**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, 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, by questions from our newest orientees. This culture of curiosity enriches job satisfaction for our employees and promises excellent care for our patients.

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.

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.

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

Thank you for an agency that serves the community. 

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.

I am grateful for all that you do to support us.

You are always welcome to stop in and take advantage of what we offer here at your community hospice.

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!

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.
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.

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.

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

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.
- 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.
- Our 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 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 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.”