



*Hospice Care - It's not about giving up hope . . . it's about letting hope in.*

## OUR MISSION:

*Hospice & Palliative CareCenter provides compassionate care for individuals living with a life-limiting illness and their families, through quality medical, emotional, spiritual and social support.*

## PROGRAMS & SERVICES

If you would like information about any of the following programs and services, for yourself, a family member or friend, please call the office nearest you:  
336-768-3972 in Winston-Salem  
336-753-0212 in Mocksville  
336-591-1124 in Walnut Cove  
704-633-5447 in Salisbury  
or 1-888-876-3663, or visit us on the web [www.hospicecarecenter.org](http://www.hospicecarecenter.org)

Hospice Care

Home Health Care

Kate B. Reynolds Hospice Home

Palliative Care Services

Carousel Pediatric Program

Grief Counseling Center

Community Support Program

Community Partnership for End of Life Care

## QUESTION: WHAT IS PALLIATIVE CARE, REALLY?

*Answer: A Revolution in Health Care!*

If chronic and seriously ill patients are not yet in the habit of asking their doctors for a palliative care specialist, they soon will be. It might not happen overnight, but soon enough palliative care will be routine. The problem is that too many health care providers, and patients, confuse it with hospice care. In fact, many physicians tend to perceive palliative care as an alternative to curative care, when in fact it can be a complement to aggressive treatment and curative care.

Palliative care helps people make the most out of life when they are living with serious or chronic illness, even when a disease is not terminal. Often, when aggressively fighting a disease, it is equally important to aggressively fight the symptoms and distress that accompany treatment and the daily challenges that patients face. It really is all about having the best quality of life.

Palliate means to ease. For some, palliative care focuses on control of pain and symptoms that are side effects of disease treatment, like chemotherapy. For others, palliative care can include guidance and counseling to help patients make decisions about treatment plans and navigate the maze of serious illness. Palliative care, simply put, is about easing pain and symptoms so that people can live fully and comfortably, even as they face the challenges of chronic or serious illness.

### Benefits of palliative care include:

- ❖ Reduced Pain and Nausea
- ❖ Improved Shortness of Breath
- ❖ Reduced Anxiety and Depression
- ❖ Reducing Hospitalizations

*(Continued on page 3, What is Palliative Care)*

## TRANSITIONING FROM HOSPITAL TO HOSPICE

*Hospice Inpatient Coordinators Work To Ensure A Smooth Transition*

*By Kim Underwood*

Anna Scott knows that the news that a doctor thinks it's time to talk to Hospice can be unsettling.

"To a lot of people, all they know about Hospice is that's where you go to die," said Scott, one of three inpatient coordinators for Hospice & Palliative CareCenter based at Forsyth Medical Center.

When a doctor in a hospital refers someone to Hospice, an inpatient coordinator goes wherever the patient may be - the Emergency Department, the Intensive Care Unit, a regular room. "There is no place we don't go," Scott said.

Knowing that they may be someone's introduction to Hospice, the inpatient coordinators understand the importance of making a personal connection with patients and their families.

"A lot of what we do is put a face to Hospice," said Margie Davis, another inpatient coordinator at Forsyth.

Even when a doctor has fully explained the situation, people may still be trying to absorb the information or be unwilling to accept it. "We have people say, 'She's not dying yet,'" said Monica Stricklin, an inpatient coordinator at Forsyth who also works at Wake Forest Baptist Medical Center and Kernersville Medical Center.

In the process of telling people about the ways in which Hospice can serve them, the inpatient coordinators dispel any misconceptions people may have about Hospice and do what they can to ease any fears. Although being referred to Hospice does mean that a doctor thinks someone has a life-limiting illness, it doesn't automatically mean the patient is headed from the hospital to the Kate B. Reynolds Hospice Home or that the patient has only a few days of life remaining. Many are going home, and team members evaluate how Hospice can best help by providing such services as pain management, respite care, and home visits by nurses. If the person doesn't have a caregiver at home and now needs one, team members can help the person explore alternatives. Many patients, once enrolled in Hospice, begin to feel better and often live longer than expected.

