2017–18
ANNUAL REPORT
This has been an exciting year at Hospice by the Bay.

We’ve continued to grow in ways that are innovative and responsive to the needs of our community. As one of our supporters, you know that we’ve always been committed to providing the highest quality palliative and end-of-life care for our patients and their families.

We’re now broadening our continuum of care to also provide for people recovering at home, no matter their health challenge or stage of life. We’re excited about this because it gives us a chance to connect with patients earlier and create relationships while they’re healing and returning to their normal lives.

In October of 2018, we acquired Healing at Home, a Sonoma-based home health care agency. This valuable program was in danger of closing and we had the opportunity to step in and preserve it. We were able to retain the staff and keep this vital service available for the residents of Sonoma. It was one of the highlights of our year, and allowed us to continue to grow.

That same month, we also received accreditation from The Joint Commission, the oldest and largest health care accrediting body. This prestigious accreditation is one we now share with our affiliate, UCSF.

We continue to remain sensitive to the changing needs of our community, which is important as the U.S. population ages. By 2030, all the Baby Boomers will be older than 65 and one in every five Americans will be of retirement age. In the greater Bay Area, 40 percent of adults are currently living with one or more chronic health conditions. This means that more people will require care at home, as coping with multiple chronic conditions can be challenging. In 2019, we expanded our in-home care services to Marin County, in addition to what we already provide in San Francisco, San Mateo, Santa Clara and Sonoma counties.

We don’t believe in growth for growth’s sake. But we do believe in continually creating strong relationships and improving access for patients. Thank you for your continued support of Hospice by the Bay as we focus on this mission.

Our sincere thanks,

Kitty Whitaker, RN, MS
Chief Executive Officer
Our mission is to provide compassionate, patient-centered care to all in our community who need it. We will continue to earn our reputation for bringing our specialized team approach to delivering quality hospice care, while preparing to meet the health care needs of the future.
At Hospice by the Bay, we have high expectations for ourselves. Our patients and families experience this through our exceptional, compassionate care. But it’s also evident in how we run our organization. We’re a financially healthy not-for-profit, as a result of conscientious spending and professional fundraising, and we remain a strong, vital agency.

Our three-year affiliation and partnership with UCSF has grown. This combination—a great partner and healthy bottom-line—has blessed us with the resources necessary to grow and serve the community in a variety of ways.

Over the last several years, we’ve made an important investment, upgrading Hospice by the Bay to Epic Systems, a state-of-the-art electronic medical record (EMR) solution. This was a huge undertaking and now gives health care providers access to the most updated information about an individual patient. It also allows providers to communicate with one another and collaborate as a team.

We’re also working with UCSF on a Fellows Program in which medical residents have an opportunity to gain hospice experience at Hospice by the Bay. By spending time with our staff, health care providers learn about both adult and pediatric palliative and hospice care during home visits to patients. We have a fellow with us nearly every day of the year.

Two of the things I like most about the Fellows Program is that it helps spread the message about hospice to the medical community and how it can help patients and their families. I’m passionate about educating the public about our services and demonstrating how much in-home care can benefit those who need it most.

As a healthy organization, we’ll continue to grow. But we’ll also continually work to improve at what we already do best. We know that patients and families have a choice when it comes to hospice and home health care. We are committed to continuing to exceed our clients’ high expectations.

Daniel E. Cohn, Board Chairman
Hospice by the Bay Board of Directors

HOME HEALTH CARE EXPANSION

With the acquisition of Incare in 2017 and Healing at Home, acquired from Sonoma Valley Hospital in October 2018, we are now providing Home Health Care in Marin, San Francisco, San Mateo, Santa Clara and Sonoma counties.

What is Home Health Care?

First, it may be helpful to understand what it is not. It is not around-the-clock nursing or home health aide assistance to patients, a service often referred to as “live-in care” or “24-hour care.”

Our Home Health Care program provides many of the specialized services patients would receive while recovering in a hospital or rehab center. The program makes it possible for patients to receive these services at home. This makes Home Health Care ideal for homebound patients recovering from surgery or managing a chronic condition such as heart disease or COPD. Not only does home-delivery of care offer a level of convenience and comfort, it often comes at a lower cost.

To qualify for our Home Health Care, a patient needs:

- To be under the care of a physician who orders home health services.
- A diagnosis and/or treatment requiring skilled nursing or rehabilitative care.
- To be homebound (unable to drive and leaving home requires the assistance of others).

