



Mission

To promote the availability and accessibility of quality hospice and palliative care for all persons in New York State confronted with life-limiting illness.

annual *report*

May 16, 2008 - May 28, 2009

Message from the President



Dear Friends and Colleagues,

2008-2009 brought many changes for hospice and palliative care—implementation of the revised Conditions of Participation and the proposed phase-out of hospice's budget neutrality adjustment factor. In preparing our 29th Annual Report I was struck not only by the great strides made

in access to quality end-of-life care, education, public policy and communications, but also by the importance of being proactive in a changing healthcare environment.

Through our dedicated Board of Trustees, committed members, devoted staff, and strong, supportive partners, we have made a difference in end-of-life care in New York State. The number of patients receiving hospice care continues to increase. The most recent data from the NYS Department of Health demonstrates that 42,549 patients received hospice care in 2007, an increase of 2.8%. In 2007 9,252 nursing home residents received hospice services, a slight increase of .5%.

Implementation of the revised Hospice Conditions of Participation (CoPs) was certainly a focal point in 2008, as we provided support and tools to assure a smooth transition for New York's hospice providers.

HPCANYS will continue to be proactive to assure that all New Yorkers have access to quality end-of-life care. I thank all of our supporters for helping us achieve the many successes highlighted on the following pages.

Sincerely,

Kathy A. McMahon

Kathy A. McMahon
President and CEO

Access to Quality End-of-Life Care

Access to quality end-of-life care is the keystone of HPCANYS' mission. Strides have been made through:

Partnerships and collaborations—

- HPCANYS Children's Advisory Group served as a resource to the NYS Department of Health as they developed the new pediatric palliative care services component of the Care at Home I & II Waiver.
- Our partnership with the Veterans Administration is now in its sixth year and continues to make hospice and palliative care more accessible to New York's veterans. In the past year we launched our Hospice Veteran webpage (www.hpcanys.org/veterans) and began work on a statewide bereavement resource manual.
- We continue to collaborate with the NYS Developmental Disabilities Planning Council and NYSARC to enhance communication among hospice and palliative care providers and the developmental disabilities community.
- The Association's expanded Palliative Care Advisory Group continues to foster collaborative partnerships between hospital-based palliative care providers and hospice providers.
- The NYS Palliative Care Advisory Council, on which HPCANYS President/CEO Kathy McMahon serves, makes recommendations regarding undergraduate and graduate medical education in palliative care as well as palliative care centers of excellence and palliative care resource centers.
- We continue to work with the NYS Long-Term Care Restructuring Initiative through our representation on the NY Connects Long Term Care Advisory Committee.
- NYS Cancer Consortium has made palliative care a priority for 2009. President/CEO Kathy McMahon serves on the Steering Committee, Policy Committee and newly formed Palliative Care Program Committee.
- The Association completed its grant from the New York State Department of Health to develop a bereavement component for the Pandemic Flu Palliative Care Plan. A third contract focusing on train-the-trainer sessions to implement palliative care/hospice resources

curriculum for health care providers of ventilator-ineligible patients is currently underway.

- HPCANYS continues to participate in meetings of the New York State Office for the Aging's Family Caregiver Council.
- HPCANYS is an active member of the National Hospice and Palliative Care Organization (NHPCO), with President/CEO Kathy McMahon

chairing the NHPCO Council of States, serving on NHPCO's Board of Directors, Public Policy Committee, and Finance Committee and on the Board of the Alliance for Care at End of Life.

Revised Conditions of Participation (CoPs)

The long-awaited revised Hospice Conditions of Participation were published in the Federal Register on June 4, 2008. HPCANYS was active in helping New York's hospices prepare for the many changes set forth in the CoPs:

- Connie Raffa of Arent Fox developed a number of contract templates in compliance with the new CoPs.
- A Comprehensive Assessment Tool Kit was developed by the Association's Quality Task Force.
- CoPTip Sheets were published quarterly in *The Reporter*.
- With input from CoPs Workgroup, HPCANYS developed a presentation for hospice staff, "CoPs Powerpoint Inservice for Hospice Staff," which was posted to the website.
- Many of our educational activities included sessions focused on preparing for and implementing the new CoPs. Please see the Education Section for a description of events offered this past year.

Communication

HPCANYS

- publishes a quarterly newsletter, *The Reporter*.
- e-mails a weekly electronic newsletter, *Hospice News Network*, to provider and allied association members.
- issues provider memos on need-to-know issues and topics to hospice and palliative care administrators on a timely basis.
- sends *Quality of Life Matters*, a quarterly physician's newsletter to hospice medical directors.
- provides technical assistance to HPCANYS members on a wide range of topics.
- Peer Group audioconferences and list serves provide distance communication between members.

