



Journey



2013 SPECIAL EDITION

A Publication of Hospice of the Western Reserve



35th Annual Meeting will

**Rock!
The!
House!**

Join us for a special milestone Annual Meeting on Thursday, August 8, 5:00 p.m., at the Global Center for Health Innovation (formerly Cleveland Medical Mart). Celebrity guests Michael Heaton, The Plain Dealer's "Minister of Culture;" Austin Carr, known by basketball fans as "Mr. Cavalier;" and guitarist Daryl Stuermer of Genesis, will speak to the foundation and strength of Northeast Ohio—culture, music, and sports, and will share their personal experiences about hospice. Stuermer will entertain with a special acoustic performance of his unique renditions of hits from Genesis.

Celebrate with us! Learn more about the agency's role as a hospice pacesetter in the U.S. Get a preview of the innovations we are planning and our vision for moving forward. Be one of the first to see Cleveland's new Global Center for Health Innovation. Admission and valet parking are free, but reservations are required. Visit hospicewr.org/celebrating35.

Sponsored by: OPOC.us, The Adcom Group, Inc., Hanson Services, GMS Group Management Services, and Key Bank.

Benefit Concert

**Electrifying way to support
Hospice of the Western Reserve!
August 9 at Beachland Ballroom**

Daryl Stuermer, lead guitarist of the super-group Genesis and the Phil Collins Band, has been touring the world to sold-out crowds since 1978, creating the signature guitar sound of Phil Collins mega hits, including "In the Air Tonight" and "Easy Lover." His band offers an exciting performance, combining Stuermer's unique style with the unforgettable hits of Genesis. An exclusive pre-show meet and greet cocktail hour with Stuermer is available.

For tickets, visit hospicewr.org/celebrating35.



Did you know?

Hospice of the Western Reserve is...

- ◆ the largest hospice provider in Ohio, and the fifth largest in the U.S., having served 7,212 patients in 2012.
- ◆ the third largest non-profit hospice provider in the U.S., providing services regardless of age, race, natural origin, disability, sexual orientation or ability to pay. In 2012, the agency provided more than \$3.3 million in unreimbursed services.
- ◆ a pioneer and advocate in the grassroots movement to remove barriers and bring quality palliative, end-of-life care into the healthcare continuum.
- ◆ respected for highly competent clinical directors who have met the stringent educational requirements to be Certified Hospice and Palliative Care providers.



Hospice of the Western Reserve was founded in 1978 as Cancer Family Service, Inc. At that time, staff only visited patients in their homes, until 1984, when a few rooms at Lake West Hospital were designated for hospice patients. Now, staff visits patients wherever they call home – whether private residences, hospitals, nursing homes, assisted living facilities, or one of the agency’s free-standing, in-patient facilities.



Charles V. Wellman, M.D. has been with the agency since 1983 in a variety of roles—team physician, volunteer medical director, board member, and currently as the chief medical officer, in which he oversees 14 full- and part-time physicians and the medical care of patients in the hospice and palliative care programs. Dr. Wellman was among the first to suggest the name change to “Hospice of the Western Reserve” in 1989, when the agency was expanding beyond Lake County.



After enduring the long illness and untimely death of a friend at the age of 32, **Elizabeth Pitorak** made it her mission to educate medical professionals about hospice and bereavement services. As director of the Hospice Institute, she brought a deeper understanding of death and dying to medical students across the country. Recently retired, Ms. Pitorak is now writing the history of the organization.



David Simpson served as CEO for 25 years. His influence in raising awareness of hospice services reached beyond Northern Ohio, bringing it to the forefront of healthcare discussions nationally. In 2011, the Board of Directors unanimously voted to rename Hospice House as David Simpson Hospice House in his honor.

The first Hospice House was built in 1995 with a vision that it be “a home away from home” for seriously ill people and their loved ones. The design provides as much privacy and as few barriers as possible.



The attached building, which was used for several years as the headquarters for Hospice of the Western Reserve, was the residence of the Marianist Brothers, administrators for St. Joseph High School. Today, it is home to the agency’s community-based Elisabeth Severance Prentiss Bereavement Center.



For decades, the adjacent St. Joseph Christian Life Center stood as a beacon of peace, prayer and reflection. In 2009, the agency purchased the property to preserve its legacy, extend the Vista Walk and maintain green space. To learn more about the history of the St. Joseph Christian Life Center property, visit hospicewr.org/clc.

Bricks, granite pavers, benches and trees may be donated as tributes to loved ones. Names and inscriptions are engraved and installed as a permanent part of the landscape. For information, visit hospicewr.org/gardens.