*(Continued on page 7, Transitioning From Hospital To Hospice)*



*(left to right) Becky Lanier, RN, Margie Davis, Barbara Goldsmith, NP, Anna Scott and Dr. Stinson at the Palliative Care Unit at Forsyth Medical Center.*



## A MESSAGE FROM THE CEO



Some days it's just the way someone says "thank you" in the most heartfelt way that inspires me to come back and do it all over again day after day. In fact, I had an elderly female patient tell me recently how she had been living in terrible pain for months before finding the relief and comfort that she found with hospice care. I knew we were making a life changing difference for her, and the reality of that one success story means the world to me. At the same time, I know there are countless individuals in need of care who simply are not accessing palliative and hospice care when they need and deserve it. That's why I do this work. That's what motivates me.

I've been inspired to bring outstanding healthcare to patients and families for nearly two decades. I became impassioned about hospice when I joined hospice in the summer of 1997 in rural west Texas. Most recently, I was the Executive Director/President and CEO of Catholic Hospice in Miami, Florida. Continuing on this path with yet another outstanding organization is both a great challenge and responsibility.

Until every patient and family that can benefit from our care and support is being served, we have much work to do. In addition to expanding access, I'll do everything possible to make sure that we're providing the absolute highest quality care. We'll network with other outstanding hospice and palliative organizations throughout the country to further enhance our current operations and best practices, and we'll strive to be the best provider of palliative and hospice care for our referring sources and our patients and families.

It's not often that as an incoming CEO, we get the opportunity to overlap time with the outgoing CEO. I must say the month I was able to spend with JoAnn Davis was absolutely phenomenal. She is a true hospice leader dedicated to fulfilling the mission of our organization. I applaud the many, many accomplishments of JoAnn and the two Boards of Directors. The reputation of the organization speaks volumes, and the history of support from the community is awe-inspiring.

Personally, I'm thrilled to be in North Carolina with my family. My wife and two daughters, and our dogs and hamsters, are enjoying the process of getting settled and getting acquainted with the community. I have felt very welcomed and look forward to growing roots and calling this community home.

Brian K. Payne, President & CEO

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We would like to thank our Governing Board, Foundation Board of Directors, and Advisory Council Chairs for the contributions they make to Hospice & Palliative CareCenter. Board members volunteer their time and professional expertise for the agency, and their efforts are greatly appreciated.

## DIRECTOR EMERITUS

### *A Fitting Designation*



A. Tab Williams

Created by the Hospice & Palliative CareCenter and The Hospice Foundation Boards of Directors, the Director Emeritus position honors individuals who have devoted years of servant leadership to Hospice & Palliative CareCenter. Honoring such leadership and commitment is easy to do when you are talking about these two outstanding champions. Kenneth P. Carlson, M.D., has been named Director Emeritus by the Hospice & Palliative CareCenter Board of Directors. A. Tab Williams has been named Director Emeritus by The Hospice Foundation Board of Directors. Both have served generously for many years, sharing time and talent for the advancement of the organization and the communities we serve.



Kenneth P. Carlson, M.D.



## QUESTION: WHAT IS PALLIATIVE CARE, REALLY? (Continued from page 1)

*Answer: A Revolution in Health Care!*

Most of us assume our doctors will address issues like pain and overall quality of life. In reality, physicians specializing in oncology or cardiology may not have the practice time or the advanced training to address pain and symptom management issues. While it is necessary and desirable to partner with a physician who is a trained specialist in fighting a specific illness or disease, it is also important to partner with a specialist who will focus on your quality of life, aggressively treating pain and symptoms, including emotional and spiritual concerns. At Hospice & Palliative CareCenter, that partner is a **Supportive Care Partner**.

### *Please Ask for a Supportive Care Partner*

A Supportive Care Partner, specially trained in palliative care, will work in partnership with both the patient and the primary physician to provide palliative care. The aim of the Partner and palliative care is to help patients who have been diagnosed with a chronic or serious illness live more fully and comfortably. At the point of diagnosis, a Supportive Care Partner can be enlisted to help navigate decision-making as well as ease the medical and emotional challenges patients and families may face. A Supportive Care Partner works in coordination with the primary physician, offering additional support and guidance not usually provided in the traditional system. In our experience the primary and specialist physician welcome the additional support and knowledge that a Supportive Care Partner can provide.

