2015 Bright Spots

- Thanks to a comprehensive six month planning process which involved the gathering of opinions from over 230 staff members throughout every level of our organization, Unity has a solid roadmap to guide us into the future. Serving as the cornerstone to this plan are revamped Mission, Vision and Core Values. These guiding principles are cultivating a new culture at Unity by inspiring our everyday behaviors and interactions with patients, families, coworkers and community partners. They are a living, breathing testament of staff and volunteer commitment to exceed expectations and touch more lives during the end-of-life journey.

- Mission
To bring the best end-of-life experience to our communities by delivering unwavering strength, compassion and support.

- Vision
Everyone will embrace end-of-life care as a fundamental aspect of life’s journey and choose Unity as their partner for expert physical, emotional and spiritual support.

- Values
Excellence, Collaboration, Integrity, Compassion, Accountability

- Unity hosted its first annual Honor a Life Tree Lighting in November to celebrate those we have lost and hold dear. More than 225 attendees were filled with love and touched by peace during the event which featured memorial readings, reflections and music from both the De Pere High School Choir and a bell choir. Families who pre-purchased keepsake tags inscribed with their loved one’s name shared memories as they located their tag on memorial trees. Children participating in Generations grief support group lit the 2015 Holiday tree after a heartfelt testimonial by the mother of a former patient. We thank everyone who attended or gave from the heart through monetary or in-kind gifts.

- Unity's Nursing Redeisgn, launched in January 2015, was an initiative motivated by our commitment to our core value of Excellence. Based on nursing job satisfaction survey results, a correlation was identified between strong patient satisfaction scores, decreased frequency of emergency patient visits and a consistent primary nurse presence. A work group promptly formed and designed a new structure emphasizing 24/7 care by cross-trained nurses applying a patient centered care management model. Unity's Nursing Redeisgn has decreased urgent patient visits from 41% in 2014 to 21% of visits in 2015.

- Unity's Telephone Tuck-In program launched in September to ensure patients and families have the medications and supplies necessary for the upcoming weekend. Each Thursday, volunteers make weekly phone calls to hospice patients and their caregivers residing in private homes; to identify any potential needs. Volunteers are scheduled to call the same patient each week, whenever possible, to build rapport. The response from patients and families has been very positive and has enhanced their experience.

- Unity was the only hospice in Northeast Wisconsin, and one of only 140 nationwide, selected by the Centers for Medicare and Medicaid Services to participate in the Medicare Care Choice Demonstration Project. This five-year pilot program will test the benefit and cost effectiveness of providing hospice-like services to patients not yet ready for inpatient conventional treatments.

- Unity's revamped Speakers Bureau Program launched in January to educate community members on their options to live fully, on their terms, with peace-of-mind during their last days. Fifty-nine free educational events were conducted throughout the year for civic groups, church groups, employers, clubs and healthcare professionals.
WHY YOUR ONGOING SUPPORT IS NEEDED

Money Received Through Public Support
$444,976 Value of gifts received from 2,013 generous donors.

Expenses
$13.2 million Direct patient care expenses
$5.6 million Other operating expenses
$1.3 million Value of services provided to under- and uninsured patients

2015 FINANCIAL CHALLENGES

- Referral to hospice care later in a patient’s disease progression rather than the beginning stages have resulted in a five day length of stay decrease from 2014 to 2015 totaling $1,550,000.
- A 2013 Medicare imposed yearly reduction in the hospice reimbursement rate continued to negatively impact Unity’s annual net revenue in 2015 by $350,000.
- A 2014 expanded Medicare interpretation of hospice-covered services to include medication coverage for all diagnoses and conditions that contribute to a patient’s terminal prognosis resulted in $175,000 of additional medication costs in 2015.

HOSPICE CARE QUICK FACTS

- 1,747 Number of family, friends and neighbors who received hospice care
- 14 Average age of pediatric patients who received hospice care
- 94,536 Number of visits made to hospice patients by a member of Unity’s care team
- 98.7% Percentage of patients who lived their final days outside of a hospital setting
- 98% Percentage of families who would recommend Unity hospice care to others

Location of Hospice Care

- Jack & Engrid Meng Hospice Residence 2.9%
- Hospital 1.3%
- Assisted Living 28.5%
- Nursing Home 16.8%
- Home 50.3%

Palliative Care Quick Facts

- 269 Number of family, friends and neighbors who received palliative care
- 15,483 Number of visits made to palliative patients by a member of Unity’s care team