Like a warm embrace, **David Simpson Hospice House** and **Ames Family Hospice House** are surrounded by beautiful walking paths and gardens. The Vista Walk and gardens at David Simpson Hospice House have been a labor of love since volunteers donated the first plants. Now professionally designed and maintained, these signature gardens offer patients and visitors a peaceful respite, a place for comfort and to celebrate life.

Therapy dogs have a wonderful ability to provide unconditional love and comfort to people in need. Hospice of the Western Reserve's pet therapy program started with a dog named Sally. After she died, Sally was buried on the grounds of Hospice House near her favorite grassy spot to lie. A special marker pays tribute to her years of service.



Linus even has his own business cards!

Five years ago, Linus and Tallulah were welcomed into the pet therapy program at David Simpson Hospice House. Each dog was adopted by a nurse at David Simpson Hospice House and works regular shifts with handlers, bringing smiles to patients and visitors.

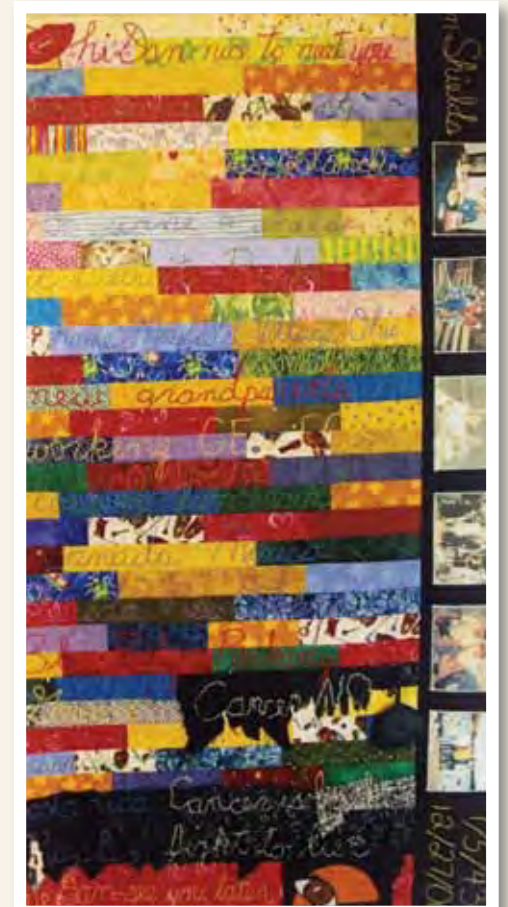


In 1998, The Bereavement Center of Hospice of the Western Reserve was founded. Major funding for the program came from the Elisabeth Severance Prentiss Foundation, and in 2007, it took the name, The Elisabeth Severance Prentiss Bereavement Center (ESPBC).



The ESPBC enriches the community by offering grief support to anyone who has experienced a loss due to death. The wide variety of options offered includes support groups, grief counseling, school programs and expressive therapies, such as Healing Arts workshops.

While the creative process is therapeutic in itself, it is even more powerful with a group of individuals who support one another. In a Healing Arts workshop, an art therapist gently and respectfully guides participants, creating a tangible, lasting tribute to loved ones. Joan, a participant in the Healing Arts program explains, "For me, self-expression through art has been a beneficial strategy for coping with the pain of grief."



Healing Arts workshops are supported by a generous grant from Cuyahoga Arts & Culture. Visit their website at cacgrants.org to view a video featuring some of the projects of the program. For more information, visit hospicewr.org/grief-loss.

LETTER FROM THE CEO



Sometimes the most traditional ideas are also the most radical.

Health care has become increasingly complex in the 35 years since Hospice of the Western Reserve was founded. Advances in disease prevention and treatment allow millions to live longer, healthier lives. However, there is a tremendous amount of uncertainty surrounding the costs and politics of health care.

You may wonder where hospice fits into a system focused on finding the next breakthrough treatment or miracle cure. Hospice care stems from a philosophy that everyone should have choices in how to live through the end of life. Most people prefer to be at home. They want to be free of pain but able to connect with those they love. They want to be surrounded by care and comfort, not equipment and frantic activity.

Hospice of the Western Reserve's specialty medical care is provided by physicians, nurse practitioners, advance practice nurses, nurses and nursing assistants who are certified in end-of-life care.

We deliver the most progressive hospice care in the region, using the most sophisticated combination of pharmaceutical, emotional, social, spiritual and medical therapies. At the

same time, we never lose our connection to the core beliefs of hospice—that the end of life is just as important as the beginning. That no one should die alone, afraid, or in pain. Caring for loved ones is just as vital as caring for patients because a serious illness affects the entire, extended family.