Please ask for a Supportive Care Partner because no one should face the challenges of serious or chronic illness without this special kind of support.

Most often, a Supportive Care Partner will visit a patient wherever the patient calls home. For patients who wish to be seen in an office setting, Supportive Care Partners has an outpatient office with dedicated parking right in front of the door on the campus of Hospice & Palliative CareCenter.



*The Medical Staff Services team at Hospice & Palliative CareCenter.*

**We can help  
earlier than you think.**

*Left: Cindy Flanner, LPN and Sheila Blower will schedule appointments and greet patients who visit our Supportive Care Partners office, nestled on our campus in Winston-Salem.*



***“IT’S ABOUT LIVING THE FULLEST AND MOST COMFORTABLE LIFE POSSIBLE – regardless of your medical diagnosis. A serious or even life-threatening illness can be managed in such a way that hope stays alive. Having someone on your side is essential, because every moment of every day counts when you’re facing a critical health challenge. With a Supportive Care Partner, Patients have personal, compassionate, and knowledgeable support every step of the way.”*** *Richard Stephenson, M.D.*

“The world  
is full  
of suffering,  
but it is  
full also  
of the  
overcoming  
of it”

Helen Keller - 1903



## INTRODUCING OUR NEW CEO – BRIAN PAYNE

Following an extensive executive search, the Board of Directors of Hospice & Palliative CareCenter is pleased to announce the selection of Brian K. Payne as President and CEO. Payne, who joined the staff in June, will replace JoAnn E. Davis, who has served this organization for 26 years.

Payne brings 19 years of hospice and healthcare experience to the position. Most recently, Payne was the Executive Director/President and CEO of Catholic Hospice located in Miami, Florida. In his four years there, serving Miami-Dade, Broward and Monroe counties, he increased the number of hospice patients served from 190 to 525 patients on average. In addition to successfully managing growth, Payne has experience building inpatient facilities similar to the Kate B. Reynolds Hospice Home on our Winston-Salem campus.

“The search committee was pleased to have Brian as a candidate. He has a proven track record of success at many levels of leadership with a variety of Hospice organizations,” said Richard Bennett, Chair, Hospice & Palliative CareCenter Board of Directors. “We have some exciting opportunities on the horizon and feel like Brian has the leadership, skills and experience to position us well as we move ahead as a pacesetter in the hospice and palliative care world,” added Bennett.

Payne has worked in both non-profit and for-profit hospice organizations. He has senior level business development and operational experience and has been successful helping communities increase access to hospice care. “It’s important that each patient and family that could possibly benefit from palliative or hospice care get the support they need,” said Payne. “This organization has a great reputation and I’m proud to be on board. On a more personal note, I’m looking forward to establishing new relationships and calling Winston-Salem home,” added Payne.



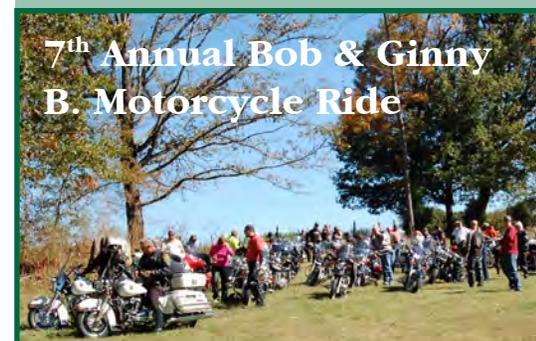
*Brian K. Payne, President and CEO*

## THE 7<sup>TH</sup> ANNUAL BOB & GINNY B. MOTORCYCLE RIDE . . .

...will be held on Saturday, October 15, to benefit Hospice & Palliative CareCenter. The 80-mile ride will begin in Winston-Salem and visit Weathervane, Childress, and Brandon Hill Vineyards, with a finish at the Yadkin Valley Wine Festival. There will be a stop for lunch, a drawing for door prizes, and everyone participating in the ride will receive an entry ticket to the Wine Festival.