GRIEF SUPPORT QUICK FACTS

- 7,347 Number of individuals who benefited from Unity’s grief support services
- 506 Number of hours grief counselors spent facilitating support groups
- $337,000 Value of grief support services provided to children and adults
- 100% Percentage of Navigating Grief & Generations attendees who would recommend the support groups to others
- 98% Percentage of families who reported their bereavement needs were met

VOLUNTEER SERVICE QUICK FACTS

- 257 Number of volunteers
- 18,521 Service hours
- 483 Number of memorial bricks handcrafted from the cherished garments of a loved one to serve as a lasting keepsake
- $411,907 Value of service
- 8.9 Full-time employee equivalents

“Dad had been diagnosed with stomach cancer five years ago.
He was only supposed to make it two years. He beat that stomach cancer. Dad was fine until just this past September when he started slowly declining. I felt lost because here you have a loved one who is terminally ill. You want to keep that person at home but you don’t know how to take care of him. How are we going to get this and how are we going to get it?
You feel helpless. And then you find out about hospice. It was a big relief off my shoulders, said Janis Wilson, Stanley Kazimierski’s daughter.

In November 2015, when Stanley’s health began to deteriorate rapidly due to kidney failure, his family knew it was time for a referral to Unity. “Our mother and brother died with dignity. Our father wanted Unity’s hospice care because he saw the excellent care that was provided for my brother,” said Brian, Stanley’s son.

Brian and his wife, Lucy, moved Stanley from the assisted living facility into their own home. “He has given to us all of his life and now this is our turn to give back to him during his final moments. Having Unity, you are able to keep your family member at home instead of the hospital; it is much more personal care. It is such a relief and so gratifying to know that I can help him to the end. I can help him go home. I can do that with the help of Unity,” said Janis.

Through the education and support Unity provided, Lucy was able to recognize when Stanley entered the active dying phase. She called family to his side before he took his last breath. When Janis arrived, she recalled her father didn’t want to go home without wearing his shoes. She quickly placed Stanley’s shoes on his feet and said, “Alright dad, you have your shoes on, you can go home now. You have my permission, go home.”

The look in Stanley’s eyes seemed as though he was not quite ready to go home. Lucy then grabbed a wine bottle and poured wine into small glasses. Remembering her father-in-law could no longer drink, Lucy dipped her fingers into the glass and dabbed Stanley’s lips with wine. The family then all took turns toasting to the great life he lived. Soon after, Stanley took his final breath and was able to go home peacefully.

“Unity steps in so when that final moment comes, you know you have done everything possible. You have no guilt. Unity is there to guide you through it all,” said Lucy.
Ways to Give

Each donor has his or her own personal reason for giving. Perhaps it's to pay tribute to a loved one or to acknowledge the exceptional end-of-life care provided to a family member. Maybe it's to ensure everyone, no matter their financial means, has access to compassionate end-of-life care. Regardless of the reason, know your financial gift to Unity remains in Northeast Wisconsin to support friends and neighbors.

- Unrestricted Monetary Gift – Your financial gift in the form of a one-time or recurring donation through cash, check, stock, trust, bequest, estate plan, endowed fund, charitable gift annuity or employer matching gift helps Unity fund the following unique services:
  - Community Care – Financial assistance for under- and uninsured patients
  - Community Grief Support – Free one-on-one counseling and group support for anyone who has experienced a loss
  - Compassionate Touch® – Enhancing the comfort of patients through intentional skilled-touch techniques which may include gentle massage of the hands, back and feet
  - Doorstep Meds – same-day delivery of supplies and medications to your doorstep
  - Filled with Love – Keepsake bears and pillows handcrafted from the cherished garments of loved ones who have passed away
  - Prayer Shawl Ministry – Knitted and crocheted shawls and lap blankets crafted by volunteers with caring thoughts, prayers and goodwill
  - Speakers Bureau – Education on a variety of end-of-life topics to groups, clubs, organizations, employers and healthcare professionals

- Garden or Garden Feature Sponsorship – Your sponsorship of one of the following gardens or garden features enables you to honor a loved one in a meaningful and lasting way.
  - Children's Garden - A mini-plantation of dwarf fruit trees will enliven this garden, bringing the wonders of nature to a child's level.
  - Meditation Garden - An area for thought, reflection and rest, this garden will feature pergola, a dry river bed and sculptures representing a calming theme.
  - Rose Garden - Featuring a wide variety of shrub roses which will bloom all season long, this garden will also include crushed limestone walkways and rows of evergreen trees and shrubs.
  - Sensory Garden - Elevated beds will feature plants that appeal to the senses of touch, sound, sight and smell.

