HOSPICE & PALLIATIVE CARE of Martha’s Vineyard

40 Years of Service!

Annual Report

2021: A Year of Transition & Adaptation

HOSPICEOFMV.ORG
Our Team

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Sheri Lamoreaux
Director of Development and Communications
Anna Marden, MA
Development and Communications Associate
Melanie Devaney-Reid
Office and Volunteer Supervisor
Laurie Perry
Office Administrator

SUPPORTIVE CARE TEAM
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Supportive Care Supervisor
Rabbi Lori Shaller
Spiritual Care Counselor
Jill Demeny, MSW
Counselor
Jane Norton
Student Intern
Amanda Zoref, LICSW
Counselor

CLINICAL TEAM
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Lisa M. Vieira, MD
Medical Director
Meghan Cabral, RN
Hospice Nurse Case Manager
Jaqueline da Silva, RN
Hospice Nurse Case Manager
Susan Nugent, RN
Hospice Nurse Case Manager
Thomas Coye, RN
Hospice Nurse
Debra Dolliver, RN
Hospice Nurse
Nadia Pareja, CNA, HA
Hospice Aide

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Ex-Officio

Our COMMITMENT

MISSION
Our mission is to provide quality hospice and bereavement services without charge to all who are facing serious illness, grief and death. We provide personalized care at home, the hospital or extended care facilities and meet the physical, emotional, and spiritual needs of our patients and their families.

PURPOSE
Our purpose is to provide compassionate, supportive care for those facing the end of life and to comfort their loved ones.

VISION
Hospice & Palliative Care of Martha’s Vineyard will be the Island’s resource for end of life care available to our entire community.
Dear Friends and Supporters of HPCMV,

Who could have imagined or predicted that we all would be living through a second year of a global pandemic? Amid unprecedented challenges, our staff, volunteers, Board of Directors, generous donors, and sponsors stood strong by helping us continue to provide high quality end-of-life care and obtain the resources to do so.

In 2021, we experienced significant changes to our leadership. Our previous Executive Director, Thomas Hallahan, left the organization at the beginning of the year. We worked with an interim Executive Director, Kathleen City until we welcomed our new Executive Director, Cathy Wozniak in September. Another major transition we faced was actively putting our plans in place to prepare for Medicare certification.

How did we meet the challenges faced in 2021?
From the beginning of the year, our priorities were clear. We all agreed that things that mattered the most would not change.

- MISSION MATTERS:
  Having a mission-driven organization has guided the staff and Board of Directors together to meet the rigors of Medicare certification; adding more infrastructure, staffing, policy development, and training and aligning with our mission and purpose to provide quality, personalized end of life care.

- FLEXIBILITY MATTERS:
  Our employees stepped up to each new regulation and restriction due to the pandemic; making sure all levels of operations continued to meet the physical, emotional, and spiritual needs of our patients and their families. In preparation for Medicare certification, our clinical and administrative staff implemented a new Electronic Medical System (EMR) tied to data collection and reporting, required to better track patient plans of care, outcomes, and regulatory requirements.

- COMMUNICATION MATTERS:
  The importance of communication, especially in times of change, cannot be overstated. Leaders and staff maintained ongoing transparent communication, keeping everyone safe, protected and informed. We also improved communication and collaboration with local agencies, to integrate our new regulatory requirements, emergency preparedness and provide additional support for our patients and families.

- LEADERSHIP MATTERS:
  The pandemic not only accelerated operational innovation, but it has also inspired leadership which continues to cement our position as the Island hospice of choice. This year, qualified and experienced internal leadership was sought and found, and the Board elected five new Directors.

In 2022, we are expanding our business platform and footprint into the community by obtaining Medicare certification. We have been through an unprecedented year, but we faced it together and are emerging stronger than we have ever been. We live in the moment and provide continuous compassionate care, all the while planning for a vibrant future where we usher in Medicare services for our hospice patients and families. In celebrating our 40th anniversary this past year, we are reminded of our legacy of care and will continue to inspire hope – one family at a time.

Thank you for your continued support of our mission.

With gratitude,

Cathy S. Wozniak, MPH, MBA, CHPCA
Executive Director

James Butterick, M.D.
President, Board of Directors
Thank you & Farewell

We want to thank our 2021 Interim Executive Director, Kathy City, and Interim Director of Development, Pauline Neves, who helped get us through this year of transition and adaptation.

HPCMV relied on the support and knowledge of these experienced hospice professionals to guide us toward our goals of becoming Medicare certified and expanding our development department.

WARM WELCOME to our new Executive Director, Cathy Wozniak

In September of 2021, Cathy joined our organization with over 30 years of experience in hospice administration, working mainly with non-profit Medicare certified and accredited hospices. She has worked extensively in organizational leadership and strategic planning, operations, financial management and regulatory compliance for large and mid-size hospice organizations. Some facets of her career include consulting, area expansion, special programming, development of inpatient facilities and palliative care programs.

