



Moments to Give...

COMFORT. PEACE. DIGNITY. LAUGHTER. LOVE. JOY. LIFE.

The purpose of this communication piece is to introduce community leaders to Hospice of Central Ohio, as we address consumer choice in hospice care, today's health care environment, and the essential role of philanthropy in nonprofit hospice care. Our goal is to gain insight to better serve our community.



Hospice of Central Ohio is a trusted leader in nonprofit hospice and palliative care – serving communities throughout central Ohio for 35 years.

Hospice is a specific branch of palliative care – a medical specialty focused on improving a patient's quality of life by managing pain and other distressing symptoms from a life-limiting illness. Palliative care is also offered to patients who are suffering from a serious or chronic illness.

As a nonprofit organization, we believe that everyone should have access to quality end-of-life and palliative care regardless of ability to pay, complexity of care, or the severity of need.

Our core purpose is to instill patients and their families with a sense of comfort, peace, and dignity. Nonprofit hospice care is about supporting life-giving moments – moments for one last dance, to hug, to create lasting memories with a grandchild, son, daughter, husband, or wife.





It is within these moments, the true impact of Hospice is felt by patients, their loved ones, our providers, and our community.

However, while the impact and demand for nonprofit hospice services is increasing, the reimbursements that fund just the basic care are decreasing. In addition, the influx of for-profit companies into the hospice field has caused confusion about hospice care, as the revenue-generating companies transformed a movement once dominated by community and religious organizations into a \$17 billion highly competitive, high-volume industry, that doesn't center around patient care.

At Hospice of Central Ohio, we are proactively addressing the growing needs for our services, the challenges facing health care today, and the confusion surrounding for-profit hospice providers.

Our innovative and forward-thinking approach creates dynamic and collaborative partnerships with other nonprofit hospice providers and healthcare organizations striving towards providing exemplary end-of-life care.

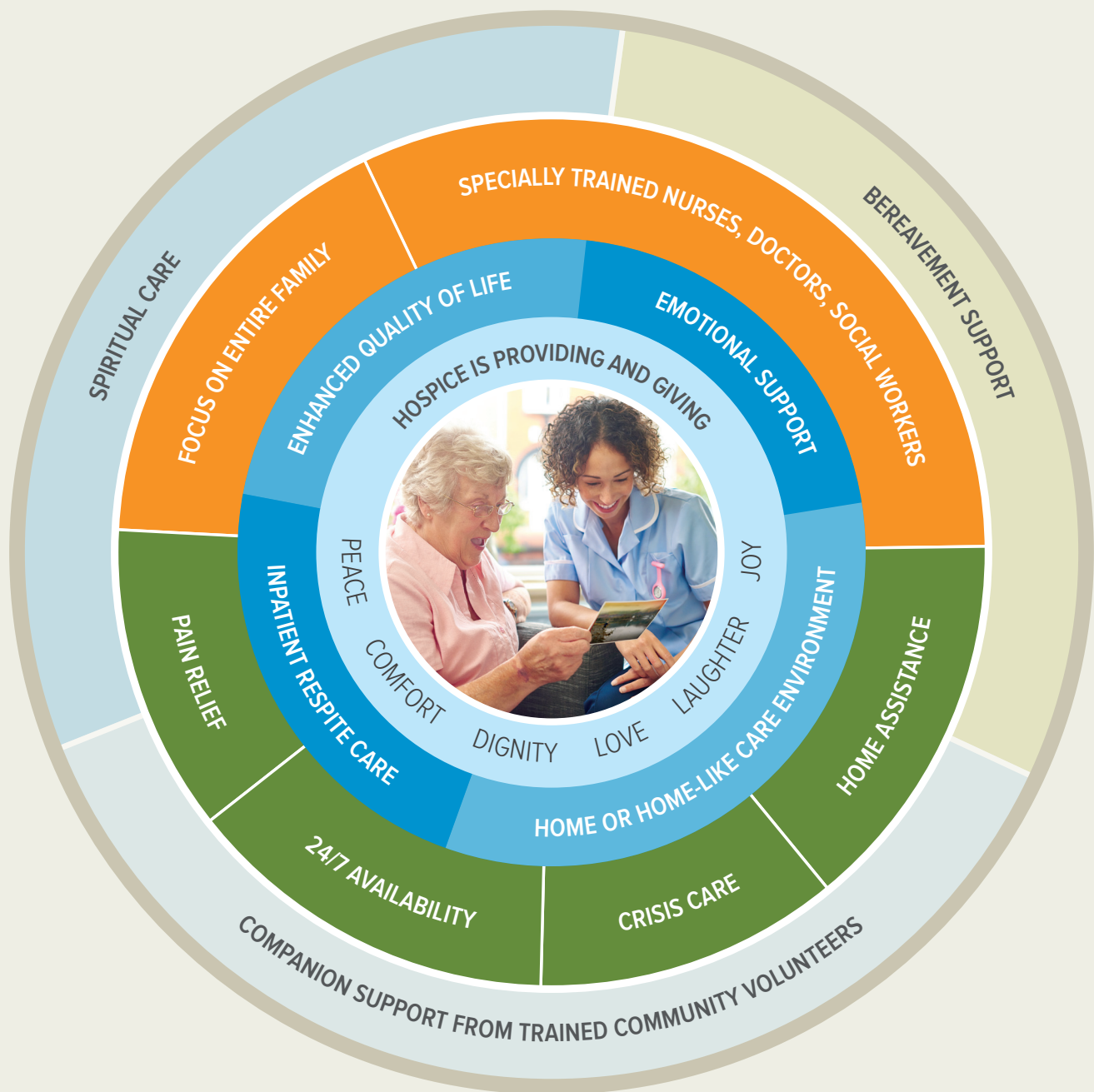
It is our goal within this document to give you a snapshot around the following:

