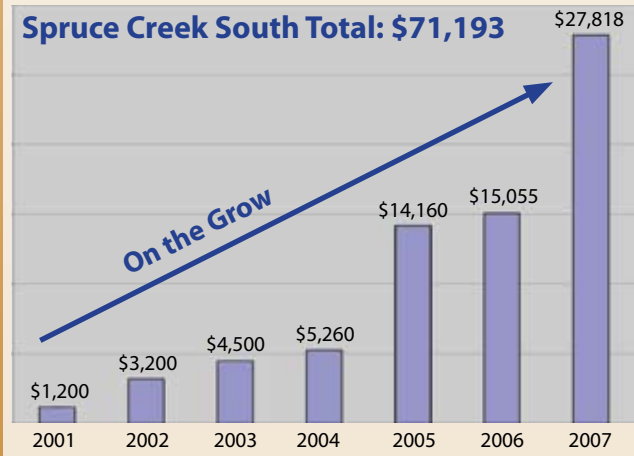


Homey and Cozy
Lovely private rooms add to the comfort of patients and families at our Hospice Houses.



Off to the Greens
Ralph Johnston, left, and Bill Rahr, serve as the co-chairs for the annual Hospice Golf Tournament.

The Legacy House (right) has two rooms named by On Top of the World fundraisers and two other rooms by the Auxiliary of Ocala Regional Medical Center/ West Marion Community Hospital.





Giving is Receiving

A memorial is a lasting tribute to the memory of a loved one, as well as a continuing gift for families, a touching reminder for friends and ongoing support to those with terminal illnesses—others you may not even know.

Every gift is important to us. Your donation helps us provide much-needed support for anyone who is touched by end-of-life issues. Various levels of memorials and named gifts include:

- Hospice Angels & Archangels
- Crystal/Marble Remembrances
- Tree of Life
- Garden of Angels
- Monarch Memories

Before making a decision, you may call our Development Department at (352) 854-5218, so we can give you details on specific projects. We also recommend consulting with a financial counselor or attorney to discuss what's right for you.

Among the choices to consider:

- Cash Gifts
- Lead Trusts
- Stocks, Bonds, Annuities
- Real Estate
- Charitable Remainder Trusts
- Bequests and Wills
- Life Insurance Gift

Learn more about each of these memorials at

www.hospiceofmarion.com/donation.html where you can also make a secure online donation. Visit the website, email or call us. We're happy to help.



"Whatever we can do to help the patients be more comfortable, that's what we want to do," says Ruth Goldstine. "We are very lucky to have The Legacy House nearby and are so thankful for the care that Hospice can offer."

Funds Raised Through Events and Donations:

Steel Horse Stampede	\$22,200
Horses for Hospice Trail Ride	\$15,800
Golden Hills Golf Tournament	\$10,000
Felix's Annual Gala	\$9,400
FlutterBye Days	\$ 6,245
Memory Tree Ornament Sales	\$5,615
Rainbow Springs Golf Tournament	\$4,500
StoneCrest Golf Tournament	\$4,100
United Way Donations	\$3,900
USA Dance Charity Ball	\$3,100
Memorial Donations, Bequests & Other	\$436,440

2007 Total

\$521,300

Delivering On Our Promise

What our families have to say:

Overall satisfaction with hospice services	97%
Admission process	95%
Relief of pain or symptoms	95%
Quick response to questions	96%
Hospice House care	95%
Delivery of equipment/medications	99%
Refer others to our hospice care	100%

