

A Report to Our Community 2012



Trusted
Responsive
Unparalleled

formerly HospiceCare of Boulder & Broomfield Counties

COMMUNITYCARE

Hospice | Supportive Services

Our Mission:

We work to ensure that everyone in our community can live with advanced illness as comfortably, confidently, and fully as possible.

Our Vision:

We serve an enlightened community that embraces death and loss as integral parts of the cycle of life.

We Value:

- Excellence in care
- Superior customer service
- Service to all regardless of ability to pay
- Compassionate, highly skilled staff and volunteers
- Leadership with integrity

2012 Board of Directors

Officers:

- Cindy Carrillo, Chair
- David Hamm, Vice Chair
- Bill Munson, Treasurer
- Timothy Schafer, Secretary

Directors:

- Goldino Alves
- Frank Chrisbens
- James Eraker
- Peter Ewing, MD
- Rebecca Herman
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- Marcia Schirmer, Immediate Past Chair
- Darla Schueth
- Diana Slough
- B. Scot Smith
- Linda Snyder
- Peter Steinhauer
- Jeff Stiffler

President & CEO

Darla Schueth, RN, MBA

TRU Friends.



Jackie Karr, self-described “recycled teenager,” mother of five, grandmother of nine, and hospice patient, lived her life with a positivity that was contagious. Though terminally ill, Jackie fully embraced every moment, forever focused on all that is good and beautiful. When it was time for hospice, she chose TRU, moving next door to her daughter so she could remain at home while visited by her care team. As her final days drew near, Jackie continued to find reasons to celebrate, even attending a reception for TRU supporters – impeccably dressed and perfectly coiffed, as always. When she eventually needed the intensive support of our TRU Hospice Care Center, Jackie arrived with her usual accepting attitude – and her make-up bag. An inspiration to the end, we feel fortunate to have had the chance to care for her. Jackie, though, saw it differently:

“I’m the lucky one,” she insisted, when talking about the support she received from TRU. “They’re not just people who give me care. They’re friends. It’s almost like a second family.”



Dear Friends,

During 2012, we served our community as HospiceCare of Boulder and Broomfield Counties. Now, as TRU Community Care, we're proud to look back at the accomplishments of the past year, knowing we'll move forward with a new name, but the same strong commitment to those we serve.

This unwavering dedication to providing the very highest quality end-of-life care extended to more people than ever in 2012, as we served an average of 12% more patients and families than in 2011. All were in desperate need of our expertise and compassion, yet some had no insurance or means to cover our services. It's the support of our community that enabled us to offer the same exceptional level of care to each and every person who turned to us, regardless of their ability to pay. We are grateful for and humbled by your contributions, without which we simply would not be able to touch so many lives in so many profound ways.

For every symptom that's eased, for every smile that's shared between friends, for every grandfather seeing his grandchild for the first time, we thank you. Your generosity fuels our mission. And with demand for our services expected to grow as the population ages, and reductions in reimbursement certain to continue as health care reform takes hold, we must rely on your support more than ever.

Together, we can continue to lighten the load and improve the quality of life of people with advanced illness and their families, enabling them to live all their remaining days as fully as possible.

This is our mission. This is our passion. No matter what our name or the economic challenges may be.

With gratitude,

Darla Schueth, RN, MBA
President & CEO



Cindy Carrillo
Board Chair



Highlights 2012

During 2012:

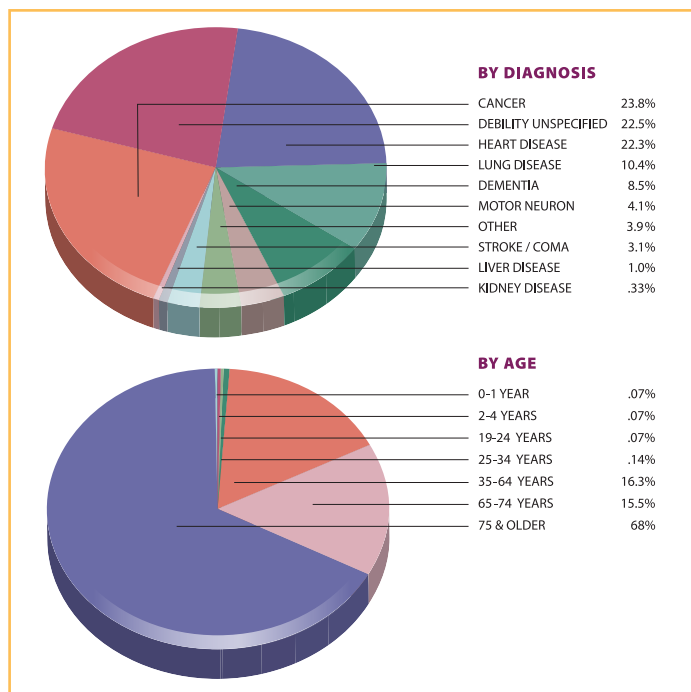
1632 patients and families with advanced and terminal illness received our unparalleled medical, emotional, and spiritual care and support.

