



## **Home Hospice Care Campaign**

A Community Campaign to Build a Hospice Center



We envision a future where all people in southern Maine have access to high quality hospice care at the end of life, and the opportunity to die pain-free, with dignity, at home.

*"Our mom wanted to pass at home. I was very concerned about taking that on. But with the love of family and your amazing support, medical guidance, and Hospice of Southern Maine staff, it was achievable."*

– Karen Ross and Family  
Biddeford, Maine



Most of us, when asked how and where we want to die, answer simply “at home.” Since opening our doors in 2004, Hospice of Southern Maine (HSM) has made that possible for thousands of people in southern Maine. National research indicates that most Americans (80%) wish to die in their own home, as comfortable and pain-free as possible.<sup>1</sup> Hospice empowers people to have more time with family and friends, free of pain, to accomplish milestones that are part of life’s journey.

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As patients’ needs have changed over the years, becoming more complex and requiring more resources, HSM stepped forward to meet those needs. When an inpatient hospice facility in Cumberland and York counties was identified as an immediate need, HSM built the Gosnell Memorial Hospice House and the community was there to generously support it. Today, the demand for hospice care at home is one of the most pressing needs as Maine’s population ages. With more people completing their advance care plans, many are including their desire to remain as independent as possible, with support at home. **To address this critical need, HSM has launched the Hospice of Southern Maine Home Hospice Care Campaign to fund a new, 14,550 square foot Hospice Center in Scarborough, Maine.**

The new Hospice Center will be the central hub for supporting, mobilizing and dispatching HSM clinical teams that currently care for approximately 200 hospice patients every day. This number is slated to grow. The Board of Directors and Leadership began the quiet phase of the Campaign last year, with a goal to raise 75% in community support before breaking ground in June 2019. The Campaign is expected to close after the building reaches completion in the summer of 2020.

### **Hospice of Southern Maine’s Rich Tradition**

Fourteen years ago, Maine ranked 49<sup>th</sup> in the nation for hospice care, and only 9% of people who were eligible for hospice were using it.<sup>2</sup> A group of community leaders recognized the need for better access to hospice care, and launched an effort to form HSM to provide hospice care for patients at home. The need for inpatient care became apparent and the Gosnell Memorial Hospice House was built thereafter. Today – thanks to strong community support, a track record of exceptional care and community education – hospice utilization has increased to 57% and now Maine

<sup>1</sup> National Hospice & Palliative Care Organization (NHPCO)

<sup>2</sup> U.S. Medicare Hospice Utilization Report, 2003

ranks 25<sup>th</sup> in the nation.<sup>3</sup> Since 2004, HSM has cared for approximately 12,000 patients, while supporting their families and friends each step of the way.

HSM is fiscally sound with a \$15.6M operating budget, 160 staff, and a cadre of 150 volunteers. HSM's bereavement program provides grief support at no cost regardless of whether a person's loved one died in our care. Last year, 3,650 people sought bereavement services from HSM.

HSM's educational programs, conferences and outreach activities reach thousands of people annually. HSM has a broad base of community support to carry out our Mission. Individuals, businesses and foundations generously contribute over \$1M each year to help fund uncompensated patient care, bereavement counseling, volunteer recruitment and support, staff wellness, community education, and operating expenses that improve our ability to care for more patients and their families.

### **The Importance of Expanding HSM's Capacity to Serve Patients at Home**

According to the Medicare Payment Advisory Commission (MedPAC), Medicare enrollment is projected to increase by more than 50% over the next 15 years, from 54 million today to 80 million in 2030. This is a major factor impacting future healthcare delivery.

Over the next two and a half decades, people 65 and older will grow to comprise 22% of Maine's population.<sup>5</sup>

With Maine's growing census of older adults, the number of HSM's home patients has doubled in the past seven years (90 in 2010 to ~180 in 2017).<sup>4</sup> Over the next two decades, that growth trajectory will be even more dramatic, as more Mainers age and require medical care.<sup>5</sup>

With the majority of Americans wishing to die at home, more resources will be needed to coordinate their care. Maine must be prepared to meet this demand. HSM's Hospice Center will help support this need in southern Maine. Coordinating clinical and support programs together in one location will help manage this challenge. With services located together, we will strengthen our ability to care for more patients and provide a resource and support center for families.

### **Hospice of Southern Maine Future: A Hospice Center**

HSM is embarking on a new future. Together with our Board of Directors and Leadership we will launch the Hospice of Southern Maine's Home Hospice Care Campaign to build a Hospice Center in Scarborough. We foresee a welcoming environment that will focus on teaching, support and the coordination of quality patient care.

These programs will be part of the Hospice Center:

- **Home Hospice Care Teams**

The new Hospice Center will be uniquely designed so our home care clinical teams --- physicians, nurses, hospice aides, social workers, and chaplains -- can coordinate home

<sup>3</sup> U.S. Medicare Hospice Utilization Report, 2013

<sup>4</sup> Hospice of Southern Maine Data, 2017

<sup>5</sup> US Census Report, 2011

hospice care, order medications and equipment, make confidential phone calls, plan visits, consult with the Medical Director and clinical supervisors, and collaborate on care plans to support the growing number of patients receiving hospice care in their homes.

