



# Hospice <sup>40</sup> YEARS of Cincinnati

Experience. Compassionate. Caring.<sup>SM</sup>

THE NATION'S  
FOURTH OLDEST  
HOSPICE

WINTER 2018



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## Virtual Honor Flight events bring meaning to veterans

To celebrate its commitment to caring for veterans, Hospice of Cincinnati recently partnered with Honor Flight Tri-State to provide virtual honor flights in Cincinnati. Westover Retirement Community in Hamilton and Twin Towers Senior Living Community in College Hill hosted events in November to recognize and thank veterans aged 65 and older who fought in WWII, Korean or Vietnam wars. A typical honor flight transports veterans to Washington, D.C., to visit war monuments.

Hospice of Cincinnati Account Representative Marcia Bowling worked closely with Honor Flight Tri-State volunteer Dee Daniels to coordinate the virtual, or flightless, honor flights. "We realized the generation of WWII veterans were becoming too frail or were passing away before we could get them on a flight," Daniels explains. "So we decided to try and bring the experience to them."

The virtual honor flight simulates an actual honor flight from beginning to end. Upon arrival, veterans and their guests are greeted by the "flight crew," who collect their boarding passes and lead them to assigned seats. In addition to a flight/goody bag with official honor flight mementos, each vet receives multiple hand-written letters from local school children thanking them for their service. A full honor guard with colors and bag pipe players start off the event, which includes an extensive video tour of war memorials in Washington, D.C., and culminates in a brief Welcome Home Parade orchestrated by Bowling.

Both Daniels and Bowling agree that the Welcome Home Parade seemed to be one of the most meaningful parts of the event for both the veterans and their families. Members of the community—including police, boy and girl scouts, officials and the public—lined the streets for the veterans' brief walk to the reception, cheering and applauding. "I think the veterans really felt the love and respect they deserve," Bowling says.

### Meet some of the veterans honored at Hospice of Cincinnati's Virtual Honor Flight events

#### Donald Plogmann: A profile in courage

Army First Lieutenant Donald Plogmann and his men faced death daily while stationed on The Korean Demilitarized

*continued on page 6*



## Patients over profits

While 63 percent of hospices nationwide are for-profit, Hospice of Cincinnati remains Greater Cincinnati's only non-profit hospice serving the broad community. With a focus on patients over profits, Hospice of Cincinnati provides all the services patients and families need for the best possible, most meaningful end-of-life experience. See pages 4-5 for more on how our non-profit status benefits the community.



Attending Hospice of Cincinnati's first-ever Virtual Honor Flight gave patient and Korean War veteran Donald Plogmann a great deal of pride.

## DID YOU KNOW...



### **Five compelling reasons to choose a non-profit hospice.**

Both for-profit and non-profit hospices are required to provide the same core services to patients. However, there are significant differences beyond the basics when comparing for-profit and non-profit hospices. Here are five reasons why you should consider choosing a non-profit hospice.

1. Non-profit hospices are mission-driven, not profit-driven.
2. Research shows that non-profit hospices offer 14 percent more nursing visits than for-profit hospices and provide more intensive care services (like care in inpatient care centers) than for-profit hospices.
3. Hospice of Cincinnati's leaders and care team are members of our community and are committed to the highest quality care for our patients.
4. As a non-profit, our goal is to provide services to all patients, regardless of their ability to pay.
5. Our community actively supports us, allowing us to strengthen and expand services and do even more for patients.

## CEO Message: The non-profit difference



Most people understand that “hospice” means end-of-life care. Some may even think that all hospice care is the same. But it’s not. Each hospice has its own unique way of meeting the needs of patients and families. One of the most significant differences between hospice providers is whether they are for-profit or non-profit.

While all hospices are required by Medicare to provide the same core services, non-profit hospices are known for going above and beyond the requirements in the depth and breadth of these services. This is especially true for Hospice of Cincinnati. (See pages 4 and 5.)

As a non-profit hospice, our mission has guided us for 40 years to create the best possible and most meaningful end-of-life experience for all who need care and support in our community. Our mission comes to life for patients and families every day, helping them enjoy sacred, peaceful time together—reinforcing the value of their relationships and in some cases, helping families reconnect. Whether through holistic services, spiritual support or our passionate care teams, families experience the power of our mission within their own unique end-of-life experiences.

