



# HORIZONS

WINTER 2016 FOR SUPPORTERS OF HOSPICE OF THE VALLEY

## White Dove Thrift Shoppe supports HOV and the community

When you donate to the White Dove Thrift Shoppe, you never know where the item will end up.

A prom dress could become a bridesmaid's gown.

A silver tea set might transform into a holiday table



*Miriam Weckerly*

centerpiece. Grandpa's recliner could bring comfort to an ailing young mother. A designer handbag could add the perfect bling to a glamorous night out.

"That's what's fun about thrifting," said Diana Murray, who oversees the four stores' operations for Hospice of the Valley. "You know there's a story behind every item in the store. And you know the donated item is off to its next chapter when somebody takes it home."

Miriam Weckerly, a retired dress store owner, shops for friends and for the young scholars in Boys Hope Girls Hope Arizona. The organization supports academically capable and motivated children from challenging backgrounds meet their full potential through college and beyond.

"I love to go to antique and thrift stores," Weckerly said. "The White Dove is one of my favorite places. They get amazingly high quality clothing from wonderful donors! Some of the high-end pieces have only been worn once."

The White Dove's Phoenix store was the first place she went when given the opportunity to outfit 10 graduating high school seniors on a budget of \$50 each.

"We not only found outfits, we found multiple outfits for them to go off to college and into the working world. For that small amount of money—the transformation that took place is amazing," Weckerly said. A young man who spoke at the nonprofit's annual fundraising event drew confidence from his suit and a compliment

afterward from an attorney in the audience who approached him to find out where he bought his clothes, she said.

Jenifer Briones, 19, a sophomore at Loyola University Chicago, said Weckerly gave the graduating Boys Hope Girls Hope scholars much more than a new wardrobe.

"It was helpful for me to have new clothes and accessories that would reflect the places that I would be going," Jenifer said. "I understood at that point that the way you present yourself matters, and I saw it impact the opportunities that I received. Miriam taught me that you must always dress for the job that you want, and not the one you might initially have. She said I must look like the CEO!"

You, too, can change lives by donating, shopping and volunteering at the White Dove! For more information, view [whitedovethrift.org](http://whitedovethrift.org).

### White Dove Thrift Shoppe Locations

5035 N. 7<sup>th</sup> Ave., Phoenix

17045 N. 59<sup>th</sup> Ave., Glendale

8461 E. McDonald Dr., Scottsdale

1255 W. Guadalupe Rd., Mesa

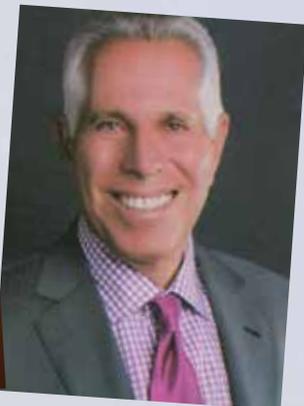


*Boys Hope Girls Hope Arizona scholars wearing White Dove outfits.*

## HOV's 2015 accomplishments bode well for 2016



Susan Levine



Lanny Lahr

Thanks to our generous donors, community supporters, volunteers and staff, Hospice of the Valley had an exceptional 2015, with developments that will continue to unfold into 2016 and beyond.

### Did you know that last year HOV...

- Was selected as the only hospice in Arizona to participate in Medicare Care Choices, a national project to determine costs and benefits of allowing beneficiaries with life-limiting illnesses to receive palliative care while seeking curative care.
- Launched Outreach Palliative Care for seriously ill patients still seeking treatment, and grew the number of Arizona Palliative Home Care patients by 50 percent.
- Opened St. Joseph's Palliative Care Unit south of the hospital's emergency room in central Phoenix.
- Received A+++ audit results for our finances as determined by an external auditing firm.
- Opened a fourth White Dove Thrift Shoppe store—in Glendale.
- Launched an Hispanic team to provide culturally-sensitive care to Hispanic families. A Spanish Speakers Bureau and a Spanish bereavement group for New Song Center families also were started.