- **Clinical Access Department**

The Access Department is typically the first point of contact, and where the hospice referral and admission process begins. The Access staff responds to thousands of phone calls and online inquiries each year, speaking with individuals, family members, physicians, hospitals, nursing homes, assisted living facilities, and other referring sources. A dedicated area with privacy and proximity to clinical supervisors will improve communication and responsiveness so patients can be admitted swiftly. There will also be private and comfortable meeting space where walk-in patients and families can discuss care options with clinical staff. By giving families support, compassion, and the knowledge they need, we will be able to support families during each step of their hospice journey.

- **Family Bereavement Suite**

Helping families after a loss is an integral part of HSM's Mission. The family bereavement suite will be a peaceful space dedicated for individual and group support sessions, family meetings, and spiritual care.

- **Learning Suite & Simulation Lab**

Hospice must provide a consistent and predictable model of care. When people call HSM, they want to know they can count on excellent, patient-centered care time after time. The Hospice Center will host a learning suite that will help us develop and maintain a competent, confident workforce –well schooled in the HSM way of providing excellent hospice care. This is important to ensure the delivery of high-quality patient care and to support our work in recruiting and retaining the best and the brightest staff during an era of drastic healthcare provider shortage. Additionally, part of the hospice model of care is teaching families at the bedside to care for their loved ones. In addition to providing education at home, there will be care education offered for families in the Simulation Lab.

- **Community Room**

This large, community-facing space will hold 90+ people, and will be utilized for many purposes, including community education about hospice and end of life, HSM Board meetings, Interdisciplinary home care team (IDT) meetings, and special events throughout the year. We are excited to share this new space with those we serve, as well as businesses and others in the community.

- **Volunteer Management and Training**

Currently, 150 HSM volunteers support patients and families in a variety of settings. For patients at home, they provide a variety of services, including companionship, assisting with errands, and light household chores. HSM volunteers receive 30 hours of training, with additional CEUs required each year. The new Hospice Center will host a dedicated space for volunteer recruitment, training, and continuing education.

- **Support Services**

Every successful business relies upon a solid foundation of sound operational and fiscal management. The staff carrying out these fundamental support services are essential to delivering the highest quality patient care and to strengthening the sustainability of HSM's Mission.

## Who Benefits?

**Patients...** HSM knows, and research indicates, that when patients are admitted to hospice sooner in their illness, they often have better quality of life, and can live up to 25% longer. With earlier referral to a hospice program, patients may receive care that results in better management of symptoms, leading to stabilization of their condition and prolonged survival.<sup>6</sup> People with a terminal illness are eligible for hospice when their prognosis is six months or less. Patients may continue to receive care after the 6-month mark, and often do. HSM staffs often hear, "We wish we knew about hospice sooner."

**Families...** HSM frequently witnesses families and caregivers struggling to evaluate when hospice care is appropriate. HSM wishes to bring about a new day where patients and families find the comforting support they need to make important decisions.

**Caregivers ...** Most family caregivers want to spend the time with their loved ones. Teaching families how to care for their loved ones gives them confidence and the feeling, "I've got this!" The hospice model teaches families to care for their loved ones at their bedside. We recognize families may want to know more, the new Hospice Center will offer patients and families the most current and relevant end-of-life information.

**Maine Healthcare Providers...** Since HSM opened its doors, our expertise has become an educational training model for students at the University of New England, University of Southern Maine, and for Maine Medical Center's CNA program. HSM will be a leader in teaching end-of-life care for the next generation of Maine's healthcare professionals.

**Community...** The Hospice Center will be strategically located on Route 1 at the intersection of Lincoln Ave., in Scarborough. With quick and easy access to highways and major roadways, care teams can connect quickly to home patients throughout Cumberland and York Counties.

While HSM has made strides reaching more people through care and education, nearly 1,400 in southern Maine, who are eligible for hospice, still die each year without it.<sup>7</sup>

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<sup>6</sup> National Hospice & Palliative Care Organization (NHPCO), Massachusetts General Hospital study - 2007

### **What is the Timeline and Cost?**

In 2012, HSM received a \$1.5M gift from a generous donor to purchase land in Scarborough for the future site of the Hospice Center. In 2017, the Board of Directors approved funding for initial planning, and the Building Committee and Charter were established to develop a comprehensive plan to initiate, guide and oversee the project. Building design is now complete, and construction is scheduled to begin in the spring of 2019. The project is scheduled to be completed by the summer of 2020.

The total cost for the new Hospice Center is \$6.75M. HSM is dedicating significant funds of its own, and has received a \$2M lead gift from an anonymous donor to launch the Campaign. HSM invites the community to help us raise the remaining funds needed to complete the project.

### **How Can You Help?**

Please consider of a gift to HSM's Home Hospice Care Campaign. Gifts to the Campaign will be used for the design and construction of the new Hospice Center, and to offset fundraising costs associated with the Campaign. Fundraising costs will not exceed 5% of the total Campaign goal.

You may make a gift of cash, check, stock, and life insurance, or a pledge that may be paid over time. Thank you.

Together, let's create a community where people in southern Maine can live fully, with compassion, care and comfort through the end of life. Our Campaign Committee looks forward to discussing this transformational opportunity with you.

*Hospice of Southern Maine is where people in the community can find peace, and others gather the strength to move forward without their loved ones. It's where one can confront life's toughest challenge with courage and resolve. Let's celebrate a new day when hospice is viewed as part of living and each day a precious gift to spend more time with those we love.*

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<sup>7</sup> Hospice Analytics Executive Summary, based on 2011 Age-Adjusted Death Rates by States – Centers for Disease Control and Prevention