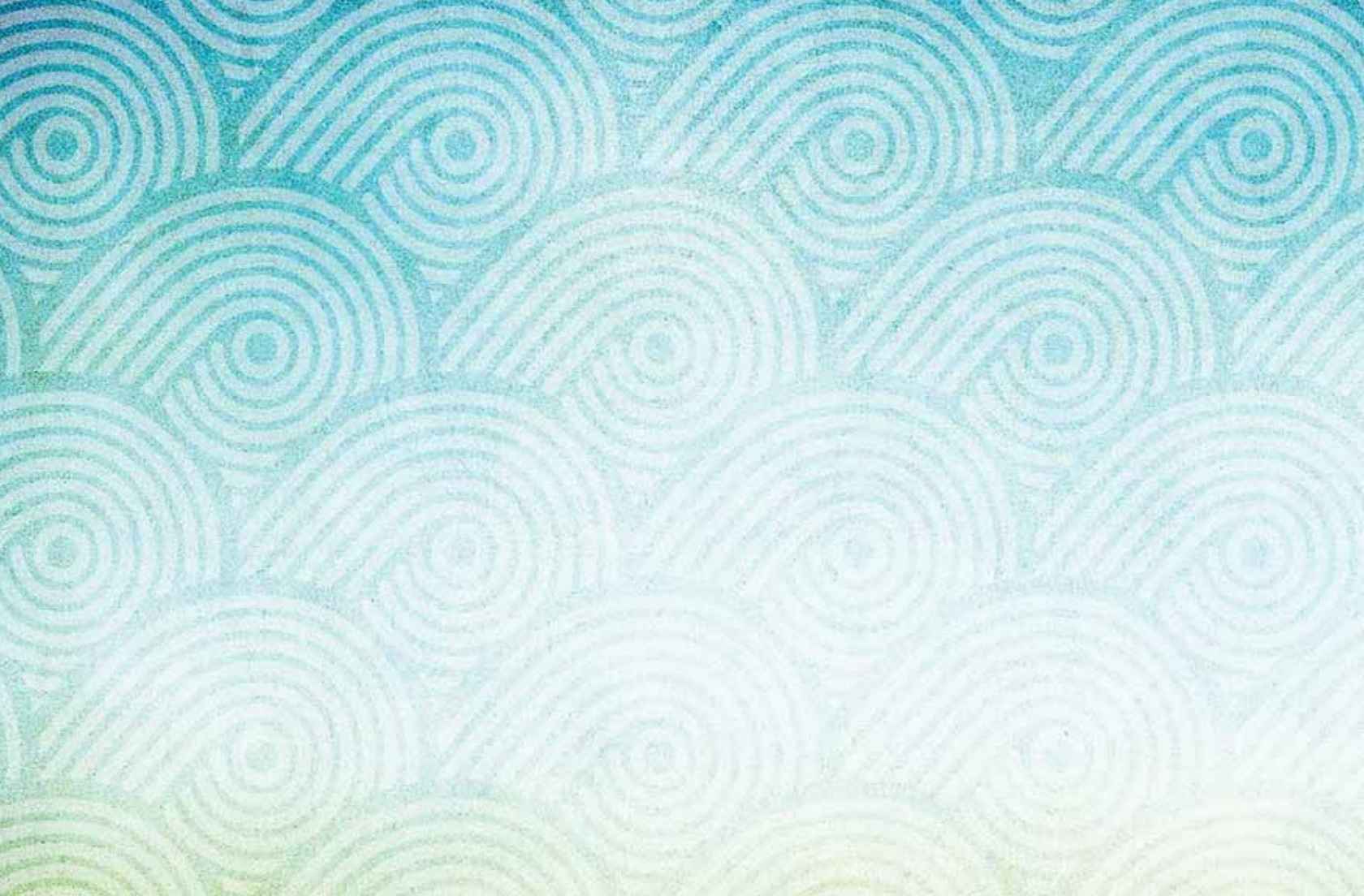




HOSPICE
of the VALLEY

2010 Community Benefit Report



From Our Director

Innovation distinguished Hospice of the Valley in 2010, as we developed new ways to meet community needs.

