

A close-up photograph of a vibrant orange zinnia flower with yellow centers. The petals are layered and slightly ruffled. The background is a solid green.

CARING FOR  
*Life*

The word "CARING FOR" is in a white, serif font. The word "Life" is in a larger, white, cursive script font. A thin, white, curved line starts from the bottom left of the "L" in "Life" and sweeps upwards and to the right, ending near the top of the "i" in "Life".

[hospicechesapeake.org](http://hospicechesapeake.org)

# *Letter from our President*

Dear Friends,



In my capacity as Hospice of the Chesapeake's President and CEO, it seems every day I am given the opportunity to educate someone about the value of hospice and palliative care. Whether it's one-on-one or with a group, there are still so many questions and, frankly, misunderstandings about what we do and what we provide.

Of course, I'm not alone. Nothing solidified that more than attending the National Hospice and Palliative Care Organization's Management and Leadership Conference in Washington, D.C., in April. Hospice leaders from around the nation joined together to brainstorm and discuss creative ways to respond to these questions and misunderstandings as well as help the general public and lawmakers understand the historic success of hospice.

The My Hospice campaign was introduced at the conference as a clarion call to help us advocate the value of the Medicare Hospice Benefit and to ensure patient access to high quality, comprehensive hospice and palliative care. You can learn more about it at <http://hospiceactionnetwork.org/my-hospice> or by searching #MyHospice online.

In direct response to this call we are embarking on a journey ourselves. In addition to the many workshops and seminars we host annually, this year we will host a free all-day healthcare symposium in Prince George's County in November. You can read more about it on the next page of this newsletter. We are very excited about this new opportunity to bust those myths and answer those questions.

The best demonstration of the importance of the care we provide IS the care we provide. Opening the new Hussman Palliative Care Center and the Lovelace Education and Training Center on our home campus will help us to not only put a face on what we do in hundreds of homes and care centers but also to ensure our skills and knowledge are razor sharp while serving more patients and families in Maryland. See the centerfold for details. We will always have to take time out of every day to debunk the many myths of hospice care. But in many ways, it is those myths and misunderstandings that inspire us to change the narrative of end-of-life decisions.

This year, the story is ours to tell.

A handwritten signature of Ben Marcantonio.

Ben Marcantonio  
President & CEO

## *Be an Angel*

Support Hospice of the Chesapeake

Your gift will help a patient or family member in need, provide comfort to someone grieving a loss and ensure quality care for our community.

General and Designated Gifts • Tribute Gifts and Gifts of Gratitude • Monthly Giving • Gifts of Stock and Securities  
Event Sponsorships • Workplace Giving • Corporate Partnerships • Matching Gifts • Bequests, Beneficiary Designations and IRA Gifts

Make a gift online at [www.hospicechesapeake.org/giving](http://www.hospicechesapeake.org/giving)  
Call 443-837-3385 for more information or to make a credit card gift over the phone.  
Mail a check made out to Hospice of the Chesapeake Foundation.

*Thank you for your support!*



# *Giving the community something to talk about*

We see evidence every day that making decisions during a health crisis adds significantly to the confusion, burden and stress experienced by patients and their families. It's ironic, because death is one of only a few inevitable health conditions a human will experience. It's something for which we can and should plan for in advance.

That is why we invest so much time and so many resources in programs designed to educate healthcare professionals, referral partners, community leaders and the general public on the importance of end-of-life planning. Education prior to a health crisis can empower patients and change the way families experience advanced illness and end of life, as well as recover from the loss of a loved one.

To that end, we are hosting Caring for the Continuum of Life: 2018 Healthcare Symposium, from 9 a.m. to 3 p.m. Nov. 3, at Prince George's Community College in Largo. This free day of learning is open to any one – not just healthcare professionals, but members of the community who want to make informed decisions regarding end of life and the loss of loved ones.

"We hope that engaging the community in palliative care and end-of-life conversations before they experience a crisis will help them make informed, quality of life decisions when they are faced with becoming patients or caregivers," Chief Operating Officer Regina Moody said. "By educating and exposing the community to what we do in this very public setting, we are seeking to increase their comfort level with the word 'hospice'."

The day will include three healthcare tracks facilitated by guest experts and professionals from Hospice of the Chesapeake, Chesapeake Life Center and Chesapeake Palliative Medicine.



Community and Caregivers sessions will support the role of the caregivers in our lives who are seeking solutions to common challenges including how to find help in caring for an aging parent, self-care and supporting a grieving child. Sessions targeted towards Healthcare Professionals are designed to enhance their understanding of end-of-life choices and the impact on families. And Specialty Track sessions will address very specific information, including discussions on Advance Directives, MOLST and Living Wills; and Reconciling Faith and End-of-Life.

Visiting presenters include Dr. Richard Payne, who most recently was a Professor of Medicine and Divinity at Duke Divinity School, Duke University and the Esther Colliflower Director of the Duke Institute on Care at the End of Life. Also presenting will be Rosemary Allender, LCSW-C, who founded Family Eldercare Management in 2006 to address the need for geriatric care management services in Prince George's County and surrounding areas.