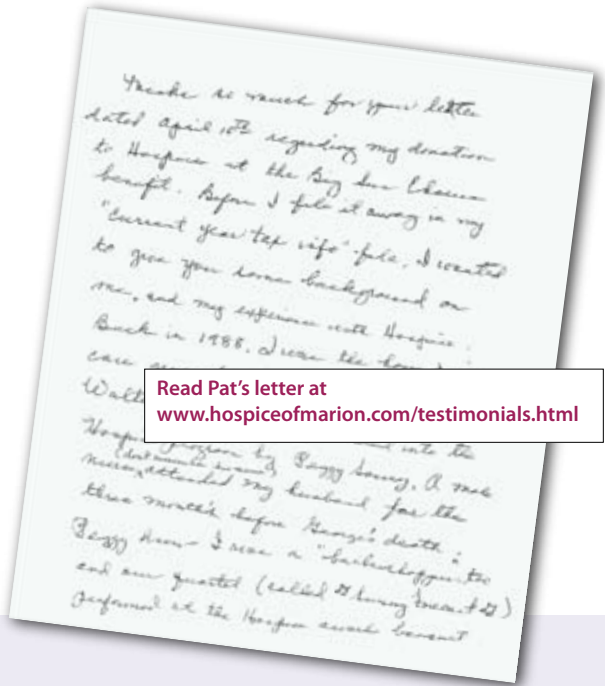
(Results from surveys conducted by Fazzi Associates, Inc. 4th Qtr. 2007)

Families also often say:

"We wish we had known about hospice sooner!"

Our mandate is to provide access to care earlier so patients receive the maximum benefits of hospice services and their families gain the support they need. Earlier referrals can make all the difference in a family's experience. If patients don't feel they are yet ready for hospice, the **Transitions** program (see details on page 8) is an excellent alternative.

Continuity of Care In April 2008, Pat Walters wrote a letter of appreciation for hospice care over a span of 20 years. Hospice of Marion County cared for her husband for three months in 1988. Since then, she cites continuing examples of the difference hospice makes in the lives of others and her ongoing support.



Read Pat's letter at www.hospiceofmarion.com/testimonials.html

2008 Board of Directors

Guidance is provided by a visionary group of dedicated community volunteer leaders, many of whom return to serve multiple terms.

CHAIRMAN:
M. Theresa Baker

TREASURER:
Bill Trice

SECRETARY:
Regina Lanzl

CHAIRMAN-ELECT:
Jim Moyer

PAST CHAIRMAN:
Mary Raum, MD

Jo Ann Ankoviak
Ken Daley

Jamie Daniel, MD
Jean Emmons, PhD
Joan LeBel
Pat Mangan
Vicki Nelson
Mark Paugh, PhD

Serving Others

Throughout the year, Hospice of Marion County hosts benefit events to directly support funding for patient care or our children's programs. These fun-filled events appeal to a wide range of ages and interests, from a butterfly education program conducted with the Marion County School District to horse trail rides and bike runs (both motorcycles *and* bicycles). All monies raised go directly to the caring and compassionate services we provide. Below are only a few of the many events that wouldn't be possible without the contribution of our donors, volunteers and staff.

FlutterBye Days

Each fall, some 850 students enjoy a field trip to our Education Center, where they learn about the mysteries of butterflies and even have a one-on-one experience in our enclosed tent.



Steel Horse Stampede

The 1st Saturday in November is reserved for our 55-mile motorcycle ride that in 2007 attracted 500 bikes and 700 riders, raising \$22,000 for patient support. Riders have a police and sheriff's escort and visit each of the Hospice Houses.



Trail Ride

Come February, horse lovers abound at the Florida Horse Park for a day of trail riding, BBQ, country music, and prizes. In 2008, 275 riders raised \$19,000.



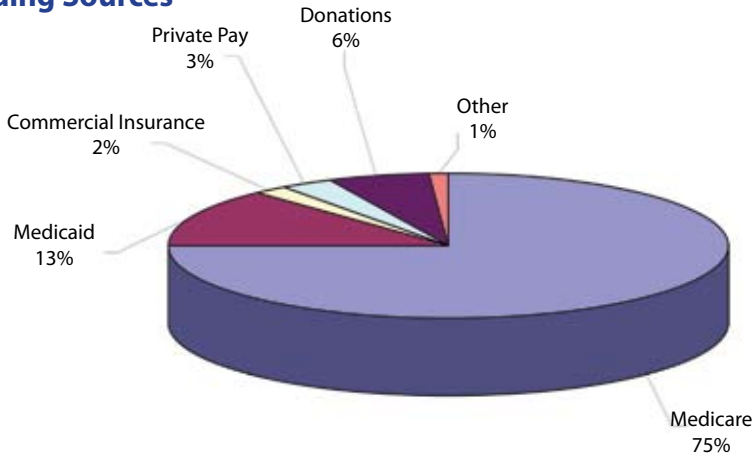
For News & Upcoming Events, see www.hospiceofmarion.com/news.html