- The growing need for hospice services
- The difference between nonprofit hospice providers and for-profit providers
- Why Hospice of Central Ohio is uniquely positioned to meet the needs in Franklin and Delaware Counties
- The role of philanthropic support in filling essential care gaps

The support of philanthropic, business, and community leaders is what makes the difference in the quality of care and quality of life. It closes the gap between the basic care covered by insurance companies, Medicare and Medicaid, and the services we would all want for our loved ones.

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Our Approach to End of Life Care



An innovator in palliative and hospice care, Hospice of Central Ohio has made recent advances to enhance patient and family care including up-to-date technology, children's bereavement, pain management, and crisis care.

As one of the first Medicare-certified hospices in central Ohio and a nonprofit, community-based organization, we are committed to providing care regardless of a patient's financial circumstance. Most of our hospice services are covered by Medicare, Medicaid, and most private insurances. We often provide services for patients that other organizations will not accept due to lack of health insurance, severe complexities, and social dynamics.



Growing Need for Hospice & Palliative Care

Growth in the hospice industry is being driven by shifts in patient preferences towards non-acute care, hospice's cost saving value proposition, number of people with chronic disease, and the aging of the U.S. population. And although much more awareness about hospice and palliative care is needed, patients and families are recognizing the many benefits of hospice.

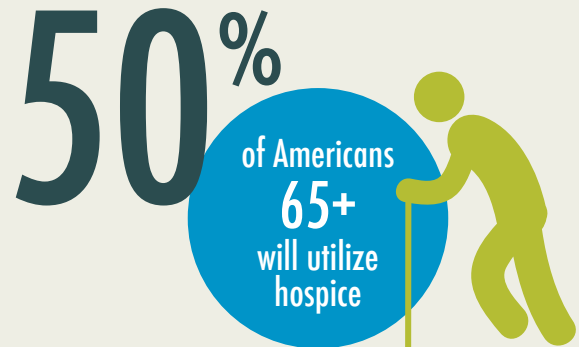
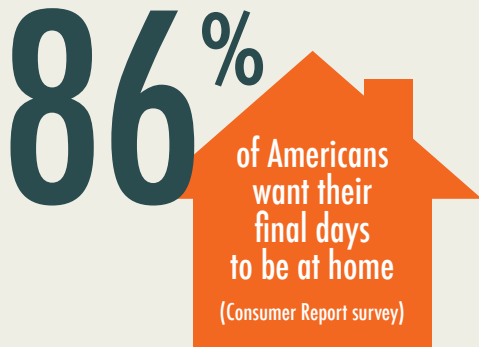


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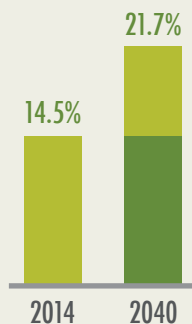
of hospice eligible
patients in Franklin
County did not
receive care

Number of hospice patients receiving
inpatient care in Franklin County over
the past three years
has decreased due in part to lack
of access to beds available in the
community.