As a non-profit hospice, we’re motivated by the needs of our patients and our community, not by generating profits for shareholders. The same collaborative spirit that led to our founding 40 years ago continues today through our volunteer governing board as well as a growing number of community collaborations. Our new Virtual Honor Flight program is a recent example. (See page 1.) We’ve also partnered with the Council on Aging, Cincinnati Arts Association, local schools, ArtWorks and many more.

Our mission drives us, not profits. It drives us to work with every patient and family to create their own definition of what a positive and meaningful end-of-life experience is for them. The hospice you choose does make a difference. More doctors and families in our region choose Hospice of Cincinnati because they understand the difference we make in the lives of our patients and their families.

Warm Regards,

Sandra Lobert  
President and CEO

### **OUR MISSION**

**Hospice of Cincinnati creates the best possible and most meaningful end-of-life experience for all who need care and support in our community.**

# New equipment good for patients, staff

Providing comfort and protecting the delicate skin of our end-of-life patients are both very important. To enhance patient care and comfort, Hospice of Cincinnati recently invested in 82 Hercules™ Patient Repositioners—one for every bed in our four inpatient care centers. Hercules is made in the USA by The Morel Company® based out of Batesville, Indiana.

Connie Kreyling, RN, Director of Clinical Services, explains that a special sheet on top of the Hercules mattress acts as a conveyor belt to gently move the patient up in bed, preventing damage to skin during repositioning. “Proper placement in the bed also reduces pressure on bony areas of the body, preventing pressure ulcers,”



*All four Hospice of Cincinnati inpatient care centers now offer Hercules™ Patient Repositioners for improved patient comfort and staff safety.*

Kreyling says. “The Hercules allows staff to very gently reposition a patient in pain because there is no pulling or tugging on the patient's body. Instead, the bed sheet gently and slowly moves the patient up in bed.”

The new technology is also beneficial to Hospice of Cincinnati staff since only one staff member is needed to reposition a patient with the simultaneous push of two buttons. This greatly reduces the risk of staff back injuries from physical repositioning. Thanks to generous

community support, the Hercules technology is just one more way we express our mission to create the best possible and most meaningful end-of-life experience for our patients.

## Be a Hospice of Cincinnati volunteer!

Facing the end of life can be uncertain and yet beautiful at the same time. Hospice of Cincinnati confronts the challenges of dying through honest, compassionate care and a commitment to create the best possible and most meaningful end-of-life experience for all who need care and support in our community.

### You can help us create that experience by becoming a volunteer.

Volunteering at Hospice of Cincinnati is extremely fulfilling. Ask any volunteer and they will tell you what they receive is far



*Mary Austin has volunteered at the East Inpatient Care Center and The Margaret J. Thomas Inpatient Care Center in Blue Ash for 27 years.*

greater than what they give. Our volunteers are a vital part of the Hospice of Cincinnati care team, providing valuable services to our patients, families and staff. We can't change the outcome at the end of life, but we can change the experience. Become a volunteer, and you can be part of this experience. To learn more, please contact Judy Russell at 513-246-9168 or [Judy.Russell@TriHealth.com](mailto:Judy.Russell@TriHealth.com).

## Ruehlman joins Board of Trustees

Peter Ruehlman, MD, board-certified in internal medicine and medical oncology, recently joined the Hospice of Cincinnati Board of Trustees.

Dr. Ruehlman, who is in private practice with Oncology Hematology Care Inc., has practiced hematology-oncology in Greater Cincinnati since 1990 and has referred many patients to Hospice of Cincinnati. He is a member of the American Society of Clinical Oncology and the American Society of Hematology.

“I look forward to more direct involvement in this patient population and the chance to continue to help improve quality,” Dr. Ruehlman says. He is delighted with the opportunity to serve on Hospice of Cincinnati's Board of Trustees.

“Dr. Ruehlman is very engaged in issues impacting high quality end-of-life care,” say Sandra Lobert, Hospice of Cincinnati President and CEO. “He will be a great addition to our team with his focus on patients first.”



