Greetings, everyone,

2012 was a year of unprecedented growth for Hospice of Southern Maine – one that far outpaced our expectations. We attribute the 27% increase in the utilization of our services to two things: the clinically excellent care that our staff of doctors, nurses, aides, chaplains, social workers and volunteers provide to patients and the broadening acceptance of hospice care as the preferred end-of-life experience.

A decade ago, HSM was formed through a collaborative effort among York and Cumberland County community leaders and health care providers. At that time Maine was ranked 49 out of 50 states in the percentage of the population utilizing hospice care. Today, Maine is ranked 28th and HSM is serving over 1,200 patients each year.

Although many organizations and individuals worked toward this outcome, we believe that these statewide changes have been impacted in part through Hospice of Southern Maine’s reputation for clinical excellence and through our efforts to change the way that people engage in the dialogue about end-of-life care. The more doctors, patients and families talk to each other about life-limiting illnesses and the implications, the earlier we can begin to help Mainers who have less than six months to live. Our message? Hospice isn’t about giving up, it’s about taking charge.

We know that the growth we saw in 2012 will continue as the baby boom generation ages and as more of us come to rely on hospice care. We want to be prepared for this growth, 2012 has taught us that it’s coming sooner than we thought, and we’ve taken the first step to accommodate this by identifying land for the development of a Center for Hospice that will support our clinical field staff – the vast majority of our patients receive care in their homes – as the demand for their services grows.

We are grateful to you for your support and hope that we can count on you in the years to come. We couldn’t do it without you: our supporters, our staff, our volunteers and everyone who supported us with their gifts of time, talent and resources. It takes each and every one of us working as a team to meet our mission: Compassion, Care, and Comfort Through End of Life.

Arlene Wing, RN, MHSA
Chief Executive Officer

Miriam Leonard, FACHE
Chairman of the Board of Directors

Board of Directors

Miriam A. Leonard, FACHE,
Board Chair
Maine Health

Edward J. McGeachey, Vice-Chair
Southern Maine Medical Center

Kevin Montminy, Treasurer
MaineHealth

Hon. Karl Turner, Secretary
Maine Senate, District 11

Arlene Wing, RN, MHSA, Ex-Officio
Chief Executive Officer
Hospice of Southern Maine

Maryanna Arsenault
Home Health VN of Southern Maine

Elaine Brady, RN
Community Representative

William Caron
MaineHealth

Sally Daggett, Esq.
Jensen Baird Gardner & Henry

Roland Eon
P & C Insurance

Annette Gosnell
Community Representative

Laurence Gross
Southern Maine Agency on Aging

Daniel Hayes, MD
Maine Center for Cancer Medicine

Holly LeBlanc
Community Representative

Elizabeth McCandless, Esq.
McCandless LLC

David Perkins, Esq., Past Chair
Perkins Olson PA

Lucy D. Perkins
Norway Savings Bank

Kendall Reed
Community Representative

Bob Schools
Hannaford

Ann Stockbridge
Community Representative

Tracey Weisberg, MD
Maine Center for Cancer Medicine
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 team 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.

“The last time I saw my dear friend Hattie Bickmore she was beaming with the bright sunshine coming down upon her face. Her Gosnell bed faced a semi-circle of loving friends as she held court, laughed at everyone’s teasing jokes, made several of her own, comforted each one of us and imparted precious instructions which we were to carry out. It’s taken me nine months to realize that Hattie isn’t really down here with us anymore. What you allowed her to do – to live as she needed to and give as she loved to, was something I’ll never forget. As you know, Hattie loved Gosnell for many reasons. Our Ellen (Hattie’s daughter) spent her last days there and the Bickmore clan, and all their extended family, like me, were able to love, laugh, and celebrate Hattie and Ellen’s greatness. I’ve never experienced anything so special. Thank you from the bottom of my heart for allowing two of my very best friends the opportunity to live and die with grace and dignity.”