- We became the state's only hospice to provide 24/7 care with on-duty staff, never an answering service.
- We continued creating disease-specific programs with specialists who provide patient care and educate staff and caregivers about dementia, heart and lung disease.
- We developed ways to serve communities with shared cultures, religions and experiences, such as Hispanics, the Jewish community and veterans.
- We expanded our palliative care services to extend our reach to more chronically ill patients in their homes, more than doubling the number served.

Hospice of the Valley's bottom line remained solid despite the nation's continued economic struggles. Our revenue and patient census are

stable. Charity care expenses grew by 16 percent from 2009 to 2010, rising to more than \$11 million. No one was denied service because of inability to pay, thanks to our generous donors.

Our physical reach also expanded. We made our first foray outside Maricopa County, serving the greater Casa Grande area in Pinal County. In December, we opened a new building on our 16th Street administrative campus that added 38,660 square feet, bringing total office space on the main campus to 73,405 square feet. Staff from two leased locations—Central Clinical and Osborn House—moved to the new building. This will save us \$400,000 on lease expenses annually (times forever!).

Our commitment to containing costs and enhancing services will continue through 2011 and beyond. Thank you for giving us the privilege of doing this rewarding work, bringing comfort, meaning and lasting memories to our precious patients and families.

Susan



Serving Our Community

Hospice of the Valley cared for 13,169 patients and families in 2010.

Nearly 4,000 people were involved in providing this exceptional care: **1,725 employees and 2,260 volunteers**. We work in teams consisting of a doctor, nurse, social worker, nurse's aide, chaplain, volunteer and bereavement counselor.

More than 90 percent of our care is delivered in patients' homes. We also serve patients in group homes, assisted living, skilled nursing facilities and our 17 palliative care units.

The average length of stay was 90 days. The median length of stay was 16 days.

More than 97 percent of our family satisfaction survey respondents in 2010 said **they would recommend** Hospice of the Valley to others.

Our mission: Bringing comfort and dignity as life nears its end.





Making a Difference

What sets Hospice of the Valley apart in 2010?

- Our 1,725 **employees won national and statewide recognition** for their expertise and exceptional service. We employ the highest percentage of nurses and nursing assistants in Arizona who have been **nationally certified in hospice and palliative care**.
- Our 2,260 **adult and teen volunteers contributed 152,530 hours of support** in 2010. That includes 175 pet teams who call upon patients and families Valleywide.
- Our 17 palliative care units **served nearly 7,000 patients** in small, homelike settings throughout Maricopa County. Pediatric end-of-life and respite care was provided at **Ryan House**.
- **Massage, music and pet therapy** comforted our patients at home and in our palliative care units.
- **Bereavement services** maintained contact with grieving family members for a year after a death. In 2010, 26,104 calls were made by staff to family members; 12,210 calls were made by volunteers; 2,844 family members were referred for one-on-one grief counseling and 456 support groups were held. Those figures include services provided by New Song Center for Grieving Children. Nearly 75,000 newsletters about grief were sent to the bereaved.





Innovating and Educating

Hospice of the Valley is the go-to organization for information about hospice and palliative care. We teach healthcare providers, address community groups and offer continuing education for our own staff. In addition, Hospice of the Valley has formed alliances with other healthcare organizations, including the Mayo Clinic, Catholic Healthcare West, Phoenix Children's Hospital, Maricopa Medical Center and Ryan House.

In 2010, **Hospice of the Valley provided specialized training** to 370 community healthcare professionals, including 149 physicians-in-training, 131 medical students, 46 nurses, 19 social workers and 25 chaplains. In addition, 669 educational presentations were given to healthcare professionals; 322 talks were given to the public and information was distributed at nearly 200 health fairs.

Our staff is continually learning more about pain management, wound care, cultural and religious considerations, artful conversation and best practices in treating heart, lung, cancer, dementia and psychiatric conditions.





Raising Support

In this prolonged period of economic recovery and unemployment, more people than ever are without insurance. In 2010, Hospice of the Valley's **charity care expenses totaled \$11 million, a 16 percent increase** from the previous year. In the same period, **donations declined** from \$9.1 million to \$8 million.

Donors' continued generous support ensured that Hospice of the Valley was able to care for patients without Medicare or health insurance. The agency also continued offering extra services not covered by insurance, such as massage, pet therapy and palliative care for people with chronic and serious illnesses who aren't on hospice, but may be in the future.