*Peter Ruehlman, MD*



*Throughout the last 40 years, Hospice of Cincinnati has stayed true to its roots as a non-profit community service, continuing to improve and expand end-of-life programs to benefit the community.*

# Patients first at Hospice of Cincinnati

As the hospice industry has grown, the last 25 years have seen more choice in hospice providers. However, industry growth also has resulted in a decrease in the percentage of non-profit hospices. Hospice of Cincinnati remains the only non-profit hospice in the region to continue providing the most comprehensive end-of-life care to the broad community.

According to a March 3, 2014, article in The New York Times, “What began as a grassroots movement to improve end-of-life care is becoming a business. In 1990 only 5 percent of hospices were for-profit operations; by last year, they [for-profit hospices] dominated the industry, representing 63 percent of all hospices.”

Hospice of Cincinnati’s mission-driven culture focuses on doing what’s best for patients and the community. A board of trustees helps ensure our mission—to create the best possible and most meaningful end-of-life experience for all who need care and support in our community—is top of mind behind every decision made. This multifaceted board provides strong leadership because of members’ diverse backgrounds, which represent a wide variety of medical disciplines, businesses and organizations.



*After identifying community need, Hospice of Cincinnati opened The Goldstein Family Hospice of Cincinnati and Fernside Grief Center. Generous donor support helps the center serve more than 5,400 adults and children each year.*

## Inpatient care centers provide options

A key difference in Hospice of Cincinnati’s services is the availability of four convenient inpatient care centers. While the majority of hospices (63 percent) are for-profit, only one in four offers inpatient care centers. Hospice of Cincinnati, in fulfillment of its mission, believes strongly that the community deserves access to the full range of hospice services. Inpatient care meets the needs of specific hospice patients who cannot be adequately cared for at home or whose families are in need of respite care.

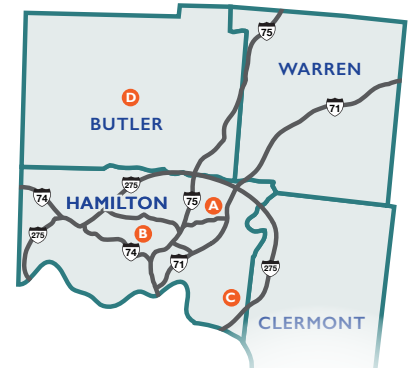
Hospice of Cincinnati’s inpatient care centers provide short-term care to manage uncontrolled symptoms that cannot be handled in another

care setting. Tending to a loved one at home can be emotionally and physically exhausting. Respite care is provided in Hospice of Cincinnati’s inpatient care centers for up to five days at a time while caregivers get a much needed break.

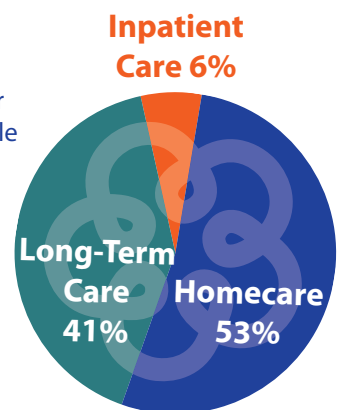
Center locations include: Anderson Township, Blue Ash (The Margret J. Thomas Inpatient Care Center), College Hill and Hamilton. No other area hospice provides this breadth of inpatient options. Each inpatient care center has private, beautifully decorated patient rooms with many homelike amenities, including family gathering spaces in a warm and welcoming setting.

To arrange a tour or to visit one of Hospice of Cincinnati’s facilities, please call 513-818-4031.

- A** - The Margret J. Thomas Inpatient Care Center, Blue Ash
- B** - West Inpatient Care Center, College Hill
- C** - Anderson Inpatient Care Center
- D** - Hamilton Inpatient Care Center



While Hospice of Cincinnati’s four inpatient care centers are available for short-term support of symptom management and as respite for caregivers, the majority of our patients typically receive care in a residence or long-term care facility.



## Patients over profits

Hospice of Cincinnati provides the best possible care to patients and families because the priority is on patients, not profits. However, this does not mean Hospice of Cincinnati is not profitable. It does mean that as a non-profit, Hospice of Cincinnati reinvests any surplus of revenues over expenses into services to benefit patients. The recent purchase of Hercules™ Patient Repositioners for every bed in our four inpatient care centers is just one example (see page 3).