- 1,368 hospice-only program
- 169 palliative home health care
- 333 requested a palliative consult for guidance on symptom management
- 445 stayed at our Care Center at some point during treatment
- 56% received care for 30 days or less — many of their families told us they wish they had contacted us earlier in the disease trajectory
- 97% of caregivers said they would recommend us to others

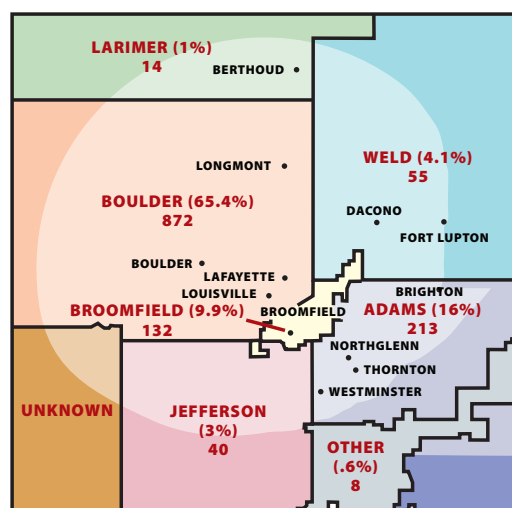
1,950 of our Hospice families received up to 13 months of individual or group grief counseling

- 410 adults participated in our grief support groups
- 89 children and teens participated in Healing Circles groups
- 39 children attended Camp Erin, our annual, weekend-long camp offered free of charge for children and teens, ages 6-17, who are grieving the loss of someone close to them

In 2012, 432 volunteers dedicated 31,476 hours to care for patients and their families, walk alongside those who are grieving, assist with administrative tasks, and staff our Thrift Shop. This service is valued at \$685,876 and equal to 15.13 full-time positions.



BY LOCATION



Our volunteers come in all age groups. The youngest one is 12 and the most senior is 95!

The average age of our volunteers is 53. In 2012, we were pleased to welcome 113 new volunteers who are ready to donate their time and talents to our cause. As part of our 11th Hour Program, 23 highly trained volunteers provided a sense of comfort and a compassionate presence to 35 patients who were imminently dying and would have died alone otherwise.

- 5,836 children, teens, and adults participated in educational community presentations at schools, faith communities, businesses, nursing facilities, and hospitals
- 1,911 people attended one of 109 presentations right in their “homes” (including independent living, assisted living, and skilled nursing communities)
- 3,741 people in our community attended one of 112 presentations about end-of-life issues
- 174 people attended six different programs for veterans throughout our service area. As a Level 4 (the highest possible designation) national partner of We Honor Veterans, a program sponsored by the Veterans Administration and National Hospice and Palliative Care Organization, we’re committed to training our staff to serve the unique needs of veterans from different generations during the last phase of their lives. Our special end-of-life care program is also tailored to the specific needs of veterans and their families.

New in 2012:

Growing with our community — We expanded our palliative home health and advanced illness management making all of our services available to people living with a serious disease, not just in Boulder and Broomfield, but in surrounding regions, too. Our new name reflects that growth.

Rebranding Initiative — Our Rebranding efforts started in 2012, focused on developing a name that would keep our core program— hospice — while including all the services we offer and the regions we now serve. Our Director of Communications put together a group of professionals, including herself, designers, a writer, and an MBA intern from the CU Leed’s School of Business to work on the initiative. They developed a name, along with complementary materials — from envelopes, ads, and forms to signage, Care Guides, and a brand new website. Our name may have changed, but our commitment to hospice has not.