Anniversaries are times for celebration and reflection. Over 35 years, the Northern Ohio Region has grown into a health care giant, and Hospice of the Western Reserve has grown in stature alongside its peers. From our beginnings, as a pioneer of the hospice movement, we are now a nationally acclaimed advocate for innovation in end-of-life care.

Our specialized experience helps families through their most difficult challenges. And while we embrace new technology and partner with internationally renowned universities and hospitals to educate the next generation of health care professionals, we also celebrate what sets our medicine apart: our deep commitment to choice and quality in end-of-life care.

Serving this vibrant region for so many years is a privilege. Please join us for our Annual Meeting on August 8 in celebration of 35 years of community-supported hospice care. Thank you for being part of the Hospice of the Western Reserve family.

William E. Finn
Chief Executive Officer

A VISION BECOMES A REALITY

In 2004, The Cleveland Foundation supported an independent study to determine the feasibility of building a second residential hospice care facility. The study was uniformly positive, showing strong community support.

In the summer of 2012, the long-awaited dream became a reality when Hospice of the Western Reserve opened the doors to Ames Family Hospice House in Westlake, a 30,000-square-foot, Craftsman-style building tucked away on 30 wooded acres. The facility provides a "home away from home" for patients in western Cuyahoga and Lorain Counties requiring sophisticated care for complex illnesses, and offers tranquility and peace when it is most needed.

2013 BOARD OF DIRECTORS

CHAIR

James W. Rogerson

VICE CHAIRS

Stephen P. Kresnye

Peg Milbourn

TREASURER

Joseph G. Carson

SECRETARY

Laura K. Navin

Richard A. Barone

Rev. Neroy Carter

Alfred F. Connors, Jr., M.D.

Margit K. Daley

H. Clark Harvey, Jr.

Cynthia D. Hundorfean

Mary Ann Kocurko, CPA

Amelia V. Llerena, M.D.

Carol G. Manning

Wendy Rowehl Miano

Virginia Mlack Mooney

David J. Mordarski, LISW

Janice G. Murphy, FACHE

Mary L. Ogrinc

Elizabeth Ford Pitorak, MSN

Paula Ames Redman

Sarah P. Robertson

Richard T. Spotz, Jr.

William Springer, CPM

HONORARY MEMBERS

Sr. Mary Patricia Barrett, CSA

Duane E. Collins

William H. Goff

Martha Grabner

Marina B. Grant

James L. Hambrick

Constance Sallee

Kate Scovil

Rev. William Spangler

CHIEF EXECUTIVE OFFICER

William E. Finn



HOSPICE OF THE WESTERN RESERVE

Walk to Remember

At this year's Walk to Remember, scrapbooks will be available for walkers to attach pictures, poems and notes (*copies are suggested; photos cannot be returned*). These scrapbooks will be displayed at the agency's offices throughout the year.



Walk to Celebrate Life!

Whether you have known someone who received our services, or want to remember a special person, Walk to Remember is a wonderful way to celebrate life. Bring family and friends and join us for a fun-filled morning at the Cleveland Metroparks Zoo. Your registration (minimum \$20 in collected donations per walker) will provide you entrance to the Zoo and Rainforest, a complimentary pancake breakfast, prizes, entertainment and much more.

Sunday, September 15, 2013
Cleveland Metroparks Zoo

8:00 a.m. – registration and check-in
8:45 a.m. – kick-off at Welcome Plaza
9:30 a.m. – complimentary pancake breakfast
Noon – walk ends

SPONSORED BY



Register online at hospicewr.org/walk



WALK TO REMEMBER, FLY AWAY TO THE CARIBBEAN!

Win a one-week stay for up to four people in the Pilot House on the Caribbean island of Saba. The two-bedroom, two-bathroom home is situated in the Village of Windwardside. Saba is surrounded by crystal-clear water and boasts the best scuba diving and snorkeling in the world. A short stroll down Park Lane brings guests to vibrant night life in the heart of Saba. This prize package includes a \$1,000 travel voucher. Visit hospicewr.org/walk to purchase your chance to win!

Generously donated by Judith Bobel in memory of her husband, John.

THEN & NOW

(1978) (2013)

One full-time employee and three part-time employees.

Hospice of the Western Reserve has more than 900 employees, with over 3,000 collective years of hospice experience and a team of 2,000 trained volunteers.

No pharmacists on staff.

Two full-time pharmacists on staff, providing 24/7 coverage.

The office had one 1951 IBM Selectric typewriter. Patient records were hand written and stored in filing cabinets.

Today, more than 682 employees have laptops; everyone else has a PC. The agency is considered a healthcare pacesetter in Electronic Medical Record-keeping (EMR), implementing its first electronic system in 2001. Advancement in technology continues to be a key focus.