For six years, this ride was in memory of Ginny Burns, Terri Cornelius' mother, who died at KBR in 2004. This year, the ride is in memory of both Bob and Ginny Burns; Terri's father, Bob, passed away earlier this year at KBR. Thanks to David Cornelius for organizing the ride again this year.

Rev up those engines and be on the look-out for registration forms in the near future, and visit our website for more details.



## HOSPICE WELCOMED WSSU NATIONAL ASSOCIATION *Campus Makes Perfect Setting for Annual Reception*

Hospice was happy to host the Winston-Salem State University's (WSSU) National Alumni Association's annual reception held on April 15. The reception was held on our Winston-Salem campus and attended by approximately 70 alumni of WSSU. The WSSU Alumni Association comes together each year to plan and organize alumni events, including the week-long homecoming celebration.

Many of the alumni live in and around the communities that Hospice & Palliative CareCenter serve. However, few have been to our beautiful campus in Winston-Salem. Hospice staff, in an ongoing effort to reach out to African Americans, invited the association to have their annual reception on our campus. It was both a perfect setting for the reception as well as an opportunity to have thoughtful conversation and make a short presentation about Hospice services prior to the reception. Understandably, there continue to be myths and misconceptions about Hospice and Palliative care, and both the alumni and Hospice staff appreciated and enjoyed the opportunity to come together.



*Attendees of the Winston Salem State University's National Alumni Association enjoying the event.*



## SAILING THE HOSPICE "C"s

*Special Event Becoming a Festive and Fruitful Tradition*

The natural beauty that surrounds the Hospice & Palliative CareCenter Campus in Winston-Salem provided a perfect and picturesque backdrop to the fun festivities at the annual Sailing the Hospice "C"s Fish Fry on May 14. The Hospice "C"s – care, comfort, compassion and choice – event attracted a large group of energized guests. Thanks to the generosity of the Presenting Sponsor, First Tennessee Bank, donations of lovely vacation homes for the auction, and the guests who bid aggressively to win fabulous trips, the event raised \$36,000.

Two special guests, who are also outstanding advocates for Hospice & Palliative CareCenter, were recognized for their on-going support and volunteerism. Lisa Billings with First Tennessee Bank and Lora Songster with Magic 99.5 FM Radio were both presented with A Heart to Hope award.



Lisa Billings (right) with First Tennessee Bank and Lora Songster (above, pictured with her daughter and husband) with Magic 99.5 FM Radio were both presented with A Heart to Hope award.



John Fox and Angie Murphrey, (above) both from First Tennessee Bank, attended the event.



Kate Cooper and Camille Galloway (left) enjoying the Fish Fry.

## THE MOST GORGEOUS SCENERY IN NC!

*The Reward for Supporting Hospice*

It was a record breaking year for the Dan River Poker Paddle Run! You may be asking yourself, "What is the **Dan River Poker Paddle Run**?" It is an amazing 6.2 mile ride down the Dan River in a canoe or kayak through some of the most breath-taking natural scenery in North Carolina.

On June 4 in Danbury, the Dan River Company shuttled paddlers up the Dan River. After launching their boats into the cool waters, paddlers enjoyed some of the most gorgeous scenery in North Carolina while going down the river, stopping on the way for a swim, family picnic, or soaking up the spectacular views. Whether taking a leisurely float in a canoe or a competitive kayak race to the finish line, fun in the sun was had by all 200 who came out to support Hospice.

Participants collected playing cards along the way, hoping to end up with the winning poker hand. The winner was determined at the end of the trip down the river, where the "Poker Queen" judged the poker hands. Excellent local musicians entertained a festive crowd of paddlers and devoted Hospice advocates throughout the day.

Special thanks to our volunteers in Stokes County and the Dan River Company for offering the perfect setting for this unique experience.

