



Expansion of the Margaret Cullen Marshall Hospice Care Center Becomes Reality Ribbon Cutting in Spring 2014

The expansion of the Margaret Cullen Marshall Hospice Care Center became a reality in 2013 with the build out of the third floor. The groundbreaking ceremony was held at the end of April and construction on the third floor began in May. Forney Construction, the primary contractor of the project, completed the job in October. Patients began occupying the third floor at the end of October. Thanks to the philanthropic community and the employee's response to the capital campaign who made filling this need possible.



Renovations for the first and second floors are expected to be completed by Spring 2014. This completion along with the third floor build out will provide an additional 12 patient rooms at the Texas Medical Center facility. This allows Houston Hospice to be more effective in serving patients and families.

Other 2013 Accomplishments

As the year of 2013 comes to an end and a new year begins, it seems only fitting to share with the community and to remind ourselves of the strides made during 2013.



The Blanton Family



Employee Committee Members Butterfly Luncheon

- Staffing challenges met to keep up with hospice care demand
- Establishment of an employee-driven committee to provide feedback to management about employee recognition and advise them on other various matters and to communicate with their constituents
- A salute to our veterans at the Butterfly Luncheon featuring author Donovan Campbell of *Joker One: A Marine Platoon's Story of Courage, Leadership and Brotherhood*
- A milestone Spirit Award Dinner honoring Kelli and Eddy Blanton as the recipients of the Laura Lee Blanton Community Spirit Award at the 15th anniversary of the award
- A record-breaking contributions year closing out at over \$3.5 million

Newsletter

Making A Huge Difference in the Lives of So Many Families

June 16, 2013

This letter is regarding the care that my Father received from Houston Hospice this year. Words cannot express the deep gratitude we will forever have for the staff that we had during his illness. We learned in February of this year that he had Stage 4 lung cancer and that he had only about six months to live. We made the decision to bring him to Kingwood to live with us and hoped there might be a treatment option. Unfortunately, there was not and the cancer had progressed much farther than we realized. My Father made the decision that he did not want to seek any further treatment and that was when I contacted your organization. He had no medical insurance and had not been approved for disability at the time so there was a huge burden not only of how best to care for him but how we would handle all of the expense.

The first meeting we had was with Thomas Moore and he made sure that we understood all of our options and gave us time to discuss everything with no pressure to sign up unless we felt it was right for us. After speaking with him we all know our prayers had been answered and there was a great sense of relief. Our Father could be cared for in our home, without trips to doctors and with financial assistance since he had no income.



The RN assigned to us was Karen Hoover, who just like Thomas was great with my Father. She was so good at making him feel special and providing him with better care than we could have ever asked for. She was always a phone call away to help support us in whatever way we needed and I could not be more grateful for her care and guidance.

We also had the honor of getting to know Chaplain Jim Barclift who like Karen also holds a very special place in our hearts. Jim spent time with my Father and we know is the reason my Father accepted the

Lord. We made a call to Jim on the

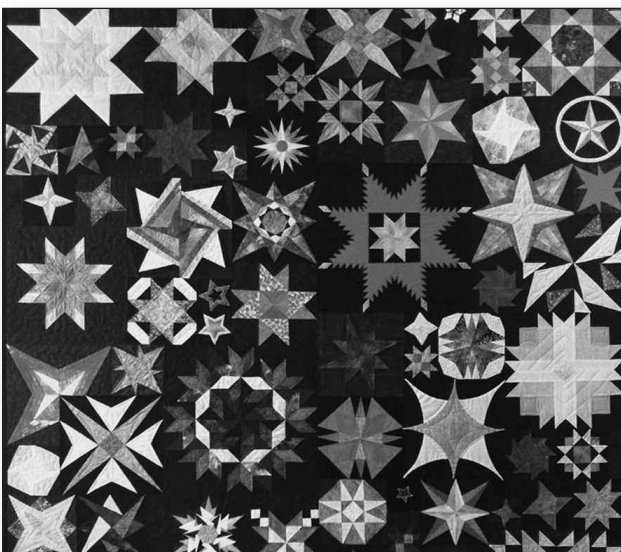
day we knew my Father would pass and he took time to come over and pray with us. His words could not have been more perfect and there was a great peace over all of us following his visit.

I am hopeful that by sending this letter all of your staff will know that although the work they do is difficult and demanding they are truly making a huge difference in the lives of so many families. Houston Hospice is a remarkable organization and we will be forever indebted to the special people there. We will make it a priority to insure that we continue to be advocates of Houston Hospice so that many more people can benefit from the services you provide.

Best Regards,

Patient's Daughter

Name A Star



QUILTS are "Masterpieces of the Heart." They help light the dark corners of history, providing a remembrance of their pride and passion. Since 2000, quilt volunteers have been creating an annual quilt to raise money for Houston Hospice. This Starry Starry Night is the last one to be created. Because the quilt is so close to our hearts, we are offering this one-time naming opportunity to purchase a unique star named in memory of or in honor of a loved one. The money received from the sale of the stars will go towards the capital campaign, helping us complete the Margaret Cullen Marshall Hospice Care Center expansion and the expansion of inpatient care in the outlying communities of our 10-county service area. Prices of the individual stars range from \$100 to \$750.

