

Molly's Column

FROM THE DESK OF DR. MOLLY BOURNE, CHIEF MEDICAL OFFICER



At Hospice by the Bay, we believe that in order to do anything well, you must keep learning. Looking around every day, I see employees learning from patients. I see new staff learning from seasoned. Even those of us who have been around a while are invigorated (and humbled) by questions from our newest orientees. This culture of curiosity enriches job satisfaction for our employees and promises excellent care for our patients.

In this spirit, I am thrilled to announce that UCSF's Palliative Care Fellows have begun training with Hospice by the Bay. A Palliative Care Fellow is a physician who has chosen to spend a year studying to be a hospice and palliative specialist. UCSF's highly competitive Fellowship accepts four outstanding physicians a year.

Last July, these Fellows began working with our hospice teams, two and a half months each. We show them how we help people die the way they want to, where they want to, with comfort and dignity. In return, our patients receive more physician time and, through their time with the Fellows, our staff are exposed to cutting edge UCSF palliative care.

The addition of the Fellows is another win/win/win for Hospice by the Bay, raising our culture of curiosity to a whole new level.

Thank You!

A list of Donors, including Legacy Gifts, Foundation Funders and Event Sponsors, is available on our website. Please visit www.hospicebythebay.org. Click Donors, then Our Supporters.

HOSPICE BY THE BAY'S ANNUAL BALL

SOIRÉE BY THE BAY

Thank you to our 2016 Presenting Sponsors

Dennis and Susan Gilardi

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NOVEMBER 4—SAVE THE DATE FOR OUR 2017 BALL AT THE CRANEWAY PAVILION



17 E. Sir Francis Drake Blvd.
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www.hospicebythebay.org

VOLUNTEER UPDATE

Heart of Marin Volunteer Award

Margaret Beyer received the Volunteer of the Year Award at the 24th Annual Heart of Marin Awards. This award honors an individual who has provided exemplary volunteer service to a Marin nonprofit.

As a Reiki Master, Margaret provides therapeutic energy work to hospice patients for stress reduction and relaxation. She is also a Vigil Volunteer who sits at the bedside as patients transition into the last hours of life. Margaret's dedication makes it possible to honor our patients' hopes for making every moment count.



Thank You

Community members who serve with us continue to be vital to our work. Our past fiscal year's total number of volunteers reached **450**, offering **32,849** hours of support. The dollar equivalent of their generous gift of time was **\$865,243**.

Join Us!

Volunteers are essential partners in the success of Hospice by the Bay's mission. Offering your time in any of our volunteer positions supports our compassionate work with patients and families. We hope you'll join us. **Find more information on www.hospicebythebay.org or call (415) 927-2273.**

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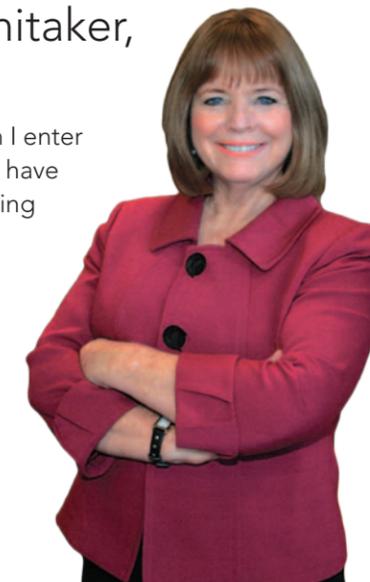
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SPRING 2017 - NEWSLETTER

From the desk of Kitty Whitaker, Chief Executive Officer

Hospice by the Bay is a special place. When I enter each of our offices, I feel the heart of what we have created together. I am so honored to be working for an agency that serves the community.

The outstanding reputation that Hospice by the Bay enjoys is a reflection of the many contributions made by members of the community – our employees, our volunteers, our donors and many others. I am grateful for all that you do to support us.



“You can call Hospice by the Bay anytime for your own peace of mind.”

I invite you to share in the community we have made here and use us as a resource. You are always welcome to stop in and take advantage of what we offer here at your community hospice.

- Our staff is here to warmly greet you and to serve you.
- Our Resource Library has many helpful publications and other materials about hospice care, grief support, and support for caregivers.
- Our Community Grief Center is where we provide counseling and support for loved ones. We have drop-in groups, as well as individual sessions. It's not unusual to see a visitor who just needs a moment of quiet sitting in the waiting area enjoying the sense of serenity and comfort.

I know that some of you are working sons and daughters who are taking care of your aging parents. Some of you have friends who are living with serious illnesses. Or you may live alone and are not sure how to best plan for your own care.

You can call Hospice by the Bay anytime for your own peace of mind. We appreciate your curiosity and know it is better to educate yourself about hospice care before you really need it. We are happy to answer your questions.