Resources & Stewardship

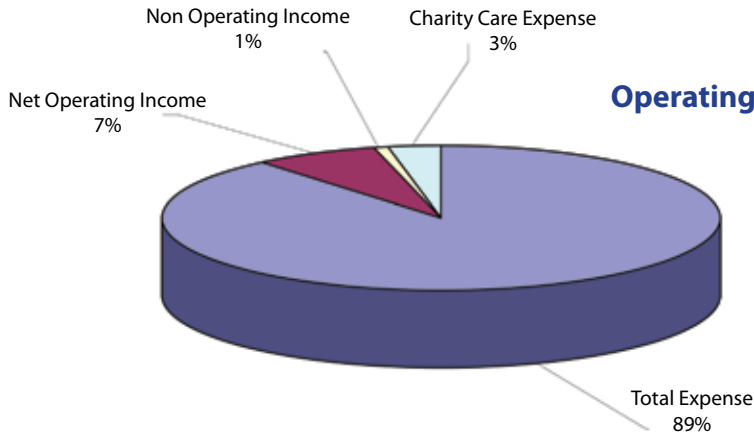
As part of our mission and strategic plan, Hospice of Marion County and Its Affiliated Companies strive to maintain a sound financial position in order to continue offering the highest quality-driven patient care within the context of available resources.

- Medicare is the primary payer for hospice services, followed by Medicaid.
- We served **2,444** Marion County patients in 2007.
- Hospice of Marion County and Its Affiliated Companies employ **450** staff members.
- Volunteer hours totaled **55,537** and accounted for more than 10% of staff hours.

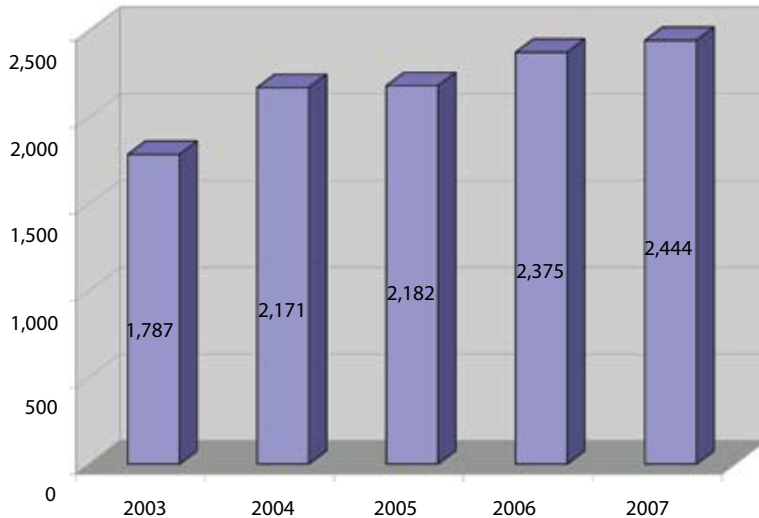
Funding Sources



Operating Results



Patients Served Per Year 2003-2007



No one is ever refused hospice care based on ability to pay.

Awards won by Hospice of Marion County and Its Affiliated Companies



2006, 2007

AARP Top 50 US Employer for Workers 50+



2007

Hospital Hero

Senior Medical Director Picky Pares, MD
Top 10 List by Florida Hospital Association



2007

Healthcare Design Magazine
Tuscany House



2004, 2005, 2006

Great Place to Work

Top 25 US Mid-sized Companies



2006

Florida Hospice & Palliative Care
Employee Model



2006

Ocala/Marion
County Chamber of Commerce
Nonprofit Business of the Year

Clinical Expertise

Mainstream Medicine

As a comprehensive hospice model, Hospice of Marion County offers unique advantages to the community. The comprehensive model provides the most expansive menu of benefits available – including academic affiliation, community advocacy and specialty programs.