As a non-profit organization, Hospice of Cincinnati is eligible to apply for funding from many sources to advance its mission. In 2013, Bethesda Inc. and Catholic Health Initiatives awarded Hospice of Cincinnati a \$2.3 million grant to support a multi-year community engagement initiative within its Conversations of a Lifetime® program. The goal of this grassroots effort was to

improve end-of-life care in our community by encouraging and supporting earlier end-of-life planning conversations between physicians, patients and families.

Because its non-profit status allows for targeted fundraising and generous donations, Hospice of Cincinnati provides greatly enhanced grief services for all. The first comprehensive bereavement center in Greater Cincinnati—The Goldstein Family Hospice of Cincinnati and Fernside Grief Center—focuses on both adult and children's grief. Services are free and available to anyone, regardless of whether their loved one was cared for by Hospice of Cincinnati. Generous donors also help Hospice of Cincinnati offer a wide array of holistic services free of charge.



**The Hospice of Cincinnati difference.** The hospice you choose really does make a difference. Hospice of Cincinnati enhances the end-of-life experience for patients, families and the entire community with a focus

on patients over profits. Learn more about the Hospice of Cincinnati difference by visiting [HospiceOfCincinnati.org/hoc\\_difference.shtml](http://HospiceOfCincinnati.org/hoc_difference.shtml).

## Non-profit hospices benefit community

*Anne looks forward to working on creations for her family when the art therapist visits. John feels rejuvenated after a session of healing touch. Sara's family notices a change in her demeanor when the therapy pets come to visit.*

Surplus revenue at Hospice of Cincinnati is reinvested into program resources and extra services that directly benefit patients and families. According to Sandra Lobert, CEO of Hospice of Cincinnati, "We provide care above and beyond what Medicare requires—like holistic services such as pet, art, music and massage therapies—as well as four inpatient care centers and grief support for the entire

community, including children."

When choosing a hospice, consider these qualities of a non-profit hospice:

### Mission-driven

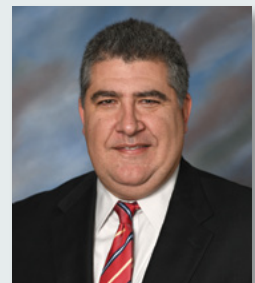
Doing what is best for patients and their families remains Hospice of Cincinnati's primary focus. As a non-profit hospice, we are mission-driven, not profit-driven. While we operate efficiently, we visit with our patients as often as necessary based on their individual needs. Industry statistics confirm that non-profit hospices make 14 percent more nursing visits and offer more intensive care services—like those provided in our inpatient care centers—than for-profit hospices provide.

### Local leadership

Hospice of Cincinnati was started by a local group of medical and civic leaders based on a growing need for end-of-life care, education and support. This leadership structure continues today, and governance is provided by a diverse local board. Many for-profit hospices are owned by larger organizations and are overseen by corporations located far from the communities they serve.

### Fundraising support

As a non-profit 501(c)3 organization, Hospice of Cincinnati benefits from the support of donations and bequests from generous supporters and more than 550 volunteers. This allows us to provide a wider range of



Scott R. Bezjak, Hospice of Cincinnati Board President

services, including our comprehensive grief services.

### Caring for all

Hospice of Cincinnati's goal is to never turn away anyone because of an inability to pay. Part of our mission is to ensure end-of-life care is available to everyone. Hospice of Cincinnati provides nearly \$1 million in charity care every year, further demonstrating commitment to our community.

## Virtual Honor Flight

(continued from page 1)

Zone (the DMZ or the 38th Parallel) during the Korean War. But when he and his fellow soldiers returned home, it was without fanfare. Donald greatly appreciated the recognition he received at Hospice of Cincinnati's Virtual Honor Flight held at Twin Towers Senior Living Community.

He was 22 and ready to start his life with a fiancé and a new job when the Army drafted him in May 1951. After six weeks of basic training, he and his wife, Patricia, married on his three-day leave before he left for Officers Candidate School. He was sent to Korea in February and was recognized with a Silver Star on Aug. 9, 1953, for bravery.