2012 Financial Summary

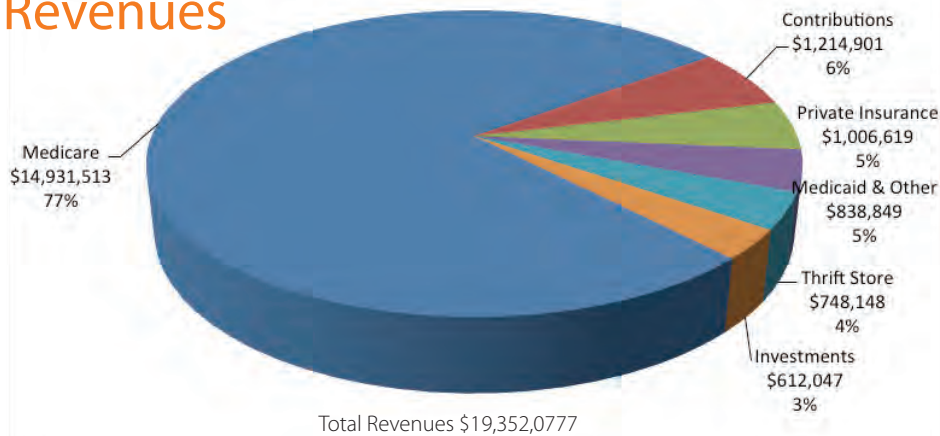
Services and Supplies Purchased for Patients	2012 Actual	2011 Actual
Medications	\$1,258,171	\$1,045,076
Durable Medical Equipment & Oxygen	\$1,000,101	\$ 895,582
Patient Medical Supplies	\$ 208,734	\$ 254,242
Inpatient & Outpatient Services	\$ 114,670	\$ 149,255
Therapies	\$ 10,273	\$ 7,663
Diagnostic Tests	\$ 19,480	\$ 20,512
Blood Transfusions	\$ -	\$ 2,587
Ambulance	\$ 92,595	\$ 79,611
Total services purchased for patients	\$2,704,022	\$2,454,528

Indigent Care \$426,232 \$319,052

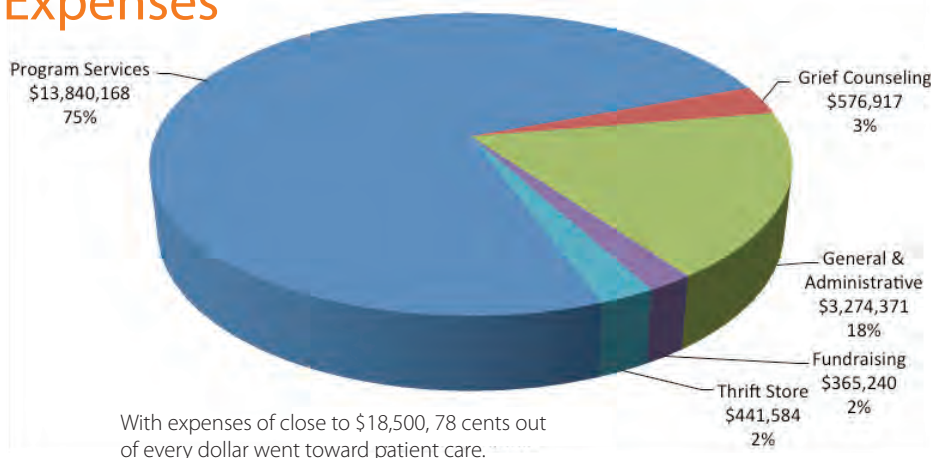
2011 677 days (.7% of days)

2012 2,239 days (2.3% of days)

Revenues



Expenses



TRU Love.



Richard was an elderly gentleman who lived alone at the end of his life. Despite our heartfelt attempts, no one was quite able to penetrate his gruff exterior to reach the tender person within. That is, until Molly, the massive therapy dog with soft eyes and a sleek coat, came on the scene. Though Richard merely tolerated Molly's first few visits, it wasn't long before he relished them – leaving his door ajar and her special pink bowl near the bed as he waited for Molly to lumber in and offer a gentle paw.

"I don't think Richard ever knew my name," Molly's guardian Emily commented." But he knew Molly's. He wrote it on the water bowl he gave her. She would sit by his side for hours and he'd pet her the entire time. She calmed him, and was the catalyst for the long talks we eventually shared."

Sometimes the love of another being is the best medicine of all.



Giving Back To Our Community

As our area's leading experts in helping those with advanced and terminal illness, we are committed to sharing our knowledge and resources with individuals and organizations that request our assistance. Thanks to your generous support in 2012, we reached into the communities we serve to:

• Offer grief support, informational resources, remembrance services, presentations, and consultations—free of charge	\$576,917
• Officiate at memorial services	\$ 3,000
• Cover the expenses of uninsured patients	\$426,232
• Train volunteers to serve in the community and mentor students who are preparing for careers in caring professions	\$ 82,957
• Community education	\$108,141

Thank You For Your Support!

On behalf of our staff, board, volunteers, patients, and families, we want to thank you from the bottom of our hearts for every donation—large or small. We deeply appreciate each contribution we receive. In good times and bad, your support never wavers and, likewise, our gratitude remains steadfast. Without your help, we couldn't provide our expert, compassionate care to every hospice eligible person with a serious or advanced illness who needs us, regardless of ability to pay. For a complete listing of all of our many generous friends, please visit the Giving Back page of our website.



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Hospice | Supportive Services

24 hours a day/7 days a week

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