The finest in the field of pain and symptom management control, our medical directors and nursing staff also offer unmatched expertise in maintaining comfort and compassion for our patients through properly titrated dosing of specific medications. Senior Medical Director, Segismundo “Picky” Pares, MD, is a shining example of dedication and foresight. Dr. Pares was recognized in 2007 by the Florida Hospital Association as a Hospital Hero, one of the state’s Top 10 medical professionals, for his numerous contributions to the community, both here and abroad.

Care Beyond Cure

In 2007, Dr. Pares identified a need and immediately went to work to remedy the problem. At a medical conference, he learned that 80% of hospital patients could benefit from palliative treatment, whether they have a terminal illness or not. He determined to change that statistic...at least in Marion County. He began consulting on hospital patients, recommending appropriate pain or symptom-relieving medications for anyone at any age or any stage in their illness who was suffering needlessly. His crusade took off as patients responded positively and regained a higher quality of life, and family members attained peace and a clear understanding of end-of-life care, as well as precious time together. From this was born the Center for Comprehensive Palliative Care, profiled on the next page.

In 2007, our staff provided visits by:

Medical Directors	5,018
Registered Nurses	24,367
Licensed Practical Nurses	2,870
Our 24/7 on-call Registered Nurses	1,481
Certified Nursing Assistants	24,118
Licensed Massage Therapists	4,264
Social Workers	10,380
Chaplains	5,502



Photo by Jay Abramson

Dynamic Duo

Picky Pares, MD, Senior Medical Director for Hospice of Marion County, also oversees the Center for Comprehensive Palliative Care with manager, Bonnie Parsons, RN, MSN, GNP. **In 2007, the pair made 532 consults. Year-to-date in 2008, they have doubled the number of visits.**

Research Finds Hospice Costs Less *and* Lengthens Longevity

An independent study from Duke University* clearly demonstrates the cost saving associated with hospice care. The study shows that hospice reduced Medicare spending by an average of \$2,309 per person compared to normal care. In addition, 70% of hospice patients would have further cut down Medicare costs if they had come on to hospice sooner and used services for a longer period of time. The lead researcher states: “The hospice benefit appears to be that rare situation in healthcare where something that improves quality of life also saves money.”

Another study** reports that hospice care may prolong the lives of some terminally ill patients. Researchers selected 4,493 patients with limited life expectancy; the largest difference in survival between the hospice and non-hospice patients was observed in patients with:

- Congestive heart failure (81 days)
- Lung cancer (39 days)
- Pancreatic cancer (21 days)
- Colon cancer (33 days)

A common misperception is that pain and symptom relief medication, especially opioids, could lead to earlier death. This study suggests that hospice is related to longer **not** shorter lengths of survival, from 3 weeks to nearly 3 months. These additional weeks may be valuable to patients and families, allowing more time for resolution and closure.

* Duke University, Sanford Institute of Public Policy; published in *Social Science & Medicine*, October 2007

** National Hospice and Palliative Care Organization and Millman, Inc.; published in *Journal of Pain and Symptom Management*, March 2007

Continuum of Care

As Hospice of Marion County continued to grow in the 1980s, four other companies were formed to complete the continuum of care for those with life-limiting illnesses. Each company is a separate legal entity and specializes in particular needs with experts in the fields of palliative care, pain control and symptom management, plus an ideal assisted living environment for the aged.

Florida Palliative Home Care (established 2002)

When hospital, nursing home or other facility care ends, home care begins. Patients do have a choice when it comes to providers. Our services are designed to fit the needs of the individual and are coordinated under the direction of the attending physician and our qualified staff of skilled RNs, LPNs, CNAs and medical social workers.

Medical services include infusion therapy, occupational, physical and speech therapy, nutrition guidance, specialized oncology services, IV therapy, wound care, cardiac care, and rehabilitation. Field nurses use the Telehealth system to monitor patients with up-to-the-minute vital information that can be reported to their physicians via computer.



License # HHA299991513

SummerField Suites (established 2002)

Our premier residential community offers a serene atmosphere and unsurpassed service. Residents enjoy life in a relaxed setting where respect for one's dignity, ability to make personal choices, and the desire to be self-reliant in an environment of gracious living is our hallmark.

