



Hospice of Cincinnati

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THE NATION'S **FOURTH** OLDEST HOSPICE • **FALL 2016**

Veteran makes trip of a lifetime

Michael Williams has traveled the world—Japan, India, South Africa, Guatemala, Canada, Alaska, Hawaii and more. But a recent day trip to Washington, D.C., holds special significance for this Air Force veteran and Hospice of Cincinnati patient.

On Aug. 30, Williams took an Honor Flight from Greater Cincinnati airport with 71 other veterans over age 65 and their guardians. A non-profit group sponsored their visit to military sites in the nation's capital.

"It was fabulous," says the 71-year-old, who once had top security clearance and intercepted non-Morse-code messages during his service from 1965-68. "I was basically a spy," he adds.

Hospice of Cincinnati Social Worker Sam Meyer, MSW, LISW-S, encouraged Williams to pursue the opportunity, assisting him with the application for the Honor Flight. His nurse helped ensure his comfort and safety for the 18-hour day by providing him with a portable oxygen concentrator for the flight.

The day began with a parade of people on hand in D.C. to greet the veterans. Bagpipes played as the veterans arrived home, lending an air of importance to the day.

Other highlights included seeing a female Sergeant at Arms for the changing of the guard at Arlington National Cemetery and visiting the newly opened Air Force Museum. But most touching for Williams was a small Cub Scout who saluted him when he stepped off the plane at the end of the day. Williams smartly saluted back.

The Honor Flight Network flies nearly 21,000 veterans a year to Washington, D.C., and about that many are on wait lists. Veterans with terminal illness are given high priority.

Williams was diagnosed with small cell lung cancer in 2014 and, with the counsel of his doctor, decided not to pursue surgery or chemotherapy. In early 2016, he contracted pneumonia and received radiation treatment to shrink the infection. He entered Hospice of Cincinnati home care in March and moved in with

his daughter Tricia and her family. He and his children had agreed that his wife of nearly 50 years, Lorraine, was too fragile for the task of taking care of him.

In a devastating turn of events, his wife became seriously ill just weeks later and died suddenly on March 29, a few days before her 70th birthday. His voice wobbles and his blue eyes fill with tears as he says, "The best thing that ever happened to me was..." Unable to continue speaking, he points to a photo of his wife on display in his daughter's home.

While his six children and 18 grandchildren were there to comfort him through the overwhelming grief, he also appreciates knowing Hospice of Cincinnati offers grief support for him and

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As a reward for his four years of Air Force service, Michael Williams recently took an Honor Flight with other veterans to Washington, D.C. Williams proudly holds his Air Force flag and wears the T-shirt he received for the day-long event.

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Helping tough conversations surface

Facebook comments, TV coverage and a new mobile app. Hospice of Cincinnati's innovative Conversations of a Lifetime™ initiative has generated quite the buzz in three short years. From a sign campaign with thought-provoking messages to special events reaching varied audiences, the initiative is helping build a more conversation-ready community regarding end-of-life issues. See pages 4 and 5 for recent progress.



Message from the CEO



Since our beginning in 1977, Hospice of Cincinnati has never wavered from its deeply-rooted commitment to provide the highest quality end-of-life care to our community. This commitment breathes life into our mission. It fuels our passion to create the best possible and most meaningful end-of-life experience for all who need care and support in our community.

When it comes to helping create meaningful experiences for our patients, we show our commitment by being sensitive to each patient's unique background. In addition to providing excellent, compassionate comfort care, sometimes we recognize opportunities to do a little more, as was the case with Michael Williams. (See page 1.)

Our community outreach activities are helping more and more families better understand the types of meaningful experiences we help create, especially when families engage in early conversations about the end of life. We've deepened relationships with our community through our Conversations of a Lifetime initiative. A little more than three years old, we're just getting started in our commitment to build a more conversation-ready community regarding end-of-life communication. (See pages 4 and 5.)