Four years ago, we adopted a new vision for our organization: By 2020, we will be thought leaders who create vibrant engaged neighborhoods that offer seamless holistic care for those living with complex illness and/or loss, bringing meaning to each person's life. The symposium addresses every aspect of that vision – educating professionals, reaching out to the community, connecting our care models – all part of our vision to create a peaceful, purposeful plan for each of our patients' care.

Watch for updates on our website or Facebook page!



# BLUEPRINTS TO PROGRESS: *Building*

Relocating to the John & Cathy Belcher Campus in 2013 wasn't just a change of scenery for Hospice of the Chesapeake. Our leadership was excited with the property's possibilities. Dreams of what we could do in the fields of hospice, palliative and bereavement care were supported by a community that responded with donations great and small. The renovation of the administrative building was followed in less than three years by the opening of the Rebecca Fortney Inpatient Care Center. The next big vision will be realized this summer when we open the Hussmann Palliative Care Center and the Lovelace Education and Training Center.

"No other hospice in this area has this kind of center where patients who are early in their journey of chronic illness can come in to be seen by a palliative care provider," Chief Medical Officer Dr. Eric Bush said.

Bringing Bush on as our CMO in 2016 was a foreshadowing that this center would become a reality. He had created an ambulatory palliative care center at Frederick Memorial Hospital. He feels our new freestanding center will be even better as patients feel more at home and more at ease than having to go to a center in a hospital setting. "I think it's going to open up our services to a new subset of patients who we currently aren't able to serve optimally," Bush said. "It's a great thing. I appreciate what the Hussmans and other donors have done in helping us provide access to patients and families."

Terri and John Hussman said their decision to support the center stems from their own interest in meeting the increased needs of those in the community living with complex and life-limiting illness. "We know from our own family experience how valuable including palliative care can be in helping a loved one to determine and meet their goals for treatment, while providing the family with a partner in the process who knows the whole picture," Terri said.

Focused on serving patients and their caregivers, the new center will feature examination rooms that are easily accessed by wheelchairs and walkers. On the west side of the building, the education and training center is an entirely different space created to serve our clinical team, students and volunteers. It has space for the education team, a classroom, a multipurpose space and – what has Director of Education Elisabeth Smith so excited – a skills lab designed to replicate a patient's bedroom and bathroom.



Terri and John Hussman

# on our Dream



Bill and Rose Lovelace

"I love skills lab. I think hands-on application of knowledge is so important," Smith said. The lab's mock patient bedroom will have furnishings that mimic that of a home setting. The bathroom will be just like any other home's bathroom – no bars, no special toilet or shower. The same equipment provided to families and caregivers will be on hand, so that nurses and certified nursing assistants can practice using something like a Hoyer body lift in a narrow space. Clinical teams and students will have a safe space to practice skills on manikins and volunteers. "When you have a confidence in the skill you're going to perform, it comes across to your patient," Smith said. "They feel confident in the care you're providing."

Smith said a lot of healthcare organizations look at nursing and nursing assistants and think, "a nurse is a nurse, an aide is an aide." Though they learn many of the same skills in nursing school, how to apply them in different settings is really not taught. It's something they learn on the job. "The skills lab will allow our care teams to polish and refine their skills for entering someone's home in a comforting capacity. It also will give us the ability to role play in a very realistic environment," she said.

Bill and Rose Lovelace jumped at the opportunity to help fund the education center. It isn't an unfamiliar role – they established the Lovelace Clinical Education Fund in 1999 in

memory of Bill's parents, who experienced the compassionate care of hospice at the end of their lives. "Rose and I know the importance of our nurses and clinical staff remaining current in the care and comfort of our patients. We are proud to be able to provide support to further enhance the opportunities for staff training in hospice and palliative care," Bill said.

"I know it's going to be a great space and we are going to be able to facilitate learning in a different way," Smith said. "So thank you to our donors, we couldn't do it without them."

Watch our website and Facebook page  
for our ribbon-cutting celebration.





# *A grateful family gives back*

Writer William Arthur Ward once wrote, "Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings."

We are regularly treated to these moments of appreciation. The gestures come most frequently in person from families and patients to their care teams. Strangers in a store will see the Hospice of the Chesapeake name tag and feel compelled to share how thankful they were for the care we provided to someone they love.

Then there are the cards and letters of thanks which brighten our day and give us renewed purpose. And sometimes, those words of gratitude roll like a snowball of blessings when we are privileged enough to be able to share them.

Patty Trujillo wrote such a letter to us so that we would know how important our care of her mother Georgialee Trujillo was for her and her family. We were so moved by her letter, we asked if we could share her story to encourage others to give their support to our mission of caring for life. Once again, we were honored by her gratitude as she agreed to be the inspiration for our annual gala appeal video. Beautifully produced by VPC Inc., who provided their services for free, the video provided guests at the gala an opportunity to personalize the work that we do by sharing a glimpse of the how we helped to provide "the most wonderful care" for the last two years of Georgialee's life.