Available Naming Rights for Gardens
- Children's Garden
- Garden Shed
- Hillside Pond Water Fountain
- Meadow Pond Reflection Deck
- Pergola

- Memorial Brick – Honor or memorialize a loved one with a personalized garden brick which will be featured along a walking path in Unity's Gardens. Garden bricks are available in two sizes.
- United Way Pledge – Designate your employer’s United Way Donor Choice Program to Unity. Simply follow the instructions on your pledge card or contact your human resources department for more information.
- Workplace Event – Encourage your workplace to host an event such as a Jeans Day, Department Penny War or Employee Match Program to support Unity’s mission. Your imagination is the only limit!
- Event Sponsorship – Your sponsorship of one or more of our annual community events helps spread awareness about the benefits of hospice and advance care planning:
  - Golf Classic
  - Honor A Life Tree Lighting
  - Memorial Brick Walk
  - National Healthcare Decision’s Day
- Sergeant David L. Rasmussen Veterans Fund – Allows eligible U.S. Veterans with financial need to receive hospice, palliative and grief support.

Graduation is a special moment in many people's lives. Typically you graduate from grade school, high school, and for some, even college. For Janey Renier, it was a graduation from hospice.

"All my organs were failing. We don’t know why I got sick. It’s a combination of a lot of different things all going wrong at the same time. I was told I only had a couple weeks to live" said Janey. Diagnosed with malnutrition, edema and one kidney functioning at 25%, the nursing home social worker referred Janey to Unity’s hospice program. “I am so glad and forever grateful to her.”

With the help of Unity’s interdisciplinary team, Janey was discharged from the nursing home to the home she shared with husband Ron. Her symptom management and comfort care began immediately upon her arrival. “When I got home from the hospital, my skin was so sensitive and I wasn’t strong enough to roll over in bed. It was extremely painful, but Robin, our CNA who we fell in love with, did such a good job. Everyone who worked with me was gentle and caring. The level of comfort that these people give you, literally the first or second time you see them – it’s like magic. When you have a team working so closely together, knowing exactly what each patient needs...wow,” exclaimed Janey.

While creating Janey’s plan of care, Unity Nurse John discovered duplications of her medications and suggested discontinuing some of them. “I was on one pill from one doctor and then another pill from another doctor for the same thing. With Unity involved, I went from 50 some pills to 20 some pills. All of my doctors were talking together and everyone knew what medications I was on. This really helped a lot. It wouldn’t have happened without John,” explained Janey.

Ron recalls, “Unity covered their bases. Every single time without fail, whoever it was caring for Janey, would say, OK Ron, we are done with Janey, is there anything we can do for you. That just made such a deep impression that they cared about me and our family as well as her. I don’t think you can get anybody better than people who are working for Unity. They are phenomenal. They are very professional and compassionate in working with you. In most cases they can’t cure you. They can only make you comfortable. But in our case it worked out differently.”

With the support of Unity’s care team, Janey’s health improved drastically and she grew stronger. Janey eventually transitioned from Unity’s hospice program to palliative care. She and Ron are now enjoying their retirement years together, thankful every day for the extra time with family.

“Unity gave me my life back.”
“My relationship with Unity began in ’78 when hospice was a brand new idea,” said Unity Donor Joe Schinkel and President of Ryan Funeral Home. "Unity was way ahead of its time in Wisconsin. And from that day I have seen first-hand, up-close, the wonderful impact that Unity has had in Northeast Wisconsin. I have seen how deep of meaning the Unity experience has had on family’s lives. Not just the person in the process of passing away. It’s the kids and the grandkids, and the brothers and sisters and the power that I see coming out of the emotional, uplifting experience Unity Hospice provides. The most important service that Unity offers, from my experience, has been assisting families with the logistical, day to day operations of taking care of somebody who is terminal. Unity always seems to come in and save the day, making things so much easier for the families that we are all privileged enough to serve.”

“An investment in Unity is an investment in the community. I’m proud to be a financial supporter of Unity because of the good that they do on a grassroots level. The money you give to Unity Hospice stays in Northeast Wisconsin. There is 100% return on your investment. Their workforce is dedicated volunteers combined with incredible staff who are highly trained, highly motivated. If I can have an impact in fundraising, it allows the professionals to take care of the real heavy lifting. I like that. I like the work they do and the way they do it.”

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