Another program that continues to expand commitment to our community is Fernside. Celebrating 30 years in 2016, Fernside nurtures children and families who have experienced loss, helping them learn how to cope. Fernside also partners with community organizations to fulfill its mission, reaching more and more people each year. (See page 8.)

Commitment also can be seen in the dedication of our volunteers and supporters. See page 3 to read about a donor-supported bird oasis at our Blue Ash Inpatient Care Center. On page 7, see highlights honoring volunteers who make a difference every day through their commitment.

As we continue in our mission, our commitment only grows stronger. It opens our eyes to each new opportunity, and to each unique patient and family relationship. We embrace our commitment. It's what inspires Hospice of Cincinnati to serve so many in our community in unique and powerful ways.

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.

DID YOU KNOW...



Our community supports Hospice of Cincinnati in many ways. As the oldest non-profit hospice serving the Greater Cincinnati area, Hospice of Cincinnati depends on charitable donations to continue providing high quality, personalized end-of-life care. We invite you to consider helping in one or more of the following ways:

- Make a donation in honor of a physician, nurse or staff member who made a difference to you, your family or your loved one, and share a brief note of thanks.
- Make a gift in honor or memory of your loved one.
- Designate Hospice of Cincinnati as the recipient of memorial donations as part of funeral arrangements.
- Designate Hospice of Cincinnati in the Kroger Community Rewards program.
- Include Hospice of Cincinnati in your will and long-term financial planning.
- Join our team of volunteers by calling 513-246-9168.

For more information on ways to support Hospice of Cincinnati, please contact Laura Kumler, Development Officer, at 513-246-9230 or Laura.Kumler@TriHealth.com.

Blue Ash becomes home to Loveland sweetheart

Mary Stiver was a wife, mother, grandmother and teacher. But to most people, she was the sweetest person they had ever met. She always thought about others above her own needs. Mary showed such immense love for others and her hometown that she was selected as a Loveland Valentine Lady in 2001. Her son, Scott, notes, “She was everyone’s friend.”



Mary Stiver is pictured at a Loveland Valentine Lady breakfast. A classically trained singer, she enjoyed singing “I’d love to live in Loveland” at the event each year.

Upon her passing in June, countless Facebook friends commented on how Mary always saw the best in people and in life. When Hospice of Cincinnati took over her care, Mary continued her positive outlook. She appreciated the smallest tokens of caring with grace and gratitude. Her appreciation for the compassionate end-of-life care she received at the Margret J. Thomas Inpatient Care Center in Blue Ash was boundless. “If I can’t be at home, this is the second best thing,” she said during her stay.

Mary was able to stay at home with help from Hospice of Cincinnati’s home care team until she moved to the inpatient center. She described her experience, noting, “Beauty is everywhere here. Volunteers bring fresh flowers to my room once a week, and I can watch the birds at the feeders outside my window.”

She loved visits from her granddaughter, Eliza, who enjoyed exploring the center’s playground. Mary summed up her feelings about Hospice of Cincinnati: “Illness brings sadness, but the people here bring a lot of joy.”

Donor feeds birds, lifts souls

A gift from a grandmother, a chance visit and a passionate bird enthusiast—all combined to bring patients at the Margret J. Thomas Inpatient Care Center in Blue Ash a revitalized bird oasis in May. Brett Gilmore, owner and operator of Wild Birds Unlimited in Montgomery, donated modular pole systems and new bird feeders to replace the hodgepodge of feeders, some of which were nearly 30 years old.

The new feeders accommodate compact seed cakes that last longer, keeping the winged wilderness in constant view for patients. He donated 45 units in all.

Gilmore has been drawn to birds for as long as he can remember. But it was a gift from his grandmother when he was around 25 that planted the seed for his current career. It was a bird feeder. “I hung it out and was instantly amazed,” he recalls.