- HPCANYS continues to partner with NYSARC for the website www.ddhospicepalliativecare.org, designed to provide a forum where hospice staff and staff serving the developmentally disabled population glean need-to-know information, and find answers to questions about serving this vulnerable population. The site provides both an electronic newsletter, reporting on newsworthy items of relevance to those in both fields, as well as an on-line discussion forum targeting specific topics of interest such as financial considerations, pain and symptom management, and bereavement issues. This project is funded through a grant from the NYS Developmental Disabilities Planning Council.

Public Policy

The Association's advocacy team—Public Policy Steering Committee, Federal Legislative & Regulatory Sub-committee, State Legislative & Regulatory Sub-committee, and Government Relations Consultant Sandra Rivera—can be proud of their many accomplishments.

- Many of the issues and concerns regarding the proposed Conditions of Participation that HPCANYS forwarded to CMS in 2005 were addressed in the final document, published in June 2008.
- Hospice was included in the Federal Economic Stimulus package; a one-year moratorium was placed on the phase-out of the hospice budget neutrality adjustment factor.
- The Care at Home I & II Waiver, approved by CMS on April 15, 2009, includes pediatric palliative care ser-

vices. It is anticipated that the new pediatric palliative care services program will be implemented in late summer/early fall of 2009.

- HPCANYS supported the inclusion of \$1 million in New York State's 2008-2009 budget for a Hospice Quality Initiative, passed by the Senate and Assembly and signed by Governor Paterson.
- The Association advocated for positive changes to the Care at Home I & II program, including elimination of the 30-day institutional stay eligibility requirement, and inclusion of hospice and palliative care, which were included in the state budget.
- We continue to advocate for passage of the Family Health Care Decision Act. HPCANYS held a "mini" legislative day on April 7th, in conjunction

with National Health Care Decisions Day, and participated in the Family Decisions Coalition's advocacy day on April 28th.

- Changes were made in NYS prescription drug regulations to make appropriate pain medications more accessible.
- Legislation designed to ease site selection for hospice residences was passed in the Assembly.
- HPCANYS continues to advocate for the inclusion of hospice in the Long Term Home Health Care program.
- Legislation to help remove barriers to referral to hospice for individuals with developmental disabilities was passed in July of 2008 and took effect January 3, 2009.

- In 2008 HPCANYS spearheaded advocacy efforts to protect the Medicare Hospice benefit from rate cuts proposed in the President's budget.
- The Association led efforts to protect hospice from additional Medicare cuts intended to be implemented through CMS.
- We organized two successful "Hill Days," as we took our message to Washington, D.C. in September 2008 and April 2009.
- Comments were submitted to the Center for Medicare and Medicaid Services (CMS) relative to the Proposed Hospice Wage Index for FY 2009.
- The National Pain Care Policy Act (H.R. 756) was passed by the House of Representatives.

- HPCANYS submitted comments to CMS on the Proposed Phase 3 of Hospice Data Collection.
- The Federal Drug Administration (FDA) reversed a directive that would have denied patients access to high concentrate morphine solution medications.
- We continue to monitor MedPAC's deliberations relative to the Medicare Hospice benefit and will be proactive as changes to the hospice benefit are considered.
- HPCANYS will be proactive as health care reform is considered in Washington, D.C.

Public Engagement and Community Outreach

- Through the Association's toll-free 800 #, information about hospice and palliative care is available to the public on a 24/7 basis.
- The Association's website www.hpcanys.org is an excellent end-of-life care resource for the public. The website also includes a section devoted to our Hospice Veterans Partnership.
- The Community Outreach Task Force completed a membership survey to assess provider needs. Based on the results of this survey, the Community Outreach Task Force has committed to providing HPCANYS members with Tip Sheets to reach key outreach groups. Additionally, the Task Force will disseminate analyses of the latest

studies on hospice, broken down by category for hospices to use in enhancing their public relations.

- On March 11, 2009, HPCANYS President/CEO Kathy McMahon participated in the SUNY Albany School of Public Welfare Breakfast Series addressing *Palliative Care and the Hospital -- Hospice Relationship*. The Breakfast Series is a part of the Center for Public Health Continuing Education program. The March event also featured George Giokas, MD of the Community Hospice, Lynda Cooper, North Shore University Hospital and Amber Jones of the Center to Advance Palliative Care.

- HPCANYS supported the second National Health Care Day by staffing an information booth in the Legislative Office Building of the New York State Legislature to promote advance directives. This event was sponsored by Assembly Member Richard N. Gottfried, chair of the Assembly Health Committee and Senator Thomas K. Duane, chair of the Senate Health Committee.
- HPCANYS participated in the New York Chapter of the American Cancer Society's "Pain and Palliative Care: Improved Policies, Improved Lives", legislative breakfast event held in Albany on May 15, 2009. HPCANYS

President/CEO Kathy McMahon served on the discussion panel.