— Maryann C. Robinson
2012 Financial Report
January 1, 2012 to December 31, 2012

**Revenue and Support**

**Unrestricted contributions** $495,244 (4.6%)

**Net assets released from restriction** $284,837 (2.6%)

**Other income** $68,238 (0.6%)

**Investment income** $10,465 (0.1%)

**Medicare and insurance, net** $9,957,124 (92.1%)

**TOTAL REVENUE AND SUPPORT** $10,815,908

**EXCESS OF REVENUE OVER EXPENSE** $866,452

**Operating Expenses**

**Program services** $7,653,307 (77%)

**Fundraising** $281,436 (3%)

**Administration and general** $2,014,713 (20%)

**General Stats**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
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<tbody>
<tr>
<td>Patients served</td>
<td>1,261</td>
<td>1,194</td>
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<tr>
<td>Home nursing visits</td>
<td>11,891</td>
<td>9,819</td>
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<tr>
<td>Home social work visits</td>
<td>2,369</td>
<td>2,118</td>
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<tr>
<td>Home chaplain visits</td>
<td>1,016</td>
<td>832</td>
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<tr>
<td>Hospice aide visits</td>
<td>10,550</td>
<td>9,289</td>
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<tr>
<td>Total patient days</td>
<td>50,513</td>
<td>39,714</td>
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<tr>
<td>Average daily census</td>
<td>138</td>
<td>109</td>
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<tr>
<td>Growth in days of care over prior year</td>
<td>27%</td>
<td>7%</td>
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**Staff**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
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</tr>
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<tbody>
<tr>
<td>Number of employees</td>
<td>135</td>
<td>111</td>
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**Volunteers**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>Number of volunteers</td>
<td>144</td>
<td>160</td>
</tr>
<tr>
<td>Volunteer hours</td>
<td>9,407</td>
<td>7,016</td>
</tr>
</tbody>
</table>

Did you know **425,614** miles were driven by staff members and **53,454** by volunteers last year?
Hospice of Southern Maine Celebrates at the 2012 Annual Meeting

Hospice of Southern Maine celebrated a year of exceptional growth at its Annual Meeting of the Members of the Corporation on December 14, 2012 at the Portland Country Club in Falmouth. The event was well attended, with special guests including Sara Holmbom Lund from Senator Susan Collins’ office and Ann Goodridge from Congresswoman Chellie Pingree’s office. Newly elected Members of the Corporation were Anne Jackson of Yarmouth and Heidi Hansen of Cape Elizabeth. Newly elected members to the Board of Directors were Kendall Reed of North Berwick and Dr. Tracey Weisberg of Scarborough.

During the year 2012, Hospice of Southern Maine experienced extraordinary growth of 27% as compared to 2011. More than 50 new employees were hired while employee turnover rates remained very low. More than 1,400 patients were served by Hospice of Southern Maine over the course of the year. “All of the employees and volunteers work to fulfill the Hospice of Southern Maine mission of compassion, care, and comfort through end of life,” Arlene Wing, CEO, said. She went on to say that Hospice of Southern Maine is now the leading provider of hospice services in southern Maine, as they serve more hospice patients annually than any other hospice in the area.

Community member, Chris Hilton, spoke about her family’s experience with Hospice of Southern Maine.

Recognition and Awards

Dr. Joel Botler was recognized for his service and dedication to the Board of Directors for the past three years. His words of guidance and wise counsel have been most appreciated by Hospice of Southern Maine.

The 2012 Pope Leadership Award was presented to Annette Gosnell. Katherine Pope, MD, presented the award to Ms. Gosnell. Ms. Gosnell is a long-time community volunteer with a passion for the social issues related to access and affordability. She has been an active and ardent supporter of Hospice of Southern Maine, advocating strongly for quality end-of-life care that is available and financially accessible for all. Her interest in strengthening our community extends to providing scholarship funds to local families who can’t afford to send their children to college and to making micro-loans to local business ventures – both issues that relate to the community’s ability to be robust and self-sustaining. She has also been actively involved over the years in ornithology, land conservation and support of environmental science education. She has a background in nursing education. Ms. Gosnell resides in Kennebunk.

Arlene Wing, CEO, paid tribute to David Perkins, 2012 Chairman of the Board. She recognized Mr. Perkins for five years of outstanding service and dedication to the mission of Hospice of Southern Maine. David was elected to the Board of Directors in 2007 and served as chairman from 2010 through 2012. He remains an active member of the Board of Directors. His leadership and dedication to hospice has been invaluable.

Dave Perkins is recognized by Arlene Wing for his past service to Hospice of Southern Maine.
Agnes Flaherty Award for Distinguished Service Awarded to Martha Lloyd

Agnes Flaherty, often referred to as “The Dame Cecily Saunders of Maine,” was among the first to promote hospice care in the state. Born in 1919, Agnes Flaherty earned her nursing degree from the Maine Eye and Ear Hospital, her bachelor’s degree in public health nursing from Columbia University, her master’s degree in administration of nursing education programs from the Catholic University of America, and an honorary doctorate degree from St. Joseph’s College. During a career that spanned more than 40 years, Agnes was one of the most highly respected nurse leaders in the state of Maine.

An Army flight nurse during World War II, Agnes remained with the 125th US Army Hospital Reserve in Auburn for more than 20 years, where she was described as “the best chief nurse the unit ever had.” She also served 10 years as the executive director of the Maine State Board of Nursing, and another 10 years as the vice president of nursing at Maine Medical Center. She took the lead in forming the Saco Valley Hospice Association in 1980, which later became Hospice Volunteers of Saco Valley. Agnes’ dream of seeing a freestanding hospice in southern Maine came to fruition at the founding of Hospice of Southern Maine in 2003, which played a critical role in the development and merger. This award has been established in her memory to honor a life of service and volunteerism in the community.