The chance visit came about in March 2012 when Hospice of Cincinnati Manager for Volunteer Services Jo Ann Ropp dropped by Gilmore’s store in search of a new bird feed supplier. Since then, Gilmore has made weekly visits to the Center. At first it was to deliver the bird seed. Soon, he volunteered by also filling the feeders.

“Lots of family members come out and thank me,” he acknowledges. “Some knock on their window and smile.” Every patient room features a huge window for viewing sparrows, goldfinches and more as they sing, swoop, peck and perch to the delight of patients.

Wanting to do more, Gilmore became a Hike for Hospice sponsor in 2013. He also accumulated and refurbished enough of his customers’ donated bird feeders to replace a majority of the Center’s aging feeders. He was recognized by Hospice in spring 2014 with a DAISY award. But it’s his recent donation that satisfies him the most.

“I wanted to make it better,” he recalls. “There’s a lot of beginning-of-life charities. End of life is not so pretty, but it’s something we all have to go through. ... There’s serious stuff happening on the other side of the window. I hope this brings patients some joy.”



Brett Gilmore invites more chirping visitors to the Margret J. Thomas Inpatient Care Center in Blue Ash through his donation of new bird feeders. Gilmore owns and operates Wild Birds Unlimited in Montgomery.

Encouraging meaningful Conversations of a Lifetime™ completes



ConversationsOfaLifetime.org

Hospice of Cincinnati's leading-edge community outreach initiative, *Conversations of a Lifetime*, recently completed a three-year, \$2.3 million grant project funded by Bethesda Inc. and Catholic Health Initiatives. The grant boosted *Conversations of a Lifetime's* innovative programs, campaigns and technology, all of which aim to encourage earlier conversations about goals and preferences for end-of-life care between providers, patients and their families

Sign campaign unleashes power of words

Phase two of the grassroots community engagement campaign, *Things You Shouldn't Wait to Say*, wrapped up in late June. The community's response to the sign campaign's first wave last year was so positive that organizers expanded the reach in 2016 to include Butler County in addition to Hamilton County.

For four weeks, ambassadors held signs at 20 busy street corners and intersections during morning and evening rush hours. Every Monday started with the *Things You Shouldn't Wait to Say* sign, followed by a different heart-felt message each day like "That smile looks great on you" ... "Think about someone you love" ... "Be Silly. Be Honest. Be Kind." The campaign goal was to encourage people to take the first step toward discussing important life issues by simply telling others how much they mean to them.

"Talking about the end of life can be uncomfortable, especially for the young and healthy," explains Barbara Rose, MPH, RN, Project Administrator. "We're trying to meet people where they are and with a unique approach that's positive and upbeat. We hope these simple affirmations become a stepping stone for addressing deeper issues, like how you want to live your final days when that time comes."

The campaign generated media attention, including a segment on Channel 12/Star 64 News "Good Morning Cincinnati," an article in the Hamilton Journal News

and a Cincinnati Enquirer guest column submitted by brand ambassador Nathan Garbig. West Chester Township engaged its community by posting on its social media outlets.

Ambassadors were amazed by the public's response. The following examples provide a glimpse into the campaign's impact.



A woman with a huge smile walked up to a sign holder and said: "I saw your sign and thought it was the most brilliant and positive thing I've seen all week. I wanted to give you something." She handed the ambassador a silk flower attached to a handwritten note that said, "You shine like a spotlight."



Upon seeing an "I can't imagine life without you" sign, a woman stopped and told the ambassador: "This morning, my daughter and I were arguing while driving past you. I saw your sign, and immediately, we decompressed. 'Let's start over,' I said."



One passerby shared: "My son asked me what you were doing. I told him, 'He's changing the world... one sign at a time.' So thank you for changing my world."

conversations

grant, continues impact

TED Talk alum headlines community event



BJ Miller, MD, event speaker and former director of Zen Hospice Project, and Barbara Rose, MPH, RN, Project Administrator for Conversations of a Lifetime, team up for COL's community event.