- Ranked No. 1 on the *Phoenix Business Journal's* Arizona Hospices list—as the agency has every year since the newspaper published the first hospice list in 2006--maintaining our position as the market's leading hospice provider.
- Won a Healthiest Workplace award from the *Phoenix Business Journal*.
- Served 150 privately paying families in Palliative Care for Dementia with revenue topping \$100,000. An additional 120 patients receiving government aid also were served through grant funding, with preliminary reporting indicating a 21% reduction in cost compared to the control group.
- Completed a pilot program for private pay home care services from October 2014 to April 2015, with the census growing from 8 to 56 patients. The private pay program has served 200+ patients over the last year.
- Decreased pharmacy costs at a time when prescription drug prices are rising dramatically. Spent \$1 per day per patient less than the budgeted figure of \$8 per patient day for medication agencywide.
- Won the national Certified Hospice and Palliative Nurse of the Year award, which will be given in March to Ann Schneidman, pulmonary clinical nurse specialist.
- Won the statewide Hon Kachina Volunteer Award for 19-year veteran volunteer Patsy Pearce.
- Created and aired new TV commercials in English and in Spanish.

There's never a dull moment working with the amazing people who are drawn to our mission. Particularly in this era of health care reform, delivering better care at less cost is key to everyone's success. Thank you for your support and for granting us the privilege to serve.

Susan Levine  
Executive Director

Lanny Lahr  
President, Board of Directors

## HOV selected for Medicare Care Choices project

Hospice of the Valley has been chosen by Medicare to participate in a national program that will enable people with life-limiting illnesses to receive palliative care while seeking curative care.

“We are thrilled to be awarded this grant as it affirms our belief that optimum care for seriously ill patients should include the option of concurrent palliative and curative care,” said Susan Levine, executive director. The agency was the only hospice in Arizona selected to participate in the five-year project.

Under current Medicare payment rules, patients must choose between the support services provided through hospice care or curative treatment; they cannot have coverage for both at the same time. Individuals and families sometimes struggle making that choice; some view hospice as “giving up.” Only about half of Medicare beneficiaries use hospice care, most only for a short period of time, Medicare reports.

The “Medicare Care Choices Model” is an experiment designed to evaluate whether beneficiaries would elect to receive supportive hospice care services if they could continue to receive curative services. The project also examines whether providing palliative and curative care at the same time impacts the quality of care and patient satisfaction.

Palliative care focuses on the patient’s physical, social and spiritual needs. The goal is to achieve the best quality of life possible by relieving suffering and controlling pain and symptoms. Palliative care is always part of hospice care, but also can be given to patients not on hospice.

About 150,000 Medicare beneficiaries with

advanced cancers, lung and heart disease and AIDS will be served nationwide. Selected hospices were randomly assigned to start services in January 2016 or January 2018. Hospice of the Valley, which serves patients throughout central Arizona, will begin in January 2018.

Medicare will pay participating hospices a monthly fee per patient ranging from \$200 to \$400. Healthcare providers furnishing curative services will bill Medicare as usual for care, medication and supplies.

Through a program called Outreach Palliative Care, Hospice of the Valley already is serving seriously ill individuals who may still be getting treatment. The agency also contracts with insurance plans to help coordinate care for their sickest patients. The objective is to keep patients comfortable in their homes while they undergo treatment, rather than making frequent trips to hospital emergency rooms for treatment of side effects and symptoms.

Hospice care incorporates palliative care in services delivered by a team of healthcare professionals at the patient’s home or place of residence. Medications, medical equipment and supplies related to the life-limiting diagnosis are delivered to the patient and covered under the hospice Medicare benefit. Inpatient palliative care units also are available for short-term stays to manage pain and symptoms.



*Dr. Gillian Hamilton, right, administrative medical director at Hospice of the Valley, with a patient*

### Bringing music to dementia patients

Music's transformative impact on dementia patients—triggering memories through melodies—inspired a grassroots donations campaign in Ahwatukee that raised thousands in cash and hundreds of donated iPods, earphones and iTunes gift cards.