We can assist the patient and family identify sources of payment for Home Health Care, which may include private/group insurance, Medicare, Medi-Cal, Worker’s Comp, Veteran’s Administration or private pay.
The following is an example of how a patient can benefit from Home Health Care and how it is a vital component of offering a “Continuum of Care” to our patients.

**Admission to Hospice**

Meet Marcia (not her real name). She has been living with COPD, which has grown steadily worse. Marcia sees her primary physician who makes a referral to hospice. She is deemed eligible and chooses to enroll. Happily, after many months of receiving comfort care, her symptoms improve and her condition stabilizes. She no longer meets the criteria for hospice and is discharged from hospice care.

**Eligible for By the Bay Health—Home-Based Palliative Care**

Marcia learns that she is eligible for palliative care in her home. She finds that she no longer has the energy to drive to her medical appointments and is delighted to have a palliative nurse and social worker visit her regularly.

The palliative care team coordinates with Marcia’s pulmonologist and primary physician to provide expert symptom management. They also provide ongoing education about her prognosis and disease progression, and help to clarify her goals of care.

**Receiving Home Health Care**

Marcia, now homebound, wants to be more mobile to better enjoy visits from her grandchildren. She’s eligible for skilled care to improve her endurance. Our Home Health Care program can arrange for physical therapy visits.

At any point in her illness, should Marcia’s condition decline, she could be eligible to return to hospice care.

Whether our patients need home health, palliative, or end-of-life care, they and their loved ones will appreciate the advantages and value of all the home-based services we offer.

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**DONOR STORY**

**Barbara Kreissler**

_Hospice by the Bay has been an important part of Barbara Kreissler’s life for 33 years. She started volunteering at our San Rafael thrift shop in 1985 when she moved to Marin to marry her husband, Herbert Kreissler. She grew increasingly involved with Hospice, joining the board and serving as its chair from 1999 to 2002._

Barbara has given in many ways and her time is just one of them. After her mother died in 2001, she and Herbert set up the Graham-Kreissler Family Fund to accept memorial contributions in her mother’s name. Donations were made to the fund again when Herbert passed away in 2018, to support By the Bay Camp for grieving children and teens.

Barbara and Herbert also made provisions to remember Hospice by the Bay in their trust and will, setting aside a percentage of their estate to support our programs.

Despite years of giving to Hospice by the Bay, Barbara only felt its gifts when she lost her husband of 33 years, “I had an inkling of what a wonderful organization this was,” she says, “but I truly found out when I experienced it myself. They were always there in a comforting, gentle and professional way. It was even more than I expected.”
DONOR-SUPPORTED PROGRAMS

You make it possible for us to extend our care to anyone who needs it and to help patients maintain quality of life despite serious or terminal illness. Here are just some of the successes from our Donor-Supported Programs from the past year.

10%  ЧARITY CARE. Through your generosity, we provided donor-supported services and charity care for 1,421 patients in financial need, ensuring that no one was turned away—a 10 percent increase over the previous year. This care kept patients in a safe, comfortable home during their final weeks.

26%  BY THE BAY KIDS. You helped us care for 26 percent more children who are living with serious illness. We provided 127 pediatric patients with hospice and palliative care services through our By the Bay Kids program.

21%  BY THE BAY CAMP. We sent a record 61 children and teens to our free youth grief support weekend in August—a 21 percent increase over 2017. While enjoying fun activities, campers also learned to express their grief in constructive ways and become more resilient in the face of losing a loved one.

At By the Bay Camp, outdoor activities and structured therapeutic groups helped campers establish a new sense of normalcy in their lives. They also benefitted from a 1:1 camper to Big Buddy experience, thanks to our partnership with Comfort Zone Camp, an experienced camp organizer and facilitator.
The following individuals and businesses were especially supportive during the Fiscal Year July 1, 2017–June 30, 2018. We deeply appreciate the financial support from our community partners. A complete list of donors can be found at www.hospicebythebay.org. **Legacy Gift**

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VOLUNTEER SERVICES

Community members who serve with us continue to be vital to our work. This year’s total number of volunteers reached 400, offering 32,116 hours of support. The dollar equivalent of their generous gift of time was $845,935.

GRANTORS AND FOUNDATIONS

The investment made by our foundation funders during the Fiscal Year July 1, 2017 – June 30, 2018 contributed to our success.

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