BJ Miller, MD, a palliative care physician and former director of Zen Hospice Project in San Francisco, was the featured speaker Sept. 7 at a Conversations of a Lifetime (COL) event held at the Transept at Washington Park. More than 100 physicians, nurses, social workers, chaplains and other health care professionals attended to celebrate COL's success and impact on our community over the past three and a half years.

Dr. Miller's 2015 TED Talk, "What Matters Most at the End of Life," is a reflection of his vision to make palliative care available to all. With more than 4.2 million views, his talk ranked among the top TED videos of 2015. Dr. Miller shared his perspectives with guests on end-of-life conversations and the value of palliative care. Acknowledging providers' challenges surrounding the topic, he noted, "Our role isn't

to make fear go away. But, we can create a safe space where fear is freely accepted. Free from guilt and shame."

The event wrapped up with Dr. Miller engaging the audience in a collective discussion to keep the COL momentum going, focusing on ways to continue improving how we talk about end of life in our community.

New app guides conversations

Physicians, nurses, nurse practitioners, social workers and other providers who care for patients with serious illnesses have a new tool for guiding families through difficult end-of-life conversations. Hospice of Cincinnati recently collaborated with VitalTalk® to develop the Conversations of a Lifetime app, which provides practical, actionable tips to help prepare for conversations with a patient or family member.

The app features 15 categories and is set up much like a deck of cards. Each category has a series of cards with roadmaps for difficult conversations, sample phrases and links to videos and peer reviewed articles. This free app is available for download in iTunes and the Google Play Store.



The new Conversations of a Lifetime app helps guide health care providers in end-of-life conversations.

Keep the conversation going

Help Hospice of Cincinnati continue to provide programs like Conversations of a Lifetime by making a gift. Contact Laura Kumler, Development Officer, at 513-246-9230 or Laura.Kumler@TriHealth.com.

Veteran

(continued from page 1)

his family should they need it. In addition to the years he spent with his wife, Williams considers his children and grandchildren to be his greatest blessings. He savors the time he spends with them and appreciates the security of having Hospice of Cincinnati staff on call.

"They are there any time you need them," he says. "If you have a problem with something, they get it resolved quickly."

Tricia echoes her satisfaction with the staff's availability. "We had a couple of scares, and the nurse came right out. If I text the nurse on the weekend, she gets right back to me."

Williams values the freedom to relax in his chair and drink a beer as he watches his favorite shows. He also likes to sit on the front porch and watch the hummingbirds, yellow finches and an occasional cardinal (his late wife's favorite).

Content in his surroundings, he offers this wisdom: "Live each day the way you want to live. Don't worry about tomorrow."

Where's the donor list?

Looking for the list of tribute gifts? To save both money and trees, Hospice of Cincinnati has



moved its list of tribute gifts—now numbering more than 3,000 a year—to our website. Please visit HospiceOfCincinnati.org/donorlist to thank the many who have donated to Hospice of Cincinnati. The list will be updated and archived for viewing every six months.

Giving Ways

Gifts of stock yield win-win

It's that time of year when our minds shift to holiday planning and giving. If charitable giving to Hospice of Cincinnati is on your list this year, you might look no further than your stock portfolio.

The end of year is a good time to review one's charitable contributions. Tax planning is a year-round process, but year-end is your last opportunity to reduce income taxes. A gift of stock that you've held for more than one year will allow you to claim a tax deduction on the full fair-market value of the stock and avoid any tax on the appreciation.

Let's say you purchased stock years ago for \$2,000, and today it is worth \$10,000. If you sell the \$10,000 stock, you will pay capital gains tax on the \$8,000 gain in value. However, if you donate the \$10,000 stock to Hospice of Cincinnati, capital gains taxes on the stock are avoided. (See table below.)

As you evaluate your 2016 tax position, a gift of stock can benefit you while also supporting Hospice of Cincinnati's mission to create the best possible and most meaningful end-of-life experience for all who need care and support in our community.