- Radio Public Service Announcements (PSAs) were broadcast in November 2008, National Hospice and Palliative Care Month.
- HPCANYS published an 8-page insert in the November 10, 2008 issue of *The Legislative Gazette* (Circulation 18,000) targeted for the New York State legislative community.
- We enhanced and updated the association's website making it easier for the public to locate provider programs and services. List serves, message boards and links to other

end-of-life information are offered to serve our members and the public.

- The Association partnered with United Hospice of Rockland (UHR) to promote "Assuring Your Wishes," a website providing information and instruction on the completion of advanced directives. Assuringyourwishes.org encompasses secure on-line storage of data that individuals (and their health care agents and physicians) can access by the click of a mouse. "Assuring Your Wishes" is currently available in nine counties. HPCANYS is partnering with UHR to make this program more widely available across New York State.

Education

- **2008 Annual Meeting** – “Threads in the Fabric...Working Together for Quality Hospice & Palliative Care” was the theme for the two-day conference, held May 15-16, 2008 at the Saratoga Hilton, Saratoga Springs, NY. Two plenary speakers and 29 concurrent workshops offered topics that included symptom management, open access, the latest in palliative care, staff renewal, bereavement, pediatric hospice care, and fundraising. Over 365 hospice, palliative care and allied professionals enjoyed stimulating workshops and peer interaction at the 28th Annual Interdisciplinary Meeting.
- **Medicaid Audits and Investigations: What’s New and How to Protect Yourself** – HPCANYS partnered with Arent Fox to sponsor this training for hospices and home care agencies. This workshop addressed the role of the Medicaid Office of the Inspector General (OMIG), the role of the NYS Attorney General Medicaid Fraud Control Unit (MCFU), regulatory issues of concern to OMIG and MFCU in the home health and hospice industries, how providers are identified for an audit or investigation and what providers should put in place to ensure that compliance risks are identified and fixed. This workshop was given in New York City in October and in Syracuse in November.
- **CoPs Boot Camp** - Presented by Weatherbee Resources, this 3 day seminar in June 2008 covered an in-depth review of the current Medicare Conditions of Participation (CoPs) including the admission and discharge requirements in Subpart B and the new CoPs published in May 2008. This training examined the new CoPs with a focus on what hospices needed to do to get ready for the December 2, 2008 implementation deadline, and what changes were likely to have the most impact on a hospice’s daily operations, including the QAPI requirements. The training also explored the “gray areas” of hospice compliance and the challenging areas most open to misinterpretation.
- **Audioconference, “CR-5567”** – The implications of CMS’s Change Request 5567, requiring additional data collection from hospices, was discussed in this August audio conference. Participating hospices traded best practice ideas as well as alerted their peers to potential obstacles to avoid.
- **Multi View Inc, Clinical Leader Program** – Held March 2-4, 2009, the Multi View CLP is an intense three day training system designed to instill the mindset and technical competencies into motivated individuals that want to be super hospice leaders. This training, co-sponsored by HPCANYS, was held at the Community Hospice of Rensselaer, and was attended by hospice and palliative care professionals from around the country.
- **Traveling the Road to Nursing Certification-HPNA Certification Train-the-Trainer** – Held in September at the NYS Nurses Association, this program featured speakers Bonnie Walsh, Kelley Clem, Carol Shenise and Lee Wager Heffner. This workshop was aimed at nurses and nurse supervisors who want to prepare themselves and their staff for taking the HPNA Certification Exam.
- **Finance Officers Meeting** – The Finance Officers met in October of 2008 at the NYS Nurses Association. Guest speakers included Elliot Agisim of National Government Services (NGS) as well as Theresa

Craig of Suncoast Solutions, the fiscal software provider for many hospice organizations. Structured discussion addressed many topics including, Office of the Medicaid Inspector General, Federal budget cuts and the new IRS Form 990.