Amenities include:

- Dual licensing: extended congregate care and limited nursing services
- Studio and 1-bedroom suites with kitchenettes
- Assistance with personal care
- 3 chef-prepared daily meals
- Chauffeured transportation
- Beauty and barber salon
- Laundry service/housekeeping
- Whirlpool room
- Onsite nurse 24 hours a day
- Visiting physician and podiatrist



License #AL9339

Accent Medical (established 2003)

Hospice of Marion County provides its own durable medical equipment and delivery service to ensure that our patients receive oxygen and related equipment, including medications, immediately after admission. Other helpful items such as hospital beds, shower chairs and wheelchairs allow both patients and caregivers to experience the highest degree of comfort, safety and mobility. Patient satisfaction for timeliness, cleanliness and service has consistently been 99%.



Center for Comprehensive Palliative Care (established 2007)

Palliative care is a holistic approach for individuals of any age who have a chronic or life-limiting illness. The team works with a patient's physician to determine the best medical plan of care. At this time, we primarily serve patients at the three local hospitals and in contracted nursing homes.

Patient-centered, family-focused care targeting quality of life issues, comfort care and symptom management is provided by our multidisciplinary team with the goal of relieving suffering, whether physical, spiritual or psychosocial.

For contact information, please see back cover.



Still Advocates

Retired nurses Marilyn Curran and Ann Allen re-create their 1981 newspaper photo in the library at Hospice of Marion County in May 2008.

Putting Words into Action

“Elisabeth Kubler-Ross was my inspiration!” says Marilyn Curran, RN, without a moment’s hesitation...more than 25 years after she and a handful of advocates launched the local hospice movement. In the 1970s, Dr. Kubler-Ross’s groundbreaking book, *On Death and Dying*, set the stage for the modern hospice movement. With glaring honesty, her words helped transform the way we view death and end-of-life care.

At the time, Curran was Director of Nursing at New Horizon Nursing Facility: “After reading this book, I realized terminal patients were not getting the type of care they really needed.” So she opened her own facility called The Retreat, where the South Pine Apartments stand today. Caring for 30 patients, she called upon her colleagues, Ann Allen from the Health Department, and Rita Hofmann, a nursing educator at CFCC. Together, these “three musketeers” forged ahead and created a task force, often meeting at the old Brahma Restaurant at Pine and 17th Street. The original group included Dr. Tom Fuller, Dr. Thomas Cartwright, Dr. John Boysen, and Dr. and Mrs. Gary Wright. The

task force took on steam and new members, willing to speak out on behalf of those with life-threatening illnesses, and even more, willing to offer volunteer medical care, like Dr. David Elliott, who just retired from Hospice of Marion County as one of its medical directors in December 2007, but still fills in for vacationing physicians.

“Our first significant donation of \$22,000 came from the United Way in 1980,” adds Allen, “but we didn’t stop there. We had fundraisers all over town, including our famous Chicken Purloo Dinners...fed a lot of people and went a long way!” Another important donor of the day was Theresa Castro, who was also a major supporter of cancer research and member of the Royal Dames.

“I saw her at church one day and was debating about whether to approach her. I got up my courage, walked over and told her what we were doing,” says Curran. “She immediately agreed to help us. Soon Bernard and Theresa Castro sponsored the First Gala for Hospice at Golden Hills. It was quite a kick-off!”