"The most important thing was having a partner in providing care to Georgialee," Trujillo said. The video included team members sharing how they adapted their care for Trujillo's mom based on her advanced dementia diagnosis and her environment. As Georgialee was in a nursing home that did not provide a lot of social contact, we arranged for a massage therapist and music therapy. Twice a week, she would get a visit from the same aide. "People with dementia need very consistent care – she recognized Jasmine," Trujillo said.

The most important gift we received from the Trujillo family was the trust they placed in us to care for Georgialee. The acknowledgement that we succeeded in providing the best care "humanly possible" is another amazing gift. We thank her for helping us inspire the generosity that raised over \$175,000 during the gala's special appeal, which will allow us to offer care to our community's underinsured and uninsured, special populations such as terminally-ill children and veterans, and families experiencing grief and loss.



Patty Trujillo

To see *Caring for Georgialee: Hospice of the Chesapeake 2018 Appeal Video*, visit  
<https://vimeo.com/263879825>

# Volunteer Spotlight:

## HOLLY FRYE-ATCHERSON

During the gala season, Holly Frye-Atcherson is one of those volunteers who is sometimes confused with staff here at Hospice of the Chesapeake's administrative offices. She is here that much.

When she isn't, she can be found at one of our events – selling golf pro swings at the golf tournament, getting people to bid on silent auction items at the gala, taking pictures at our employee appreciation event – even walking the runway at Fashion for a Cause.

Since she started by helping her friend Darlene Monaco and the other hard-working Gala Committee volunteers with the silent auction table at the 2013 gala, she has conservatively given us 800 hours of volunteer time, each with a smile. Not only is Frye-Atcherson one of our most dedicated, results-driven volunteers – she is perhaps the happiest.

"I enjoy working with everybody here. I have met some of the nicest people and I love that they are all giving people who want to give back," Frye-Atcherson said.

Philanthropy Events Coordinator Megan Lawton said she is instrumental in the success of the gala's silent auction. She's dogged in her pursuit of donations and has coached a team of volunteers to talk up the items to gala guests.

The results are hers and our reward: This year's silent auction raised \$39,725, more than \$10,000 over what was raised in 2017, which was nearly \$7,000 more than in 2016.

"We like that math, and it is in no small part due to Holly," Director of Advancement Chris Wilson said. "Her creativity and tenacity have been instrumental in the development of several key components for our signature events."



It is driven by a strong sense of purpose. "I know hospice is good and doing good things," Frye-Atcherson said. "And I'll need it one day, as we all will. I want to be sure that is sustained. Anything I can do to make the fundraising part or any other part of it better or easier, I'm here to help."

Chief Advancement Officer Shauna Chabot said having a dedicated volunteer who understands the importance of our mission is a gift to the organization in and of itself. "Once she knows what needs to be done, she does it – cheerfully, skillfully and without hesitation."

Frye-Atcherson takes the praise in stride, giving credit to our organization and the committees she serves as not being bogged down by unnecessary red tape. "I get to say, 'this is what has to get done, and I'm going to get it done,' I am a person who wants to see it happen."

It helps that she enjoys the work. "It warms my heart. I'm just the kind of person who wants to do good."

To volunteer, please email  
[joinus@hospicechesapeake.org](mailto:joinus@hospicechesapeake.org)  
or call 443-837-1549.





## THE GIFT OF *Community*

"What I liked best about the Emily Schindler lecture was the knowledge and passion Dr. Cheryl Fisher offered during her lecture. It was one of the best I have ever attended. Great work to all that made it happen."

– A professional counselor

[hospicechesapeake.org](http://hospicechesapeake.org)

# *Save the Date*

### **CAMP NABI AND PHOENIX RISING**

Friday to Sunday, August 10 to 12, 2018

Arlington Echo Outdoor Education Center, Millersville

### **BOWIE BAYSOX CHESAPEAKE KIDS NIGHT**

Thursday, August 16, 2018 at Prince George's Stadium, Bowie

Join us for a fun evening of professional baseball to benefit our Chesapeake Kids program!

Get your tickets at [hospicechesapeake.org/event/bowie-baysox-night-for-chesapeake-kids/](http://hospicechesapeake.org/event/bowie-baysox-night-for-chesapeake-kids/)

### **16<sup>TH</sup> ANNUAL GOLF TOURNAMENT**

Thursday, October 4, 2018 at Queenstown Harbor Golf Course

Reserve your foursome at [www.hospicechesapeake.org/annual-golf-event](http://www.hospicechesapeake.org/annual-golf-event)

### **CARING FOR THE CONTINUUM OF LIFE: A 2018 HEALTHCARE SYMPOSIUM**

Saturday, November 3, 2018 at Prince George's Community College in Largo

*See the story inside for details.*