There are many ways to make charitable contributions to Hospice of Cincinnati. Of course, an outright gift by personal check is the easiest way to donate. Regardless of your method of support, Hospice of Cincinnati is extremely grateful for your gift!

The following table illustrates the added federal tax savings a donor to Hospice of Cincinnati can realize by a gift of stock worth \$10,000 that was purchased for \$2,000 several years ago.

Scenarios	Donate Appreciated Stock to Charity	Gift of Cash to Charity	Sell Stock & Donate Cash to Charity
Value of gift	\$10,000	\$10,000	\$10,000
Ordinary Income Tax Savings (assumes 28% tax bracket)	\$ 2,800	\$ 2,800	\$ 2,800
Capital Gains tax: (assumes 15% x \$8,000)	\$ 1,200 avoided	N/A	\$ 1,200 paid
Net Tax Savings	\$ 4,000	\$ 2,800	\$ 1,600

The information in this publication is not intended as legal or financial advice. Please contact your attorney or financial advisor for professional advice.

Anderson Pavilion provides new view for Gourmet Melodies

More than 600 donors, sponsors and volunteers enjoyed this year's Gourmet Melodies Aug. 13, filled with delectable goodies by the bite, special wines and craft beers. Accompanied by some of Cincinnati's best musical groups, the event raised more than \$80,000 for Hospice of Cincinnati. Anderson Pavilion offered breathtaking views of the Cincinnati skyline for guests as they enjoyed spinning around on Carol Ann's Carousel or simply strolling through the venue. Many thanks to all of our Gourmet Melodies sponsors!



Kim and Ted Beach enjoy the riverfront scenes, including Carol Ann's Carousel.



Marvin Butts and Tabatha Anderson stop to pose for a keepsake photo.



**GOURMET
MELODIES**
A BENEFIT FOR HOSPICE OF CINCINNATI

Volunteers honored for direct patient care

Congratulations to the following direct support volunteers who were recognized at the annual Donna West Memorial Lunch.

Ginny Ingle *Central Team*

Ginny provides healing touch and spiritual support to patients at The Margret J. Thomas Inpatient Care Center. She shares, "There has never been a day that I haven't looked forward to serving our patients. It is such a privilege and very fulfilling to work with them and their families." Staff members appreciate Ginny's kind, gentle demeanor and willingness to help out wherever needed.



Ginny Ingle performs healing touch on Patricia Gaskin at the Margret J. Thomas Inpatient Care Center, helping her feel at peace physically and spiritually.

Teresa (Tessie) Neel *East Team*

Tessie's dear friend—who was a patient in Hospice of Cincinnati's home care program—asked Neel to consider volunteering. So Tessie began serving meals to patients at the East Inpatient Care Center in 2010 after her friend passed away. Staff comments include, "Tessie helps in any way we need" and "You won't find a more loving and giving person than Tessie Neel."



Tessie Neel serves meals at the East Inpatient Care Center every week, helping patients like Christina Glanz, who appreciate the assistance.

Uma Umanath *North Team*

Uma faithfully visits patients, whom he calls his friends, every week at several long-term care facilities. Staff members are often amazed at his ability to connect with patients, particularly those with memory issues. Hospice of Hamilton Chaplain John Spring notes, "He understands the importance of faith and religious tradition. He demonstrates the tenant he lives by: 'Hands that help are holier than lips that pray.'"



With helping hands and a generous spirit, Uma Umanath visits Hospice of Cincinnati patients at long-term care facilities, making friends along the way. (Photo for Uma Umanath not available)

LuAnn Jansen *West Team*

LuAnn serves meals to patients at the West Inpatient Care Center and is also a vigil volunteer, providing a calming presence at the bedside of actively dying patients. Staff comments include, "LuAnn brings a great deal of kindness and peace to our patients and families" and "LuAnn spreads hugs and kindness every time she's here." LuAnn also volunteers for the annual Harvest Home Parade and other hospice outreach events.