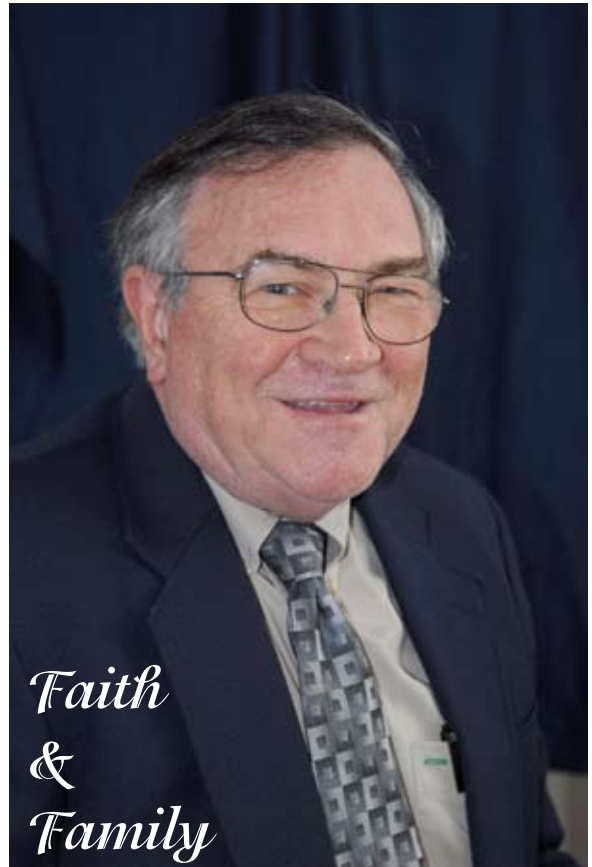


Photo by Jay Abramson

Faith & Family

David F. Elliott, MD, had his own family practice office when Hospice called. He served as the first volunteer medical director in 1983 and has been actively involved ever since. When he reflects on his years with Hospice, Dr. Elliott says he never ceases to marvel at the role faith holds for those facing death. A devout Catholic, he has found that families with a strong spiritual base seem to fare better than those without: "Both faith and family ties have remarkable power for these patients and can make the transition less difficult. Even if someone is alone but once had close family bonds, it makes a difference in the way they face their own passing."

For a list of Hospice Pioneers and archive photos, visit the History Page on our website at www.hospiceofmarion.com/history.html

Hospice of Marion County

3231 SW 34th Avenue • Ocala, FL 34474
(352) 873-7400
(352) 873-7415 – referrals
www.hospiceofmarion.com

Hospice Houses:

Estelle's House
2897 SE 62nd Street • Ocala, FL 33480
(352) 629-4556

Sylvia's House
2895 SE 62nd Street • Ocala, FL 34480
(352) 629-1313

The Legacy House
9505 SW 110th Street • Ocala, FL 34481
(352) 291-5100

The Tuscany House
17395 SE 109th Terrace Road • Summerfield, FL 34491
(352) 307-3417

Florida Palliative Home Care of Lake, Marion and Sumter Counties

9505 SW 110th Street • Ocala, FL 34481
(352) 873-0475
1-866-814-0475 – referrals

SummerField Suites Assisted Living Facility

17421 SE 109th Terrace Road • Summerfield, FL 34491
(352) 307-0222

Accent Medical

2891 SE 62nd Street, Suite B • Ocala, FL 34480
(352) 622-7260

Center for Comprehensive Palliative Care

3231 SW 34th Avenue • Ocala, FL 34474
(352) 291-5881
1-866-503-8881 – toll free

Disclosure of Related Entities

Hospice of Marion County, Inc. is a not-for-profit Florida corporation, authorized to do and is doing business as a hospice in Marion County, FL. Hospice of Marion County, Inc., also operates three specialty programs:

- Transitions—provides assistance to those who do not qualify for hospice services, but due to their life-limiting illness or that of a family member, are in need of assistance from volunteers to provide errands, companionship, light housekeeping, meal preparation, and respite care
- Heartbeats—offers assistance and training for cardiac patients; and
- Inspirations—for pulmonary patients with emphysema (COPD).

Hospice of Marion County, Inc. is also the sole member of:

- Florida Palliative Home Care of Lake, Marion and Sumter Counties, LLC, an authorized and licensed home health agency;
- SummerField Suites, LLC, a dual licensed assisted living facility;
- Florida Palliative Pharmacy and Equipment, LLC, an authorized and licensed pharmacy and durable medical equipment supplier. (The durable medical equipment division does business under the name, Accent Medical.); and
- The Center for Comprehensive Palliative Care, LLC, a pain and symptom management consulting service for patients in any stage of illness, who may also be receiving curative treatment.

All four limited liability companies are managed by three managers, comprised of the President/Chief Executive Officer, Chief Financial Officer and Chairman of the Board of Directors of Hospice of Marion County, Inc.

SINCE 1983

HOSPICE
OF MARION COUNTY, INC.*25*
years