Population of 65+ is expected to grow from 14.5% in 2014 to 21.7% in 2040



Population of 85+ is projected to triple from 6.2 million in 2014 to 14.6 million in 2040

Source: U.S. Department of Health and Human Services



One of four people has a chronic disease and could benefit from palliative care



Hospice is gaining wider acceptance as an alternative to curative care



Hospice cost of care is lower than end-of-life care in a hospital setting

The Difference Between Nonprofit Hospice Providers and For-Profit Providers

While there are many for-profit hospice providers that provide quality end-of-life care, a 2014 in-depth study by the *Washington Post** reveals several key measures where they fall short. The study analyzed hundreds of thousands of U.S. hospice records and found the following:

*The typical for-profit hospice:**

- Spends less on nursing per patient;
- Is less likely to have sent a nurse to a patient's home in the last days of life
- Is less likely to provide more intense levels of care for patients undergoing a crisis.

For-profits are focused on providing the basic care services that are covered by Medicare, Medicaid, or private insurance companies, as well as making a profit to satisfy the needs of shareholders – often large private equity firms. Without the need of satisfying shareholders, nonprofits' core focus is on the patient.

For-profits may argue that their ability to infuse large cash investments for technology, supplies, medications, and equipment, as well as their negotiating power with insurance companies, make care more efficient.

*Source: *The Washington Post*, Business of Dying Series, 2014.

However, the data analysis in the Washington Post study, which was based on hundreds of thousands of Medicare patient and hospice records, shows **the difference between the for-profits as a whole and nonprofits is striking and consistent**. The problem is that consumers are largely unaware of the difference and rely on the referral source in choosing hospice care. **The referral source in some cases is owned and/or has a financial incentive to place patients with a hospice provider instead of allowing patients and families to choose for themselves.**

Key findings on differences between nonprofit and for-profit hospice care



Nonprofit **hospices** typically spent about \$36 a day per patient on nursing visits; for-profit hospices spent \$30 per day, or 17 percent less.

Nonprofit hospices are much more likely to provide the more intense services — continuous nursing and inpatient care, and more complex pain relief — required by patients whose symptoms are difficult to control. Nonprofits offered about 10 times as much of this per patient-day as did for-profits.

While both kinds of hospices usually dispatch a nurse to see a patient at some point during the last two days of life, for-profit hospices are more likely to fail in this regard, according to the analysis. **A typical patient at a for-profit hospice is 22 percent less likely to have been visited by a nurse during this window of time than a patient at a nonprofit hospice, the numbers show, a sign that for-profit hospices may be less responsive during this critical time.**

Patients at for-profit hospices are much more likely to drop out of hospice care than patients at nonprofit hospices. And some are discharged inappropriately to avoid the hospice having to pay for hospitalization or expensive care. The Centers for Medicare and Medicaid Services is investigating this trend to close the loophole.

Why Hospice of Central Ohio is Uniquely Positioned

Today's health care environment is continuing to resemble the wild west. Reductions for hospice and palliative care reimbursements from Medicare and Medicaid programs are on the horizon, with private insurance companies not far behind.

Without access to capital, and a focus on high profit-margins, many nonprofit hospice providers are struggling despite philanthropic support. In order for nonprofit hospices to continue to provide a higher level of care and services, nonprofit providers need to develop innovative solutions.

Hospice of Central Ohio's innovative solutions, exceptional quality of care, and ability to take on complex cases, enable the organization to meet the growing needs for hospice and palliative services in Franklin and surrounding counties. We believe there are many moments yet to give to thousands of unserved individuals and families.



Her son was with The Ohio State University Marching Band. As a senior sousaphone player, he had been chosen by fellow musicians to dot the "i" in "Script Ohio." His mother was in hospice care and had never seen him march. But this was a very special occasion. Thanks to the Foundation for Hospice of Central Ohio, special arrangements were made for her - including individual transport, an accompanying nurse, and specialized equipment - so she was able to attend the game and see her son perform the most celebrated role in the legendary formation. She died just two weeks later.