Served adults only.

One of the first hospices in the country to start a pediatric and perinatal care program.

Served Lake County exclusively.

Serves Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina, Portage and Summit Counties. Reach is even wider for specialized care.

Served cancer patients only.

Serves people with serious illnesses, and has extensive expertise in the areas of: AIDS/HIV, dementia, heart disease, cardiopulmonary, renal and geriatrics.

Part-time nurses and social workers were the only paid staff who worked directly with patients.

A transdisciplinary team works together to develop individualized plans of care for each patient and family.

The agency was still learning about the issues surrounding the science of death and dying.

As acknowledged experts in end-of-life care, the agency teaches other healthcare professionals. The Hospice Institute offers continuing education credit and non-credit classes and workshops, as well as college credit to medical and nursing students. Presentations about advance care planning, living and ethical wills and other important life issues are regularly presented free of charge to the community.

Society and the agency did not fully recognize how serving in combat can magnify end-of-life issues for Veterans.

The Peaceful & Proud program acknowledges the unique needs of seriously ill Veterans and their families; one of only a handful of hospice organizations statewide to achieve a four-star designation from We Honor Veterans, an initiative of the National Hospice & Palliative Care Organization. More information can be found at hospicewr.org/veterans.

COMMUNITY OPEN HOUSES

Learn more about hospice and palliative care, and why Hospice of the Western Reserve should be your companion when facing a serious illness, at a monthly open house at David Simpson Hospice House and/or Ames Family Hospice House. These events are free and open to the community.

Register online at hospicewr.org/openhouses

When you or a loved one receives a life-altering diagnosis, you may not know where to turn. It can be one of the most challenging experiences you face. But you don't have to face it alone. Whether you just got the news or have been dealing with a chronic illness, our caring professionals can help.

WAREHOUSE SALE

Do you enjoy organizing yard sales, have a retail background, or are you knowledgeable about antiques? Get involved with Hospice of the Western Reserve's inaugural warehouse sale.

September 20 & 21
9:00 a.m. – 2:00 p.m.

September 22
11:00 a.m. – 2:00 p.m.

Hospice of the Western Reserve Headquarters
17876 St. Clair Avenue, Cleveland, Ohio 44110

Donations needed!

Accepting quality gently used indoor and outdoor furniture, tableware, collectibles, framed artwork, holiday items and jewelry. To donate, contact Debbie Ludvik at 440.442.2621.

Volunteers needed!

Help plan, publicize, pick up, organize and price donated items, and assist the days of the sale. To volunteer, contact Marsha Pietrasz at 216.298.0249.



Non-profit Org.
U.S. Postage
PAID
Cleveland, OH
Permit No. 848

17876 St. Clair Avenue
Cleveland, OH 44110-2602

*Serving Ashtabula, Cuyahoga, Geauga,
Lake, Lorain and Summit Counties with
offices throughout, and outreach into
Medina and Portage Counties.*

Hospice Resale Shop in Lyndhurst

800.707.8922 | hospicewr.org

Go Green! If you would like your copy
of Journey emailed to you, please send
your email address to Nicole Carlone
at ncarlone@hospicewr.org.

Find us on:



OUR MISSION *Hospice of the Western Reserve provides palliative and end-of-life care, caregiver support, and bereavement services throughout Northern Ohio. In celebration of the individual worth of each life, we strive to relieve suffering, enhance comfort, promote quality of life, foster choice in end-of-life care, and support effective grieving.*

YEAR IN REVIEW

The agency's 2012 Annual Report, *Making a Difference*, can be viewed at hospicewr.org/annual-report-2012. A brief overview will be available at the Annual Meeting on August 8.

OPEN INVITATION TO THE HISTORY OF HOSPICE OF THE WESTERN RESERVE

A comprehensive timeline was installed on the wall of the End-of-Life Library in the Headquarters building, 17876 St. Clair Avenue, Cleveland. This timeline showcases the agency's past 35 years of service. Visitors are welcome – weekdays 8:00 a.m. – 4:30 p.m.

Hospice of the Western Reserve 35th Annual Meeting

Free and open to the public (Adults only; please RSVP)

Thursday, August 8, 2013

5:00 p.m. Cocktails | 5:40 p.m. Program | 6:20 p.m. Break
6:30 p.m. Acoustic set by Daryl Stuermer of Genesis

Be one of the first to explore the
Global Center for Health Innovation
(formerly known as the Cleveland Medical Mart)
1 St. Clair Avenue NE, Cleveland, OH 44114
Valet parking available.

**RSVP: 216.486.6645 or
hospicewr.org/celebrating35**