- **Fall Leadership Seminar** – Held at the Marriott Hotel and Conference Center on November 20-21, 2008, the Fall Leadership Seminar featured a focus on palliative care. Keynote Speaker Matthew Kestenbaum, MD, Senior Medical Director for Capital Hospice and Consulting Physician for Capital Palliative Care Consultants in Virginia, kicked off the event by exploring the components necessary to achieving a quality palliative care program. Other topics addressed at the Seminar included a report on the Palliative Care Education and Training Act, Data Collection in palliative care programs, innovative palliative care models, and legal issues in palliative care. The final portion of the program addressed the Medicare Hospice Conditions of Participation, which were implemented 11 days after the Seminar. Presenters for this section included the HPCANYS Quality Task Force with a toolkit for comprehensive assessment, Rebecca Fuller Gray from the NYS Department of Health, who discussed a state perspective and Jennifer Kennedy from NHPCO who shared with attendees the latest interpretation of the regulations.
- **Billers’ Audioconference** – HPCANYS hosted a ninety minute audio conference in January 2009 facilitated by Emily Fox-Squires, Medicare Provider Outreach and Education Consultant, providing an update on National Government Services (NGS) activities, general billing and what’s new with Hospice.
- **Executive Leadership Retreat** – Held on March 26-27, 2009, at the Gideon Putnam Hotel, began with a Peer Group Dinner on Thursday night and continued Friday morning with a presentation from Don Schumacher, President and CEO of the National Hospice and Palliative Care Organization. This presentation examined the current landscapes of care systems and the national policy and regulatory environment. The session continued with Abigail Doolittle, Director of Business Development/Portfolio Manager for Johnson Illington Advisors, who focused on an economic overview, retrenching your portfolio in tough times, fundraising during a downturn and the impact of the stimulus package on non-profits. The seminar concluded with a panel presentation discussing how to be proactive in times of an economic downturn, and generally reacting to the conversation of the morning – with a practical slant, that is, how to put theory into practice.
- **A Webinar on “Opportunities in Pain Management”** – Together with the New York Chapter of the American College of Physicians and the New York Chapter of the American Cancer Society, HPCANYS sponsored a webinar on “Opportunities in Pain Management.” This webinar, broadcast on April 28, 2009, was aimed at primary care physicians and addressed topics such as the current environment in pain management, understanding pain mechanisms, and changes in state pain policy and their clinical implications. HPCANYS President/CEO Kathy McMahon served as the moderator for the event, which featured Tanveer Mir, MD; Judy Setla, MD and Peter Slocum.

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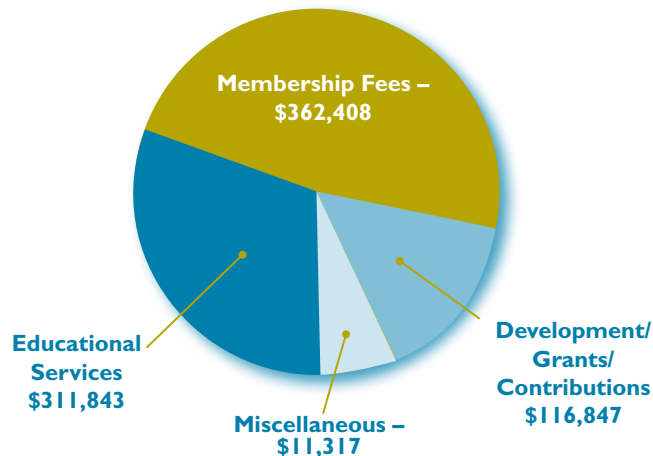
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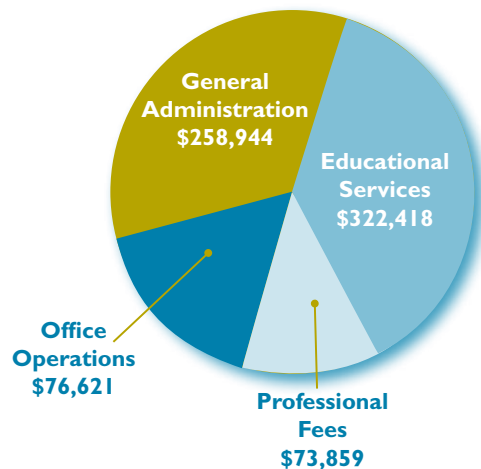
January 1 – December 31, 2008

As is our custom, the financial statement reflects our fiscal year, January 1 – December 31, 2008. These numbers are in draft form, pending completion of the financial statement audit.

2008 Revenue \$802,415



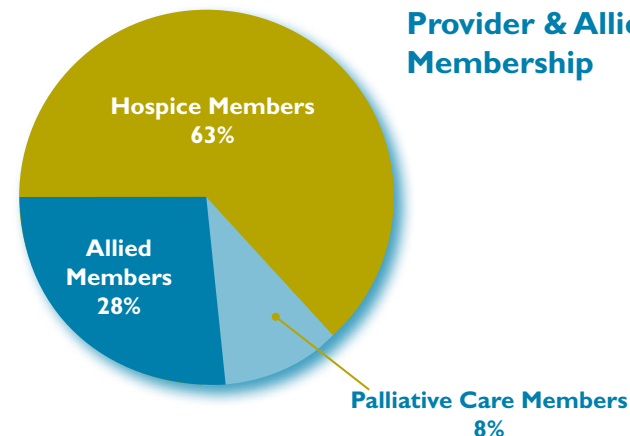
2008 Expenses \$731,842



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| | |
|----------------------------|-----|
| Hospice Membership | 45 |
| Palliative Care Membership | 6 |
| Allied Membership | 20 |
| Individual Membership | 191 |

Provider & Allied Membership



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