LuAnn Jansen brings a smile, a gentle touch and a kind word to Joanne Qualters and other patients at the West Inpatient Care Center.

Congratulations and many thanks to these volunteers as they celebrate service milestones with Hospice of Cincinnati. Their dedication and support is an integral part of our care team, providing each patient with personalized, high quality care.

5 Years

Lisa Adair
Jazz (Woof) Adair
Barbara Blanton
Karen Brauch
John Campolongo
Laura Cathcart
Linda Church
Gloria Creech
Rhonda Dobson
Lois Ganci
Annie Goettke
Judy Griffin
Molly Grogan
Sarah Hill
Becky Hillyer

Woody & Winky
(Woof) Hillyer

Molly Hiltz
Susan Hoffman
Judy Jackson
Catherine Lowe
Rosemary Mann
Barbara Martin
Rosemary Mayer
Sharron McNally
Mary Jo Mills
Amy Neuzil
Laura Nichols
Mary Jane Pagano
Cindy Powers
Ginni Reisenberg
Susan Reker
Kim Richards
Woody & Winky

(Woof) Richards
Joyce Rudowski
Jan Teets
Martha Vance
Prema

Venkateswaran
Kelly Vickers
Sharon Wilson
Peter Wood

10 Years

Richard Adams
Margie Black
Jennifer Coates
Martha Dornette
Betty Ann Frisz
Lisa Frye
Debbie Hayden
Beth Hoogland
David McIntire
Kathryn Pfirrmann
Mary Scholz
Susan Torbeck
Beth Wilson
Michael Wolf

15 Years

Usha Corattiyil
Judy Johnson
Kathy Kremer
Edythe Lord
Rosemary Meyer
Amy Peterson
Jean Strower
Margaret Wolfe

20 Years

Kay Coburn
Jim Bellew
Betty Zimmer

25 Years

Mary Austin
Dorothy Luebbers

30 Years

Patrick McHale

35 Years

Jean Lucas



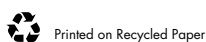
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The Goldstein Family Hospice of Cincinnati and Fernside Grief Center is the first comprehensive bereavement center in Greater Cincinnati focusing on both adult and children's grief. Services are free and available to all. For more information about our services 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.



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Fernside celebrates 30 years of impact

Thirty years ago, 28 people became some of the first in the nation to receive grief support services focused on the unique needs of children. That's when Fernside opened its doors as only the second center in the nation for grieving children, thanks to the pioneering work of Rachel and Paul Burrell. Since then, Fernside has grown to impact and serve more than 1,300 people a year—all free of charge.

With only six staff members, Fernside features three core programs—evening, school and camp. In addition, it offers crisis support services and special collaborations with community organizations serving special populations, such as children with emotional and behavioral challenges.

Executive Director Vicky Ott notes, "We do so much both in the numbers we're serving and the programs we're offering, and part of that is due to our incredible volunteers."



She also credits Fernside's affiliation with Hospice of Cincinnati in 2002 as pivotal in helping grow programs and reach more people. "We were able to implement a school program and open more satellites throughout the community," she explains. "We work hard to make sure no one in our community is falling through the cracks."

To learn more about Fernside's growth over the past 30 years, visit Fernside.org and scroll to the slider "Fernside: The First Thirty" to download the anniversary Report to the Community.

Fernside established as second center in the United States for grieving children



1986

Summer Camp Program begins



1989



School Program begins

2004

Special Collaborations Program begins

2006

1,324 people served by support groups; 230 volunteers (record year)



2015

28 people served; 10 volunteers

Tremendous growth in satellite support groups (Evening Program) through 2010.

Constantly expanding community outreach and education programs and partnerships



1986

Evening Program begins (support groups)

2002

Fernside becomes an affiliate of Hospice of Cincinnati



2005

Crisis Support Program begins (expanded services)

2011

Grief Center opens



2016

Fernside turns 30!