Cathy was special project consultant for the American Hospital Association in Chicago, Illinois where she authored a book published by the American Hospital Publishing Co., Health Promotion for Older Adults: A Planning and Management Guide. As an adjunct instructor at Temple University and Notre Dame University, she taught health administration and health education. In 2012, she received the Distinguished Alumnae Award from Goldey Beacom College in Wilmington, Delaware.

Cathy's leadership experience is a wonderful asset for HPCMV as we transition into Medicare Certification, which will ensure that we are providing our patients with highest quality care and allow access to critical funding to enhance our services.

Cathy lives with her husband Tim in Vineyard Haven.

Amid unprecedented challenges, our staff, volunteers, Board of Directors, generous donors, and sponsors stood strong by helping us continue to provide high quality end-of-life care and obtain the resources to do so.

-Cathy Wozniak
FOCUS: Moving Forward with Medicare Certification

Accepting Medicare does not abandon our non-profit mission or how we have operated over the past 40 years. We will continue to offer comprehensive palliative and end-of-life care to patients and their families as we do now, regardless of medical coverage, accepting Medicare reimbursement for those who are eligible.

Our need for philanthropic support will continue as many of our current programs and future community needs fall outside the hospice Medicare benefit. Accepting Medicare shows we are good stewards of our community’s generosity which will allow for expanded Island services.

Hospice and Palliative Care of Martha’s Vineyard’s non-profit, mission-based approach to care is important to the organization and Island community. That will not change. Looking forward and wanting to meet the needs of our patients and families, we envision a future where we deliver a full comprehensive and clinical program that meets all the needs of our community.

The uniqueness of our programs, accompanied by a commitment to deliver individualized care, are clear strengths of our Hospice. These services, along with other support systems, are central to what our organization currently delivers and go well beyond the traditional Medicare hospice benefit. These will not go away. Philanthropic donations will allow us to build upon what we now offer through strategic exploration to develop new programming, alternative supports, and end-of-life education and volunteer opportunities.

WELCOME
Nadia Pareja, CNA Hospice Aide

In 2021, HPCMV onboarded certified nursing assistant Nadia Pareja as our Hospice Aide. In this new position for HPCMV, Nadia plays an important role on our care team. Under the supervision of a registered nurse, Nadia performs various services to meet patients' personal care needs, observing patients and supporting and educating caregivers on patient care.

WELCOME
Susan Nugent, RN Hospice Nurse Case Manager

HPCMV welcomes Susan Nugent, RN as our newest nurse. She brings many years of experience caring for hospice patients and families. Her expertise helps support the clinical team as we prepare for Medicare certification.
2021: Year in Numbers

92 Referrals
52 Admissions
46 Patients Supported Through Death
11 Patients Discharged
86 Bereavement Counseling Clients

(51 Counseling Clients from the Island Community Not Connected to a Deceased Hospice Patient & 35 Clients Who Are Connected to One of Our Deceased Hospice Patients)

Welcome
Amanda Zoref, LICSW Counselor

HPCMV welcomes Amanda Zoref, the newest member of our counseling team! She is a seasoned hospice social worker and counselor.

Hospice & Palliative CARE

As we celebrate 40 years, Hospice and Palliative Care of Martha's Vineyard remains committed to being the Island's resource for providing compassionate end-of-life care to our entire community. It continues to be a challenging, but infinitely rewarding privilege to accompany people through their end of life journey; one that requires not only quality care of our patients and families but each other as well.

In 2021, we developed extensive systems, processes, policies and procedures, and added staff and infrastructure to help us meet the needs of our community. We have developed even stronger community partnerships to provide resources, respite care, medical equipment and medications; all while preparing to allow for patients and families to use their Medicare benefit to pay for all of these related services and allowing for the community's generous donations and support to go even further to expand and enhance the services not typically covered by Medicare.

On both the inside and outside, we are still our beloved island hospice of 40 years. Change is inevitable, growth is essential, and the work continues to be hard. But the mission and unity of our organization has never been stronger.

Supportive CARE

HPCMV non-medical clinical care underwent a significant change in 2021. Social work, spiritual care, and bereavement counseling combined to form our Supportive Care Team. This team provides integrated hospice, palliative, and counseling services to our patients and families. The team also offers bereavement counseling to anyone in the Island community, whether or not their deceased loved one was ever in HPCMV's care. During the first half of the year, bereavement counseling provided sessions virtually and transitioned to a hybrid of virtual and face-to-face sessions that adhered to state and federal COVID safety guidelines.