It is fitting that the first recipient of the Agnes Flaherty Distinguished Service Award is a nurse who has also devoted much of her life to volunteerism and service to the community. Receiving her nursing diploma from New England Baptist Hospital in Boston, MA, in 1957, Martha Lloyd began working as an RN all over the country. As the nurse coordinator of High Peaks Hospice in Glens Falls, NY, Martha went through the hospice volunteer training, and became a certified hospice volunteer. Just as Martha followed her husband, Ken, wherever his job took him, Ken now followed Martha and became a hospice volunteer in 1991.

Martha and Ken were recognized for their outstanding service at the 2007 Maine Hospice Council’s Blaine House Tea in Augusta, and given the Governor’s Award… well-deserved, and a very proud moment for Hospice of Southern Maine’s volunteer program.

Among the first volunteers trained in the Helping Hands at the Bedside program, Martha is a role model and inspiration to both volunteers and staff. Martha carries out her hospice work with quiet dignity, humility, grace and kindness, and reminds us all what it is to give of oneself with love and gladness.

“I know of no words strong enough to describe the professional excellence and warm kindness of the Hospice of Southern Maine. My husband looked forward to their visits every day.” – Faith Legere

“My mother had no insurance. We were told early on that it would not be an issue, and it wasn’t. She received the same excellent care, and it eased our burden of worry about the cost. We were and are extremely grateful.” – Cathy Cestaro
Highlights of 2012

The Briggs family presented Chaplain Larry Greer with the proceeds of the third annual “Big E Pub Crawl” in support of HSM.

Annual “Blessing of the Hands.”

At left, HSM receives a check from Kennebunk Savings as part of their Customer Ballot Program.

“Thank you for your kindness, compassion and loving care that you angels on earth showed to my dying mother and my family during our most grievous time. It was such a comfort having you there for support and to explain the end-of-life process and to answer our concerned questions. Helping my mother die peacefully with her dignity meant everything, and it is something I will never forget.”

— Tom Leavitt

Thank You to Our Volunteers
“The care and concern for my husband, myself and visitors was exceptional. They allowed Tim to die the way he wanted, with dignity, respect and pain free.” Patricia Bamford-Crille
Why ‘We Do What We Do’

My father, Guy Champagne, a vibrant, fun, 74-year-old man fell ill in late August of 2011. He was diagnosed two weeks later with stage IV lung cancer (he had quit smoking 23 years earlier). We watched him deteriorate very rapidly. It was only 16 days from the date of diagnosis that he succumbed to his illness and left this world. None of us were prepared for his rapid descent. He received hospice care for a week and then spent his last two days at the Gosnell House. My mother and our whole family were welcomed by the Hospice of Southern Maine staff and allowed to remain by his side the entire time. The loving care he received was heartwarming.

My daughter had been planning her wedding for the six months prior to him falling ill. My father had no idea how long he had left but he kept reassuring her that he would be there to dance with her at her wedding, which was planned for October 7.

It was with tears in his eyes that he told her shortly after arriving at Gosnell that he was sorry. He didn’t think he would make it for her “big day,” which was only days away. It broke his heart as well as hers.

She decided at that moment that she wanted him to be part of her wedding regardless. The HSM staff offered up the Salon Room, which was right across the hall from his room, for her to prepare her surprise for the grandfather who was so special to her. She left to prepare at her hairdresser’s. I went home to get the dress and veil. We met a short while later in that salon to dress her for what turned out to be the most beautiful experience! There wasn't a dry eye in the room. She sat with him as they shared their special moment. It was spectacular!

He passed early the next morning, September 24.

She wore those prayer beads inside her dress on her wedding day. She did dance with him.

I will be forever grateful for the caring staff at the Gosnell House. They have left a mark on my heart.

— Susan Boucher

“All I can say is thank you from the bottom of my heart for caring for my mom with such kindness and respect. She had lived in chronic pain for 40 years, and it was wonderful for her to have a comfortable ending. I was alone with my mom during the last days of her life, and I am so grateful for the loving care the staff gave to me as well.”

— Kristen Sparro
Remembering and Honoring Those For Whom We Care
Blessed Are You
For Robin’s Hospice Staff

They waltz the dance of angels,
Appearing at the intercession of your every need

Blessed are you among woman,
Compassionate companions,
Transporters of transition,
Respite repository of anxiety, gentleness and fear.

Now and at the hour of your death,
You bring palliative peace,
Attentive anointment,
Reverent bathing of body and soul,
Leave taking into luminous light.

Yes, blessed are you who have blessed so many.

– Marsie Silvestro

Grief Walks Through Me Like a Rake