Our Key Innovative Solutions:

- **Taking a page from the hospital playbook**, we have been instrumental in launching and becoming an integral part in the formation of Ohio's Hospice, Inc. – an alliance of six nonprofit hospice organizations across Ohio. Ohio's Hospice, Inc., will share administrative and back-end services for cost efficiency.

The strength of the organizations working together will also allow us to negotiate better with healthcare payors, suppliers, and vendors, as well as strengthen consumer education, technology resources, and research and development to ensure the patient's and family's needs are always first. We expect more organizations to join the alliance by the end of this year, with exponential growth in the next five years – positioning Ohio's Hospice, Inc., as one of the most innovative models in the country.

We believe we are stronger together, while at the same time keeping care delivery local and personal.

- **Dynamic and collaborative partnerships with other nonprofit hospice organizations** and healthcare providers to accommodate patients throughout central Ohio.
- **Exceptional quality** of care and donor stewardship.

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In the 2014 Consumer Report survey, thousands of individuals indicated that they would want the following in choosing hospice care:

- An organization with 20 or more years of experience providing end-of-life care;
- A nonprofit organization;
- Access to hospice certified nurses and physicians who are available 24-hours per day;
- Access to palliative care consultants who can begin care if you're not yet ready for hospice;
- Access to a hospice inpatient unit where patients can go if symptoms can't be managed at home;
- Care that's available in nursing homes and assisted living facilities;
- On-staff social workers and chaplains; and
- Care that's Medicare-certified.

Hospice of Central Ohio meets all of these requirements.

The Role of Philanthropic Support in Filling Essential Care Gaps

The role of philanthropy in hospice care IS the difference.

It is what makes the moments of life, the memories, the stories, and the exceptional end-of-life care possible. We all understand the financial gaps between what insurance providers cover and what is actually needed to care for patients. Hospice care is no different. For-profit hospice providers cannot afford to give patients the level of care and services associated with the word “hospice” itself. On average for patients with insurance, there is a \$20 gap per day, per patient for nonprofit hospice care. For patients without insurance or who are underinsured – philanthropic dollars make ALL the difference.



I recently requested funds for one of my patients to go to the Columbus Zoo. At age 58, she'd never been, and this was one of the things on her “bucket list.” Finances for her and her family are limited, and although she didn't ask, I knew she could use some financial help to make the day special. We provided funds to help cover the cost of her admission, parking, scooter rental (because she was NOT going to use a wheelchair!!) and a little extra to cover a meal, gas, souvenir, etc.

She had a “wonderful” time – “a day I'll never forget!” She showed me pictures today, including one of her riding a camel! She went with her sisters and said more than once, “that's the first time we've ever been able to do anything like that as a family.” She has thanked me many many times for her ‘zoo bucks.’ While it makes me sad that it took this long for her to achieve this goal, I'm so glad she was able to—and that HOCO was able to help!

Thanks for all you do!

Insurance typically covers most of the cost of:

- Physician services
- Nursing visits
- Medical appliances and supplies
- Some drugs for symptom-management and pain relief
- Some physical and other therapies
- Some crisis care
- Short-term inpatient and respite care
- Home health aid
- Limited counseling

Additional care covered with philanthropic investments:

- Chemotherapy, if needed, for cancer patient pain and symptom relief
- Palliative radiation, if needed, for relief
- Breathing equipment
- Comfort medications for pain relief often not covered by insurance
- Transportation
- Home services required by patients in order to be able to stay in their homes; these include ramps, utility bill paying, etc.
- Bereavement services for family members of all ages
- Granting last wishes to create lasting moments
- Personalized and patient-centered care in a myriad of settings
- Employment of hospice-certified nurses and physicians who are available 24 hours per day

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As we solidify our plans to focus our growth efforts in Franklin and Delaware Counties, your feedback and insight for philanthropic support is critical to our mission.

We hope you will join us as we continue to build a solid foundation for nonprofit hospice and palliative care – because all of life's moments matter.

FOR MORE INFO PLEASE CONTACT

Kerry Hamilton, Chief Executive Officer at khamilton@hospiceofcentralohio.org

Stacy Thompson, VP of Development at stacy@hospiceofcentralohio.org