A breakdown of the **\$8 million** follows:

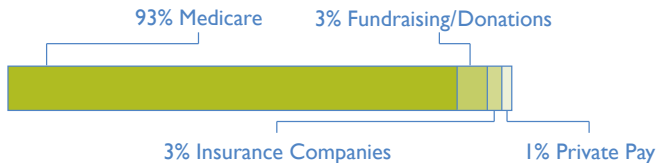
- \$3.1 million in non-cash gifts, including property and donated materials and services.
- \$1.6 million in memorial gifts and tributes.
- \$1.4 million from corporations, organizations, foundations and individuals, including \$577,000 from United Way.
- \$1 million from planned gifts and bequests.
- \$526,000 from special events, including **AAHA! An Auction of Heirlooms and Art, Off the Vine Vintage Wine Auction, Nellie Ann Ortega Golf and Wine Event, CIGNA Healthcare of Arizona Pro-Am Golf Tournament, Nina Pike-Garza Memorial Golf Tournament, KAM Memorial Golf Tournament, Leisure World Charity Challenge, Valle Luna Fishing Tournament, Helping Hand 5K/10K Run** and other fundraisers.
- \$286,000 from **Light Up a Life** and spring mailing campaigns.

By the Numbers

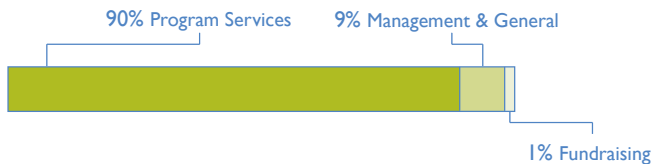
Hospice of the Valley is a **not-for-profit agency** that maintains conservative budgeting and investment practices with low overhead and administrative costs. The following figures represent our revenue, spending and most common patient diagnoses in 2010.



Where our money comes from:



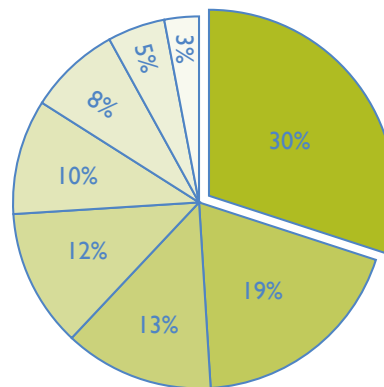
Where our money goes:



Total Assets
\$269 million

Our Budget for 2011
\$183 million, including \$8 million in donations

Diagnoses:



- 30% Cancer
- 19% Debility
- 13% Dementia (Non Parkinson's)
- 12% Cardiac
- 10% Other (including leukemia/lymphoma, liver failure, Parkinson's, neuromuscular)
- 8% Pulmonary
- 5% Cerebrovascular disease (such as stroke)
- 3% Renal failure

Board of Directors

John Jennings, president
Safeguard Security and Communications, Inc.

Rita Meiser, immediate past president
Attorney

Lanny Lahr, vice president
Consultant to Healthcare Industry

Jerry Smithson, treasurer
Consultant to Healthcare Industry

Rick Naimark, secretary
City of Phoenix

Johnny Basha
Bashas'

Diane Eckstein
Community Volunteer

Jim Feltham
Neighborhood Housing Solutions, Inc.

Steve Fields
AUTUS Asset Management, LLC

John Fitzgerald, MD
Arizona Cardiology Group

Gabrielle Lawrence, Ph.D.
Psychologist

Susan Levine
Hospice of the Valley

Sister Margaret McBride
Mercy Healthcare Arizona

Cathy McKee Olesen
Community Volunteer

Linda McReynolds
Attorney

Bob Ramsey
American Lifestar

Dan Santy
AIR Marketing

Judy Shannon
Ryan House

Kelli Smith
Catholic Healthcare West

Mike Spector
The Arizona Republic

Kay Sperduti
Sperduti Communications

Ellen Giddins Stiteler
The Stiteler Companies

Kay Thompson
Community Volunteer

Gary Volkenant
APS/Pinnacle West Capital Corp.

Dale Walters
Keats, Connelly & Associates, Inc.

Michael Withey
Withey Morris PLC





HOSPICE
of the VALLEY

1510 E. Flower St.

Phoenix, AZ

85014.5656

602.530.6900

hov.org

A not-for-profit organization