Today, he is a resident of St. Margret Hall, with Hospice of Cincinnati managing his care since September. Since then, he has put on some weight and his eating has improved. "I've been a Hospice of Cincinnati fan for a long time," Patricia says.

### Marian Schroer: Pioneering women in the military

Marian Schroer felt extremely proud to be honored at Hospice of Cincinnati's Westover Retirement Center Virtual Honor Flight, particularly because she was the only woman veteran in attendance. "It was such a wonderful day," remembers her son-in-law, John Kubran, who traveled from Georgia to accompany Schroer to the event. "When they marched us down the street with all those people cheering for my mother-in-law and the other vets, it brought tears to my eyes."

The 93-year-old joined the Marines in 1951 after her fiancé, Charlie, died in the Korean War. "I felt like I should go and take

his place," she explains. Schroer was stationed in Washington, D.C., working as a keypunch operator.

After the Korean War, she married a fellow marine and raised two children. In addition to her family, Hospice of Cincinnati volunteer Albert Schneider visits her at least once a week at Westover. "I've never seen her as excited as she was at the honor flight," Schneider says with a smile.



*Marian Schroer was proud to be honored as a woman in the military at Hospice of Cincinnati's Virtual Honor Flight event, especially when teen volunteer Becca Rye told her she was an inspiration to her.*

Editor's note: We are saddened to share that both Donald Plogmann and Marian Schroer passed away in our care shortly after the Virtual Honor Flight events. We are so grateful we were able to provide this special experience to Donald, Marian and their families.

Hospice of Cincinnati is a proud partner of *We Honor Veterans*, a program of the National Hospice and Palliative Care Organization in collaboration with the Department of Veteran Affairs focusing on the unique end-of-life needs of our veterans.

If you are a veteran or have a loved one who is a veteran, call Hospice of Cincinnati at 513-891-7700 or visit [HospiceOfCincinnati.org/we\\_honor\\_veterans.shtml](https://www.HospiceOfCincinnati.org/we_honor_veterans.shtml).



Hospice of Cincinnati West Inpatient Care Center staff marched in the 60th annual Harvest Home parade in Cheviot in September. (Left to right) Janet Montgomery, Chief Marketing Officer, carries the 40th Anniversary banner; Melissa Hagen, RN, carries the I'm Grateful For You sign; Joyce Waller, RN, carries the 40th Anniversary banner; and Vicki Ballard, RN, carries the Things You Shouldn't Wait To Say banner

The Goldstein Family Hospice of Cincinnati and Fernside Grief Center is the first comprehensive bereavement center in Greater Cincinnati focusing on both adult and children's grief. Services are free and available to all. For more information about our programs and how to register, please call Hospice of Cincinnati at 513-891-7700, Fernside at 513-246-9140 or visit [HospiceOfCincinnati.org/grief\\_support.shtml](https://www.HospiceOfCincinnati.org/grief_support.shtml).

The Goldstein Family  
Hospice of Cincinnati and Fernside  
**Grief Center**

Hospice of Cincinnati  
Fernside  
Promoting Healing for Life After Loss



# GIVING WAYS

## Law firm helps make “more” possible

“Making a decision to support Hospice of Cincinnati is extremely easy,” says Mike Foley, Managing Partner, Rendigs, Fry, Kiely & Dennis, LLP. “Because what they do is so important.”

The law firm has supported Hospice of Cincinnati for nearly 25 years by sponsoring its top fundraising events:

Gourmet Melodies, Hike for Hospice/TriHealth 5k Run and programs at Fernside, an affiliate of Hospice of Cincinnati serving grieving children and families.

Foley explains that a great number of attorneys in his firm report having very positive experiences with Hospice of Cincinnati. Will Fry, Partner, is among them. Hospice of Cincinnati provided home care to his father last year.

“I am so thankful for the support I received from the Hospice of Cincinnati team,” Fry says. “This was my first experience having a close family member die. It was comforting having them to help us through it.”

Fry is also president of the Rendigs Foundation, started by August and Helen Rendigs in the early 1980s in memory of their son. The Rendigs Foundation also has made gifts to Hospice of Cincinnati.