To purchase a star please contact Crystal Benavides at 713-677-7130 or via email at ibenavides@houstonhospice.org.

Forward Thinking for Houston Hospice Continues

The Houston Hospice Board of Directors and Management conducted a strategic planning process in 2013. The process was very effective with good discussion, and yielded clear direction as to our strategies and prioritization of work. This is a summary of the Strategic Plan.

Mission and Vision – The mission statement continues to hold true to our organization: Houston Hospice provides uncompromising, compassionate end-of-life care to patients and families in our community. The vision statement is: Houston Hospice will be the leader in its service area in 1) providing the best hospice experience, 2) achieving the highest level of quality and efficiency and 3) serving the most patients.

Key Strategies – The key strategies are: 1) Customer Service – best customer service as measured by Centers for Medicare and Medicaid Services (CMS) client driven data, 2) Quality – best quality as measured by CMS prescribed metrics, 3) Employee Partnership – best employee culture as measured by employee survey and employee retention data, 4) Operational Excellence – best operations as measured by income from patient care operations and overall bottom line (including contributions), 5) Growth – continued growth as measured by patient days and increased market share and 6) Community Outreach – community, professional and provider education measured by the number of speaking engagements, participants reached, documented collaborations and brand awareness.

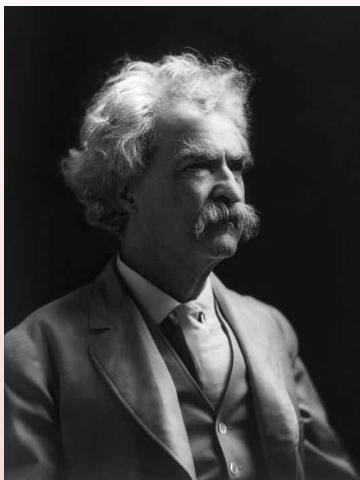
Outlying Community Inpatient Initiative – Under our growth strategy the existing initiative to establish the provision of Houston Hospice inpatient services remote to the Texas Medical Center was reaffirmed. This will be aggressively pursued.

Critical Areas of Focus – Over the next two to three years, it is critical to be successful in the following areas:

- Employee Partnership – Create an environment that attracts and retains the best and the brightest.
- Quality / Customer Service – be the area's performance leader in respect to the new CMS quality metrics and client survey.
- Community Outreach – tell our story to the community.

The year 2013 has been an exciting year and we look forward to building on the success of the Houston Hospice organization.

Mark Twain's Top 9 Tips for Living



You may know Mark Twain for some of his very popular books like *Adventures of Huckleberry Finn* and *The Adventures of Tom Sawyer*. He was a writer and also a humourist, satirist and lecturer.

Twain is known for his many – and often funny – quotes. Here are a few tips from him.

- 1. Approve of yourself.** “A man cannot be comfortable without his own approval.”
- 2. Your limitations may just be in your mind.** “Age is an issue of mind over matter. If you don't mind, it doesn't matter.”
- 3. Lighten up and have some fun.** “Humor is mankind's greatest blessing.”
“Against the assault of laughter nothing can stand.”
- 4. Let go of anger.** “Anger is an acid that can do more harm to the vessel in which it is stored than to anything on which it is poured.”
- 5. Release yourself from entitlement.** “Don't go around saying the world owes you a living. The world owes you nothing. It was here first.”
- 6. If you're taking a different path, prepare for reactions.** “A person with a new idea is a crank until the idea succeeds.”
- 7. Keep your focus steadily on what you want.** “Drag your thoughts away from your troubles...by the ears, by the heels, or any other way you can manage it.”
- 8. Don't focus so much on making yourself feel good.** “The best way to cheer yourself up is to try to cheer somebody else up.”
- 9. Do what you want to do.** “Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

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Houston Hospice is a member of the Texas Medical Center

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Mission Statement

Houston Hospice provides uncompromising, compassionate end-of-life care to patients and families in our community.

Through the efforts of specially trained and highly skilled interdisciplinary teams of health care professionals and volunteers, Houston Hospice patients and their families are guided through the process of illness, by receiving clinical care, psychosocial support, spiritual guidance and volunteer assistance.

Houston Hospice Earns Accreditation From The National Institute For Jewish Hospice

Houston Hospice has joined more than 60 hospices nationwide in becoming accredited with the National Institute for Jewish Hospice (NIJH).

The accreditation links Houston Hospice with NIJH, which provides staff training, insights on treating Jewish patients who are terminally ill, access to resources and education about Jewish custom and practice that may arise while caring for a hospice patient who is Jewish. Houston Hospice is now part of a database of accredited hospices that NIJH will refer patients, families and rabbis to when they seek the best care for the Jewish terminally ill.

The accreditation was earned after Houston Hospice's Dan Danford, Chaplain, and Sally Jacob, RN, BSN, attended the NIJH 28th Accreditation Conference in New Jersey.

NIJH serves as a resource and educational center for hospices, hospitals, family service, medical organizations and all health-care agencies, educating them to the issues and challenges of serving the Jewish terminally ill.

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