2011 ANNUAL REPORT

Compassion, Care and Comfort Through End of Life
Dear Friends,

2011 was a year of growth and refinement for Hospice of Southern Maine. We ended our fiscal year in a positive financial position and with much gratitude for the hard work of our many volunteers and employees, and the generous support of our community members. It is this sustainability that is our strength, rooted as it is in the passion and commitment of our loyal friends in the support of our mission to provide “Compassion, Care, and Comfort Through End of Life.”

Our strategic planning initiative is an essential tool for improving all aspects of Hospice of Southern Maine. This planning process fosters the ability to make informed, strategic decisions and to measure our progress against our plan. Through a series of retreat-style gatherings, we brought together the Board of Directors and the Leadership Team to create a three-year strategic plan. Research on the internal and external factors influencing our industry was used to educate and guide us as we formulated the plan. Four strategic concepts form our framework: Patient Quality and Comfort, Organizational Excellence, Financial Sustainability & Growth, and Community Engagement & Education. These ideas are now at the center of the living strategic plan, which generated the following vision statement:

“As a leading provider of Hospice and Palliative Care, we are a role model and standard setter for end-of-life care. We are positively shifting societal attitudes concerning death and dying.”

This two-fold approach to our work is at the core of everything that we do. In addition to providing clinically excellent care in the moments that count at end of life, we work to spread an understanding of the care we provide and the role of hospice in everyone’s lives. As one family member commented, “Having my mother in hospice changed my life. I’m not afraid of dying anymore. I know that being comfortable is possible, and that dying can be peaceful. It became one of the most beautiful memories that our family has.” Our goal is to have this experience be the new norm.

It is impossible to express the appreciation that is deserved by all of our employees, volunteers, board members, corporation members, community supporters, contributors, investors and friends. Suffice it to say, that it takes each and every one of us to do what we do – it takes a team. Thank you all so very much.

With warmth and gratitude,

Arlene Wing
Chief Executive Officer

Dave Perkins
Chairman of the Board of Directors

Board of Directors

David Perkins, Esq., Chair
Perkins Olson PA

Miriam Leonard, Vice-Chair
Maine Medical Center

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Maine Senate

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HomeHealth VN of Southern Maine

Elaine Brady, RN
Community Representative

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Elizabeth McCandless, Esq.
McCandless LLC

Edward McGeechey
Southern Maine Medical Center

Lucy Perkins
Norway Savings Bank

Robert Schools
Hannaford

Ann Stockbridge
Community Representative

Arlene Wing, RN, MHSA
HSM Chief Executive Officer, Ex-Officio

Mark Wrona, M.D.
HSM Medical Director, Ex-Officio
At Hospice of Southern Maine, our mission is to provide compassion, care and comfort through end of life. We seek to neither prolong life nor hasten death, but to provide excellent care for patients with a life-limiting illness and support for their families and caregivers.

We serve residents of York and Cumberland counties, providing in-home care in personal residences and in assisted living and hospital settings. We also offer care through the Gosnell Memorial Hospice House, Maine’s premiere facility offering professional nursing and medical care for terminally ill patients whose pain and symptoms can no longer be managed at home. Our highly trained staff provides all the quality, compassionate care you’d expect of Hospice of Southern Maine. In all of our programs and settings, we strive to provide care emphasizing a respect for individuals’ wishes and the maintenance of dignity by helping to control pain, manage symptoms and provide emotional and spiritual support.

“Wonderful, experienced team made this very sad event doable. My dad wanted to die in his own home – the guidance and care was above and beyond – was always amazed at how quickly we got services after the referral. Everyone was kind and knowledgeable.”

– Deb Holden

“It takes a real special person to work in that field; every staff I interacted with were amazing – even down to Norm in the Gosnell kitchen dealing with me draining his coffee pots hourly. Thank you all so much. I’m not sure how our family would have navigated this difficult time without the care and support.”

– Jame Higgins

“Everyone who had contact with Mother was most kind, thoughtful and genuinely concerned about her well-being. And ours, too! It was an amazing thing to witness and to experience. The atmosphere at the Gosnell Hospice House was also wonderful. The many lovely sitting areas, the well-equipped room with big windows, even the flowers on the room numbers, no detail was overlooked. My younger brother especially enjoyed meeting your friendly chef and appreciated the twice-daily home-baked treats. It felt like home.”