Jerry Ebel, a “Salutes” military veteran volunteer for Hospice of the Valley, led the effort after observing one of his patients respond to a Barry White song. At the start of the visit, the patient didn't appear aware of his surroundings, but when the music began to play, the man's eyes popped open, he shouted “favorite!” and tapped his fingers to the beat. By the third song, he was singing along!

Ebel started a drive in his neighborhood so more dementia patients and volunteers could enjoy the same experience. The community generously responded—including 13-year-old Brett Justus, who collected iTunes gift cards totaling hundreds of dollars, as well as electronic equipment, much coming from his sports teams. The goal is to raise \$50,000 for the Music and Memory project, part of a national program that assists dementia patients.

### PayPal Chandler lends support to families

Two families enrolled in HOV's Pediatric Outreach program were the beneficiaries of a generous donation from PayPal Chandler last fall when they were presented with grocery store, gas and restaurant gift cards valued at about \$1,800 each. They also were treated to entertainment outings, courtesy of Castles & Coasters and Sea Life Aquarium.

The Tsiniginie family, which includes a six-year-old daughter with a brain disorder, went to Red Lobster for dinner and used the WalMart gift card to stock up on fruits, vegetables and cleaning supplies. The Rodriguez-Tarin family—including Rogelio, 17, with cerebral palsy—enjoyed the rides at Castles & Coasters.

“At PayPal Chandler, we encourage our employee champions to come together to make a difference in the local community,” said Karen Marshall, PayPal's vice president of global operations, North America. “Hospice of the Valley's Pediatric Helping Hand Fund was one of the chosen projects this year—helping to fulfill special wishes for pediatric patients and their families.”

### Towel donation warms HOV patients



Towels are packed for delivery to HOV

Hundreds of colorful beach towels piled high in the lobby of Scottsdale Insurance Co. last fall now are providing comfort and warmth to Hospice of the Valley patients, reformulated as bath ponchos that keep patients covered during bathing.

The 363 towels were donated by employees in memory

of Mary Wieggers, who devoted much of her life to supporting the company founded by her husband, Rollie. The couple started out in 1982 in a 600-square-foot storefront. Today Scottsdale Insurance is an industry leader, with more than 1,400 staff and \$2 billion in premium.

The towels were converted into bath ponchos by volunteers at Hands On Greater Phoenix and other sewers. They cut holes in the middle of the towels and stitched around the hole—a simple design that patients can slip over their heads.

Francisco Esparza, 89, a hospice patient who lives with his daughter at home in Glendale, has a lime green towel, plus an extra always on hand. “My father likes them,” Chris Esparza said. “They keep him warm when he goes from his room to the shower. It gives him warmth and privacy, too.”



The Tsiniginie family with PayPal and HOV staff



## Off the Vine nets nearly \$110,000

HOV's 15<sup>th</sup> annual Off the Vine Vintage Wine Auction, held Nov. 6 at the Royal Palms Resort, netted nearly \$110,000 for patients and families. About 180 people attended the event, which featured wine and food pairings under the stars and a silent and live auction. The evening's "Fund-a-Need" raised \$31,000 for the agency's Salutes program, which honors military veterans. The volunteer veterans who made the presentation received two standing ovations.

Big-selling auction items were a trip to Monte Carlo and the French Riviera; a stay in Napa Valley with private tastings with winemakers; and restaurant experiences at Crudo, Roka Akor and Tarbells. Thanks to all for a beautiful and enjoyable event!