Please call on us or drop in for a visit. We are here for you.

Whatever your circumstance, Hospice by the Bay provides responsive patient centered care - every day



Hospice by the Bay is committed to providing care in ways that are meaningful to our patients and their loved ones. From coordinating care so a patient living alone can remain in their home to addressing the unique needs of a pediatric patient, we offer programs and services that are respectful of and responsive to each of our patient's wishes and values.

- A **volunteer** visited and ran errands for him.
- Our **nurse** knew that a hospital bed would make Sam more comfortable when he became bedbound. She suggested they put it in the living room across from the picture window.

Sam spent his final weeks safe in his cabin, still enjoying his favorite view.

If you are living alone, like Sam

When Sam became a patient of ours, his wish was to stay in his rural cabin. It had been his home for over 45 years. He moved there for the view of the redwood trees.

- Our **social worker** helped him receive caregiver assistance through our **Caregiving Funds** since Sam had no support system. She also arranged help from other agencies.
- Our **hospice aide** visited to ensure that Sam's personal care needs were met.

If you are living with a parent and siblings, like Makayla

Makayla loved school. Her 13-year-old spirit was bigger than both her wheelchair and the disabling condition that she had lived with since birth. When she began having more difficulty breathing, she was admitted to our Pediatric Palliative Care Program.

- Our **pediatric nurse** addressed her medical needs.
- The **social worker** listened to Makayla's frustration over missing school and her friends.
- The **social worker** set up a meeting with the school nurse. Makayla's mom, a single, working mother of three, was overwhelmed and had no idea what Makayla's school options were.

To her mother's delight, Makayla was able to attend school two days a week and receive home instruction on the other days. She once again could hang out with her friends like other 13-year-olds.

If you are living at home with your family, like Daniel

Daniel was managing a successful business and raising a family when he was diagnosed with a serious illness. His wife had heard of hospice, so she called us right away.

- Our **admission nurse** answered their many questions.
- The **social worker** helped them prioritize what they wanted in place financially.
- One of our **hospice physicians** contacted Daniel's doctor who knew his health history.
- The **grief counselor** gave them guidance on how to talk to their two children, ages 13 and 15. Their boys would receive support before and after Daniel's death.
- The **spiritual support counselor** helped Daniel write letters to his children to be opened on the day that each of them graduated.

Daniel was heartened to have this small way to remind them that he loves them and will always be with them.

If you are coming home from the hospital, like Lisa

Over the course of her cancer therapy, Lisa developed an infection that sent her to the hospital. Once her situation stabilized, she was nervous about treating the infection at home.

Lisa was not yet eligible for hospice so she received care from our **Palliative Care in the Home Program**.

- Our **nurse** met with her before she left the hospital. He assured her that he would teach both her and her husband how to administer the antibiotics.
- A **resource nurse** responded to Lisa, who called in the middle of the night, and helped her address some side effects.
- Our **spiritual support counselor** talked with Lisa about her fears of a relapse if she became more active.

As Lisa felt more confident in managing her own care, she slowly got back to gardening and hiking with friends. Her husband was happy to see his wife again enjoying the things she loved.

If you are living in a nursing home, like Robin

With her only family being her 90-year old sister living across the country, Robin knew that when her own health declined, she would need to go into a nursing home. Robin received good care there but once she became bedbound, it was hard for her to keep her spirits up.

- Our **social worker** listened to Robin's sadness over her failing eyesight which kept her from her favorite pastime – reading.
- A **volunteer** started coming several times a week to read to her.
- Our **nurse** visited and noticed how Robin's mood was brighter.

Robin was so excited to share about how much she loved chatting with the volunteer about their favorite authors.

Note: These are typical patient profiles based on actual cases with identifying information changed to honor confidentiality.

"TMI is Good" Advertising Campaign

Hospice by the Bay received two top awards from Modern Healthcare and Advertising Age magazines for its innovative consumer advertising campaign.

The magazines' Marketing IMPACT Award recognizes organizations that promote health, deliver high quality, accessible and affordable healthcare, and help organizations grow.

HBTB received the gold award in the category "Digital Campaign of the Year" and the silver award for "Integrated Campaign of the Year." The awards recognized our off-beat campaign, "TMI is Good," which advocates for families and their loved ones to "Have the Conversation" about end-of-life issues.

"We ran this campaign as a community service," explained Kitty Whitaker, CEO. As a hospice provider for over 42 years, we know what a difference it can make if family members know each other's wishes in advance."

"This advertising campaign was unconventional by design. We know that this is a subject most people don't want to talk about, so we decided it was time to do something to grab their attention. This award validates that we are on the right track."