– Ellen Amendolara
Revenue and Community Support

Contributions, bequests and grants  $468,253 (5%)
Net assets released from restriction  $230,721 (3%)
Other income  $74,044 (1%)
Investment Income  $24,996 (0%)
Medicare and insurance  $8,414,981 (91%)

TOTAL REVENUE AND SUPPORT  $9,212,995 – 100%

Operating Expenses

Program services  $6,788,840 (77%)
Fundraising  $218,456 (2%)
Administration and general  $1,810,478 (21%)

EXCESS OF REVENUE OVER EXPENSE  $395,221

“The quality of care and attention that my sister received from Hospice of Southern Maine exceeded my expectations. Calls were all returned very quickly, help was given when needed, and medication and supplies were received very quickly after the order was placed. I can’t say enough about the staff that worked with my sister and me. They were all excellent.”

– Linda de Jesus
Hospice of Southern Maine Celebrates at the 2011 Annual Meeting

Hospice of Southern Maine held its Annual Meeting of the Members of the Corporation on December 9, 2011 at the Portland Country Club in Falmouth. The event was well attended, with special guests including Bethany Beausang, Esq., Constituent Services Representative & Federal Grants Manager from Congresswoman Chellie Pingree’s office, and Chelsea McCaslin, Maine Staff Assistant to U.S. Senator Olympia J. Snowe. Newly elected Members of the Corporation were State Senator Barry Hobbins, Dr. David Giansiracusa, Co-Director of Palliative Care at Maine Medical Center, and Andrea Otis-Higgins, Administrator of St. André Health Care.

Recognition and Awards

Mr. Al Swallow, Patient Financial Services Director at Maine Medical Center, was recognized for his eight years of outstanding service and dedication to the mission of Hospice of Southern Maine. Mr. Swallow has been a key working member in the growing HSM from a fledgling organization to a full hospice service. His words of guidance and wise counsel have proved invaluable to Hospice of Southern Maine’s finance department over the years.

This year’s Pope Leadership Award was presented to Kandyce Powell, RN, MSN, Executive Director of the Maine Hospice Council and Center for End-of-Life Care. Ms. Powell began hospice work in the 1970’s and has continued through the years. She is now the leader of the Maine Hospice Council. Ms. Powell’s statement referred to the mission of hospice, “…to help others overcome fear of death and dying. …peace is the ability to have serenity in your soul regardless of what is going on and still be available to other people.” She also congratulated HSM on the growth of the organization and encouraged the community to take this mission forward in the advocacy of end-of-life care.

A Beautiful Testimony

Celeste Shinay, a Hospice of Southern Maine volunteer and family member of a patient of hospice, ended the meeting with a heartwarming tribute. She spoke of the importance of maintaining dignity of life in all decades of life and about how vital it is to make the last days and weeks very meaningful. She related the story of her mother’s stay at Gosnell Memorial Hospice House. It was a great comfort for Ms. Shinay to be able to relinquish the role of primary caregiver to that of simply being a daughter. She talked of the compassion of the hospice staff and volunteers in their role as caregivers. The power of touch was exemplified when, as Celeste’s mother experience belabored breathing, her volunteer began to soothingly massage her entire body. Celeste could see her mother visibly relax, her breathing significantly eased. Just a few minutes later, her mother passed away peacefully. The gentle touch of a caring person helped Celeste’s mother in her greatest time of need.
Highlights of 2011

Outreach Conference

HSM receives a check from Bangor Savings Bank at a Portland Pirates game

Twilight in the Park

2011 Statistics at a Glance

Patients Served 1,194
Home Nursing Visits 9,819
Home Social Work Visits 2,118
Home Chaplain Visits 832
Home Aide Visits 9,289
Total Patient Days 39,714
Average Daily Census 109
Growth in Days of Care 7%

VOLUNTEERS
Number of Volunteers 160
Miles Driven 54,010

STAFF
Number of Employees 111
Miles Driven 394,770
Highlights of 2011

Prom with a Purpose

“All of the people [at The Gosnell Hospice House] were wonderful and compassionate. They helped me and my family so much. They made this terrible time easier. They were wonderful to my mom and also helped us every step of the way. There are no words to express how thankful we were for all of the support we received.”

– Diana Chalout

HSM Company Picnic
Because You Care, Our Caring Can Go On

Thank you. Your generosity helps us make the most of the “moments that count.”

“You are the most incredible, compassionate and loving people. Words cannot say enough about the commitment to your clients and their family members. If the world was one big Hospice unit there would be no strife. Please accept our undying thanks.”

– Judy Estes

“My husband was at Gosnell and became his old self, and our four children and myself were there all the time. Including my husband, we had a wonderful, happy bonding experience – a gift beyond measure I will always treasure.”

– Elizabeth Goldsmith

“No words can express our gratitude for the care that you all gave my husband. You are all very special people. You are all angels. You made a difficult journey so much easier for all of us. Thank you all from the bottom of our hearts.”

– Leo Vadnais Family

It is with gratitude and appreciation that we thank our many supporters who make the important work of Hospice of Southern Maine possible.