*Dr. Ned Stolzberg  
with wife Lisa*



*Fund Development staff Kelly Reber,  
Cheryl Thomas, and Judy Shannon*



*Auctioneer Richard Lampert with Executive Director Susan Levine;  
HOV founding member The Rev. Gerald Roseberry; and Director of  
Community Engagement Lin Sue Cooney*



*Photos by Jaime Scowley*



## Light Up a Life

### Light Up a Life inspires and comforts

More than 1,500 people gathered to pay tribute to loved ones who have died at HOV's Light Up a Life event on Nov. 22 at Steele Indian School Park. A photographic montage with more than 550 black-and-white submitted photos was displayed on two giant screens set against the night sky. Music set the mood for reflection as those in attendance watched and waited for their loved ones' images to appear. There were old faces and young; funny and sad expressions; vintage and recent snapshots of everyday moments and life's milestones—weddings, birthdays and graduations. It was truly a night for thoughtful remembrance.

## Palliative Care for Dementia helps patients, family caregivers and physicians

Richard and Barbara Yavitt have been married 59 years and are honoring their wedding vows to love each other in sickness and in health. He took care of her through brain surgery and two kinds of cancer. Now she's caring for him at home, as Alzheimer's disease slowly robs him of his memory.

The disease was first diagnosed when Richard was in his late 70s by Scottsdale internist Jay Friedman, MD.



*Richard Yavitt with social worker Amy Chengalaram*

"I got a call from Dr. Friedman saying Richard did not know his age and he could not answer all the questions at his physical," Barbara recalled. "Dr. Friedman said from now on I must come to the office with Richard. So I did. But I was in chemo and radiation. It was hard."

The Yavitts aren't alone. Many of Friedman's elderly patients are symptomatic for dementia and their family caregivers are overwhelmed. When Friedman learned of Hospice of the Valley's Palliative Care for Dementia program, he was delighted there was a unique service to offer distressed families.

"These families are desperate for some sort of coherent program that can give them an idea of what to

expect, what they can do now and in the future, and begin to plan for the natural progression," Friedman said. "Hospice of the Valley's Palliative Care for Dementia program is a lifesaver for these families."

Barbara Yavitt credits dementia educator Amy Chengalaram, a social worker, with teaching her how to calm herself so she can calm Richard, now 85. Barbara also has utilized the 24/7 phone line to talk to a nurse or social worker about urgent situations—like the time Richard got in the car alone and just kept driving, and the time he left the house on foot and just kept walking.

"They helped me be a better caregiver," Barbara said. "Although I wasn't perfect. I could get upset. I had to learn what was best to do. I used the phone service to call at all times of the day and night, and I was helped. It's working out."

Barbara also values volunteers who stay with Richard so she can leave the house for doctor's appointments and errand running. One volunteer even sat at Richard's bedside in the hospital over the holidays so Barbara could go home to host a dinner for some 30 people.

Friedman said the Palliative Care for Dementia program helps him be a better physician. "It is absolutely what the doctor ordered," he said. "I need eyes in the home and feet on the ground to help assess the family and then get back with me. I can do a better job if I have collaborators."

Palliative Care for Dementia costs the patient/family \$275 a month. It is not covered by Medicare or insurance.

Palliative Care for Dementia is open to patients at any stage of dementia who are not on hospice. Services include:

24/7 phone support. Call and talk directly to a nurse. No answering service.

Home visits. Home visits from a dementia educator who provides information about Alzheimer's disease and other dementias, behavior management strategies, medications, placement options and living wills.

Ask the doc. Gillian Hamilton, MD, PhD, a nationally recognized geriatrician and dementia expert, can answer your questions by phone and consult with your loved one's physician if desired.

Take time for yourself. If requested and available, caregiver respite for four hours a week by volunteers with special training.

For more information, call 602.636.6363 or email [DementiaCare@azphc.org](mailto:DementiaCare@azphc.org)



### New HOV TV commercials feature Lin Sue Cooney

HOV has developed new TV commercials featuring Lin Sue Cooney, director of community engagement. Lin Sue is a familiar on-screen presence in Valley households having served more than 30 years as primary news anchor at KPNX/Channel 12 before joining the agency last year. The new messaging differentiates HOV as offering more than end-of-life care, including services such as palliative care for people with serious illness, pet therapy and honoring veterans.