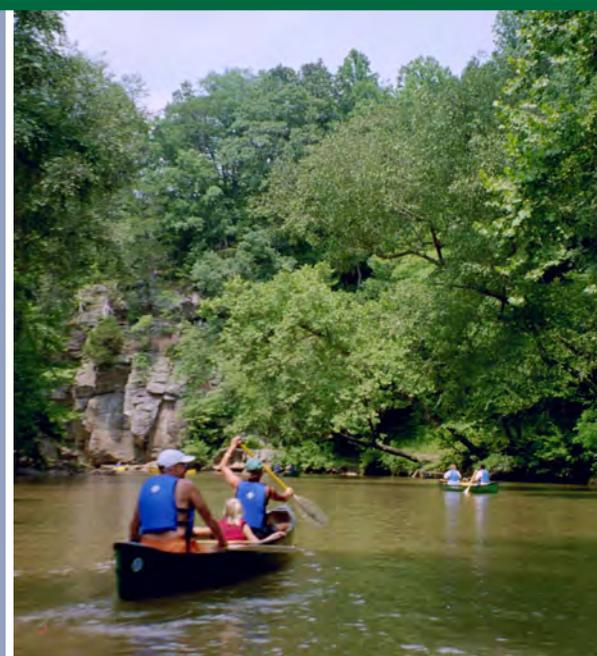


music & food



Dan River Poker Paddle Run

6.2 mile ride down the Dan River



canoe or kayak



# COMMUNITY GROUPS & LOCAL BUSINESSES RAISE THE BAR ON FUNDRAISING

Thank you to the organizations mentioned here for their tremendous efforts on behalf of Hospice & Palliative CareCenter and the patients and families we serve.

A Woman's Paradise, located in Mocksville, held a month-long Davie County Hair 4 Hospice fundraising campaign. For a minimum donation of \$6, you could sport a new playful look for a worthy cause. Hospice patients and families benefited whenever someone showed their support with a fun blue hair extension! Whether worn for a day, a week, or a month, sassy new 'dos were popping up all over.



The Northwest North Carolina Association of Credit Unions swung into action on May 18 with a golf tournament, dubbed CU on the Green. Nearly 100 golfers hit the links at Salem Glen Golf Club. "We raised more than \$1,100 on strings and mulligans alone," said Chapter President LaKeisha Ramseur, who laughed and added, "I guess that means we have some bad golfers with really good hearts!"



Rhonda Driscoll with her mother Carol.

Rhonda Driscoll organized her own unique fundraiser in memory of her mother, Carol Driscoll, called **The Angels Among Us Motorcycle Ride** on Saturday, May 28. The ride began and ended at Sherry's Private Club in Clemmons. Lone Wolf Tavern, County Line, Ted's Kickin' Chicken, and Baggerz Saloon all served as pit stops along the route, providing riders with refreshments and door prizes. The ride finished with live music, food, prizes, and a silent auction.

NAIFA (National Association of Insurance and Financial Advisors) of Greater Winston-Salem also supported Hospice with a charity golf tournament. Friends and advocates of both NAIFA and Hospice came out to Pinebrook Country Club on May 20 to show their support of our mission.



Bill Gribble and Janice Nickel (left) present a check, representing the proceeds of the NAIFA Golf Tournament, to Carolyn Breese, Director of Development.

## TORNADOS MAKE 15<sup>TH</sup> HOSPICE HOPE RUN TOO RISKY TO HOST

*But Fun and Fellowship Prevailed for Participants at 'Make Up' Event and the Event Still Raised Over \$145,000 to Benefit the Patients and Families Served by Hospice & Palliative CareCenter*

1,350 runners and walkers were registered and ready for the big event scheduled for April 16. While it was far too risky to have runners, walkers and volunteers on the courses in such threatening weather, many did take the opportunity to gather at the **Hope Run Tailgate on June 5**. Organized as a way for participants to honor and remember loved ones and enjoy the fellowship that always makes the Hospice Hope Run event so special, participants were encouraged to wear their Hospice Hope Run t-shirts and gather, albeit a few weeks after the big event was canceled. Many thanks to the local band Salem Speaks for the fabulous performance.



## TRANSITIONING FROM HOSPITAL TO HOSPICE (Continued from page 1)

### *Hospice Inpatient Coordinators Work To Ensure A Smooth Transition*

Once Hospice services are explained by the inpatient coordinator, patients and families rarely decline services. Most appreciate what Hospice can offer, as well as the news that Medicare covers many services.