Virtual group offerings included the Men's Partner/Spouse Loss Support Group, and the Pregnancy Loss Support Group in collaboration with MV Community Services Family Center. The team also planned for the start of a new 2022 Making Meaning with Grief group. In addition, we held a virtual Remembrance Event and a Memorial Day candle lighting offering. Supportive Care also provided community bereavement counseling services in response to requests from MV schools and other entities. As we transition to Medicare certification, our Supportive Care team has expanded our interdisciplinary services to meet with every patient and family in our care.
2021 Events

HPCMV held its first online Remembrance Event in February 2021, which was a great success with over 50 Zoom participants.

The 2021 Annual 5K Memorial Road Race was held virtually instead of the traditional race in Oak Bluffs. Runners participated on their own time, safely away from crowds. This event raised close to $18,000.

Our annual Summer Soirée was a sold out event in celebration of 40 Years of Service and Community Support at Farm Neck Golf Club and raised almost $190,000.

The 11th Annual Bud Lamoreaux Golf Classic in September featured two rounds of golf, 125 golfers, and a record breaking $80,000 raised.

We wrapped up the year with the beloved annual Handmade From the Heart Holiday Sale which raised nearly $4,000.

*These amounts are unaudited

We ♥ Our Volunteers

Hospice and Palliative Care of Martha's Vineyard would like to thank all the volunteers who have stayed with us through the challenging transitional year of 2021. Our organization could not do the great work that we do for our community without the generous donation of time from our volunteers.

THANK YOU to our VOLUNTEER OF THE YEAR, Barbara Phillips

We would like to acknowledge our 2021 Annual Elaine Eugster Volunteer Award winner, Barbara Phillips. Barb, a longtime hospice volunteer, was nominated for this award by multiple staff and volunteers, one of whom stated: "I see her as the embodiment of what our organization looks for as a support for its mission. She is always the first to raise her hand whenever there is a need for help. She is not only a patient volunteer for home visits and hospital vigils, but is a tireless worker at the various fundraiser events. Barbara’s service is done with humility and her usual good humor. Aren't we lucky to have her as a model for the rest of us!"

Become a HPCMV Volunteer!

HPCMV is always welcoming new and returning volunteers! If you are interested in volunteering in 2022 and beyond to help with our hospice patients and families, events, or fundraising, please email hello@hospiceofmv.org or call us at 508-693-0189.
In this past year, we made needed infrastructure investments to be certified in 2022. Our non-operating revenues increased 30% and funded a portion of our operating expense increase. Donations were down slightly from 2020, and grants were similar. Our investments increased 8.9% after withdrawing $150,000 to fund operations. Our investments will continue to be a significant funding source until we are certified, which we project to be in the third quarter of 2022.
THANK YOU to our DONORS

Hospice & Palliative Care of Martha’s Vineyard depends on the community for donations to support all operations, patient and family care, bereavement, and other programming.

We are grateful to all of our supporters who made a gift in 2021.

For a full list of 2021 donors, please see our website at https://hospiceofmv.org/2021-donors/

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**Why Your Donation Matters**

Even though we are moving toward Medicare certification, your generous donations are still extremely important to us. Medicare covers core hospice services but all of the extra, personalized "above and beyond," quality of life services that are part of HPCMV mission will continue and will require continued philanthropic support.

Your support and donations allow us to:

- Accept patients regardless of diagnosis, age, or financial background
- Continue to offer the Island's only comprehensive bereavement and counseling programs for all Islanders who are grieving a loss regardless if their loved ones died under our care or not
- Family caregiver support programs
- Operate our Palliative Care program and services that support patients and their families when they are not yet quite ready for hospice
- Continuing to enhance, expand and develop new programming around our bereavement and counseling, legacy projects that celebrate a life lived well, alternative and complimentary therapies, professional education and expanded volunteerism opportunities

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**WELCOME**

Sheri Lamoreaux and Anna Marden
Development and Communications Team

HPCMV welcomes Sheri Lamoreaux as the new Director of Development and Communications and Anna Marden as the new Development and Communications Associate. Sheri will lead all development efforts and participate as the staff representative for the Development Committee of the Board. This team is tasked with planning events, philanthropic development, community outreach, and media communications.

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*To all of our 2021 donors, we appreciate your gifts. Please forgive any data entry errors that may exist in our list.*
THANK YOU to our SPONSORS

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GRATITUDE for our COMMUNITY

THANK YOU to ISLAND GROWN INITIATIVE for the weekly donation of prepared meals for patients.

THANK YOU to MORRICE FLORIST and their customers for the weekly flower delivery.

THANK YOU to SLOUGH FARM for the continued donation of flowers for patients.

THANK YOU to MORNING GLORY FARM for your ongoing in-kind donations.

THANK YOU to all the local businesses who support HPCMV with your generous in-kind gifts.
2022 Save the Dates

March 16: Annual Meeting
March 19: Remembrance Event for Families
May 29: Memorial Road Race
August 8: Summer Soirée
September 18: Bud Lamoreaux Golf Classic
December 10: Handmade from the Heart