“Through the support of corporate partners like Rendigs, Fry, Kiely & Dennis, we are able to bring our community and donors together for fellowship and celebration. Proceeds from our fundrais-

ing events ensure Hospice of Cincinnati can continue to offer patients and families services like grief support, holistic care and access to four regional inpatient care centers,” says Ashlie Lyons, Bethesda Foundation Community Engagement Officer. “Businesses who are part of our Corporate Partnership Plan receive special recognition benefits in our community.”

If you are interested in partnering with Hospice of Cincinnati or Fernside, please contact Ashlie Lyons at [Ashlie.Lyons@TriHealth.com](mailto:Ashlie.Lyons@TriHealth.com) or 513-865-1615.



**Thanks for making a difference!**

Gifts made in memory or in honor of loved ones help provide experienced and compassionate care to thousands of patients and families at Hospice of Cincinnati each year. Please visit [HospiceOfCincinnati.org](http://HospiceOfCincinnati.org) to learn more about the impact of your donation and to view a complete listing of tribute gifts.



## Community supports hikes in Blue Ash, Hamilton

More than 1,000 supporters participated in this year’s Hike for Hospice events held Sept. 9 at Summit Park in Blue Ash and Sept. 23 at Hospice of Hamilton. Participants helped net approximately \$80,000 while remembering loved ones by walking or running in their memory.

New this year was the Fernside Fun Run for kids, joining the TriHealth 5K Run at Summit Park. Local 12 News reporter Liz Bonis was the emcee at Summit Park, while William Krall, MD, emceed the activities at Hospice of Hamilton. Thanks to our sponsors for providing refreshments at both finish lines and to presenting sponsor Therapy Support Inc.

Proceeds from these events help Hospice of Cincinnati and Hospice of Hamilton create the best possible, most meaningful end-of-life experience for all who need care and support in our community.



(Left to right) Alicia Banks, Gretta Banks, Mary Kroeger and Rita McCauslin give Bentley's tired legs a rest after walking in the Hike for Hospice of Cincinnati at Summit Park.

### SAVE THE DATES!

#### Hike for Hospice of Hamilton

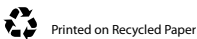
Saturday, Sept. 22, 2018  
Hospice of Hamilton  
Inpatient Care Center

#### Hike for Hospice of Cincinnati and TriHealth 5K Run

Saturday, Sept. 8, 2018  
Summit Park in Blue Ash

For information about next year's Hikes, please contact Tammy Rasey at 513-865-1621 or [Tamara.Rasey@TriHealth.com](mailto:Tamara.Rasey@TriHealth.com)

Hospice of Cincinnati is  
sponsored by Bethesda Inc.  
in collaboration with  
TriHealth and Mercy Health.



## Supporting students and staff through crises

When a student or staff member from an area school dies, the effect on the student body can be overwhelming. Fernside's Crisis Response Program emphasizes educating and supporting administrators, teachers and staff as well as students before or after the loss.

“Our focus is on providing support to staff through crisis consultation,” explains Liz Spanel, MSW, LSW, Program Coordinator. “It is extremely important to maintain the relationship between the student and the school staff.”

Shelli D’Orazio, a counselor at Spaulding Elementary School, contacted Fernside for support last fall after the sudden death of a student. She could see a small group of students were having an especially hard time dealing with the loss. “Their teachers noticed they were having a difficult time focusing during class,” D’Orazio says.

Fernside can facilitate small onsite grief groups, allowing students to share their



*Fernside facilitators use expressive art—like this clay pot activity—to help children express their feelings.*

experiences and process their loss. “We talk about coping skills and reactions, and we use expressive art activities to help them express their feelings,” Spanel says. After the four-week series at Spaulding Elementary, D’Orazio says she could see relief in each student's eyes. “They realized that everything was going to be all right.”

For more information on Fernside's crisis support and other programs, call 513-246-9140 or visit [Fernside.org](http://Fernside.org).

## Fernside Classic: Don't miss it!

**May 18, 2018**  
Cooper Creek Event  
Center, Blue Ash

**May 21, 2018**  
Shaker Run Golf Club

For more information,  
contact Tammy Rasey  
at [Tamara\\_Rasey@  
TriHealth.com](mailto:Tamara_Rasey@TriHealth.com) or  
513-865-1621.

All proceeds benefit  
Hospice of Cincinnati's  
affiliate Fernside: A  
Center for Grieving  
Children.