In addition to meeting with new patients and families, inpatient coordinators also check in with people already being served by Hospice whenever they're admitted to the hospital. "It's rare that our current patients come back to the hospital; however, if they do, we follow them here," Scott said.



Despite the demands of the job, it's work that Scott, Davis and Stricklin – all registered nurses – find immensely rewarding.

"I like the feeling of coming in and a family is anxious and being able to reassure them and put their fears to rest," Davis said.

"It's a passion," Stricklin said.

"I feel like it's something I was called to do," added Scott.

*(left) Tiffany Barry, and (right) Cynthia Carmichael of WFBMC with Monica Strickland, HPCG Inpatient Coordinator*

## RN INPATIENT COORDINATORS

### Novant Hospitals Forsyth Medical Center & Kernersville Medical Center

Margie Davis  
Anna Scott  
Cathy Miller  
Monica Strickland

### Wake Forest Baptist Medical Center Monica Strickland Chanda Miller

"I like the feeling of coming in and a family is anxious and being able to reassure them and put their fears to rest."

Margie Davis

## SENDING JOANN OFF IN STYLE

### *Well Deserved Fanfare*

After more than a quarter century of service, JoAnn Davis has retired as President and CEO. On March 23, 2011, at the Embassy Suites Hotel, we celebrated JoAnn, her leadership and her contributions to our community. BB&T graciously sponsored the celebratory luncheon. Honorary Co-chairs, Kandra and Rob Greene, hosted the event with more than 500 people in attendance. The theme of our event was Sending JoAnn Off In Style! She has made an indelible impact on our community and will forever be woven into the fabric of Hospice & Palliative CareCenter.

Our featured luncheon speaker, Janie Bryant, known for being the costume designer of the hit TV series "Mad Men," is an Emmy and Costume Designer's Guild award winner. Having had a close and personal experience with Hospice, Janie knows the importance of providing compassionate care. That's why she was excited to help us send JoAnn off in style.

Thanks to dedicated sponsors and an overwhelming number of guests, proceeds from the event were nearly \$130,000. Those funds were used to establish The JoAnn E. Davis Tribute Fund, a named endowment fund of the Hospice Foundation, in honor of JoAnn's legacy. The fund supports continued growth and development of the Kate B. Reynolds Hospice Home and Hospice & Palliative CareCenter, ensuring that our services are available for generations to come.

We are grateful for the ongoing support of the community and indebted to JoAnn for all she has done for countless patients and families and for our city.



*(above) JoAnn Davis listens as friends pay tribute. (right) Kandra and Rob Greene graciously host luncheon.*



# 2011 Golf Classic



- What:** Captain's Choice Golf Classic
- Where:** Reynolds Park Golf Course, Winston-Salem
- When:** Friday, August 12, 2011
- Time:** Check-In, Driving Range & Lunch - Beginning at 11:30 AM - Tee off/Shot Gun Start - 1:00 PM
- Fee:** \$75/golfer - \$300/foursome
- Includes:** Green Fees, Carts, Lunch, Goodie Bag, Range Balls, Hole Contest and Team Awards

**Register now for this fun event!**

**For more information please contact Carolyn Breese, Director of Development at 331-1322**

# 2011 Hospice Memorial Golf Tournament

**in Memory of Sandra Priddy at Hemlock Golf Club in Walnut Cove**

## Event Details

**What:** Captain's Choice Golf Tournament  
**Where:** Hemlock Golf Club in Walnut Cove

**Call Hemlock Golf Club at 336-591-7934 for Tee-time**

**When:** Friday, September 9, 2011

**Tee Times:** 8:00 AM – 1:00 PM

**Fee:** \$60/golfer • \$240/foursome  
 Mulligan & Throw Package \$5, up to 2 per player • \$40 per team

**Includes:** Green Fees, Carts, Lunch, Goodie Bag, Range Balls, Hole Contests, Door Prizes and Team Awards



## THE CIRCULAR - SUMMER 2011 ISSUE

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**Visit our web site for information, news and upcoming events at [hospicecarecenter.org](http://hospicecarecenter.org)**



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