### Patsy Pearce wins Hon Kachina Volunteer Award

Patsy Pearce, who has volunteered 20 years for Hospice of the Valley, was among seven recipients of the statewide Hon Kachina Volunteer Awards presented last year. Pearce provides spiritual care to dementia patients and respite for family caregivers. In addition, she gives community talks through Speakers Bureau; make-up and skin care to women patients through Face in the Mirror; and education to prospective volunteers. She also has served as a home care volunteer and volunteer area leader for East Valley palliative care units.



### Ann Schneidman named Nurse of the Year

Ann Schneidman, a pulmonary clinical nurse specialist, has been honored as 2016 Certified Hospice and Palliative Nurse of the Year by the national Hospice and Palliative Credentialing Center based in Pittsburgh. The award will be presented in March during a Chicago convention of the American Academy of Hospice and Palliative Medicine and the Hospice and Palliative Nurses Association. Over her 10 years at HOV, Schneidman developed and directs the Pulmonary Resource program.

### Mindfulness training for staff and community



The next series of mindfulness classes runs on Saturdays, Jan. 9 through Feb. 27, from 9:30 a.m. to noon, with a longer session from 9 a.m. to 3 p.m. on Feb. 20. Classes will take place at HOV's

administrative office, 1510 E. Flower St., Phoenix. The series is open to all. Community members pay \$200 (sliding scale); staff and volunteers pay \$100; and certified nursing assistants and dementia family caregivers pay \$50.

Weekly community sitting classes are held from noon to 12:30 p.m. every Thursday at the Phoenix Art Museum, 1625 N. Central Ave., Phoenix, outside in the Sculpture Garden (weather permitting; otherwise inside). No registration; no charge. For more information, contact [MindfulnessTraining@hov.org](mailto:MindfulnessTraining@hov.org) or 602.636.5300.

### Three grants support hospice and palliative care

Hospice of the Valley has been awarded a \$100,000 grant by the Salt River Pima-Maricopa Indian Community to enhance volunteer programs, massage, music therapy services and grief support counseling and support groups.

Another \$100,000 grant was received from the Gila River Indian Community to provide charity care over two years for people who lack insurance or financial means. The grant will provide care for about 750 adults and children nearing end of life.

Funding from the two Indian communities comes from a portion of casino revenue, as provided by law.

A third grant, for \$25,000, has been received from Grayhawk Classic Residents' Foundation at Vi at Grayhawk for community mindfulness training courses for the public and family caregivers. Our thanks to the funders for supporting services that go beyond Medicare requirements.



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A not-for-profit organization

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AN AUCTION of HEIRLOOMS and ART  
HOSPICE OF THE VALLEY'S ANNUAL ART AUCTION

## CELEBRATING the MAGIC of MUSIC

**SATURDAY, FEBRUARY 13, 2016**

6 P.M. COCKTAILS, HORS D'OEUVRES AND SILENT AUCTION

7:30 P.M. LIVE AUCTION, DINNER AND DANCING

### THE ARIZONA BILTMORE

2400 EAST MISSOURI AVENUE, PHOENIX, ARIZONA  
MCARTHUR BALLROOM • COCKTAIL ATTIRE

FOR MORE INFORMATION OR TO MAKE A RESERVATION, VISIT [HOV.ORG](http://HOV.ORG)  
OR CALL KELLY REBER: 602.636.5314

ALL PROCEEDS BENEFIT HOSPICE OF THE VALLEY,  
A NOT-FOR-PROFIT ORGANIZATION BRINGING  
COMFORT AND DIGNITY AS LIFE NEARS ITS END

*Horizons is published twice a year by Hospice of the Valley, a not-for-profit organization serving families and patients with life-limiting illnesses in Maricopa County since 1977. Copyright 2016 by Hospice of the Valley. ♦ We'd love to hear from you! Contact us at 602.530.6900 or hov.org.*

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