

TRU Community Care



2019 Annual Report

TRU | COMMUNITYCARE

Affirming life at every step of your journey with illness and loss.



Dear Friends,

Thank you for your loyal support of TRU Community Care. 2019 seems so long ago. We live in uncertain times, and while it is important to focus on the present and build for the future, there is also value in reflecting on the recent past. With that in mind, we hope that you find helpful information about our organization in the following pages as we share stories, statistics, and more about our programs and operations in 2019.

Last year, we focused on solidifying the foundation of TRU Palliative Care, positioning that program for exponential growth in 2020; TRU PACE (Program of All-Inclusive Care) continued to thrive and broaden, nearly outgrowing our space on Park Lane; TRU Grief Services explored ways we can better serve a larger portion of our community; and TRU Hospice spent much of 2019 preparing to apply for The Joint Commission's Gold Seal of Approval® for Home Care Certification. The Gold Seal is a symbol of quality that reflects a health care organization's commitment to providing safe and quality patient care. The certification, officially received in December 2019, recognizes TRU's efforts to provide patient and family-centered care and to optimize the quality of life for patients with serious illnesses.

TRU leadership is always looking for ways to thoughtfully expand the programs and services offered to our community. Acknowledging that end-of-life planning should be done far in advance of developing a serious or terminal illness, TRU Community Care joined forces last fall with The Conversation Project in Boulder County, which focuses on fostering meaningful and effective conversations around care at the end of life. Additionally in 2019, TRU's We Honor Veterans committee worked toward achieving Level V partnership status in 2020 by enhancing our programming for veterans.

TRU continues to make changes to the way we deliver health care, always striving to better meet our patients' needs in the most efficient and affordable ways possible. We were already building a framework for the TRU Tele-Care program in 2019, allowing us to respond quickly to the changing healthcare landscape brought about by the pandemic. We partnered with mHealth Impact Lab at the University of Colorado Anschutz and the NextFifty Foundation on a teleconsult study which found that telehealth technology offers increased provider productivity without compromising quality of care and that most patients were satisfied with telehealth and agreed that talking to their provider in a telehealth visit was as effective as meeting in person. Findings from this study informed the development of the TRU Tele-Care program, which ramped up significantly in the early months of 2020.

Looking ahead, we remain centered by our vision of leading a healthcare transformation by engaging with our communities and offering innovative, meaningful care for those living with illness and loss. As we navigate our way through this pandemic and as we face the ever-changing economics of healthcare, TRU will continue to lead with courage and intention, anticipating challenges, innovating solutions, and forging partnerships as we go.

Thank you for supporting TRU, both in 2019 and today, and for standing with us as we transform the future of care for our community.

With gratitude,

Marty Coffin Evans
Board Co-Chair

Jim Williams
Board Co-Chair

Michael McHale
President and CEO

MISSION

Affirming life at every step of your journey with illness and loss



VISION

We are leading a healthcare transformation by engaging with our communities and offering innovative, meaningful care for those living with illness and loss.



VALUES

- **Courage** – leading despite uncertainty
- **Accountability** – accepting responsibility and working to exceed expectations
- **Relationship** – succeeding together with integrity
- **Engagement** – always putting forth our best



TRU COMMITMENTS

- **Commitment to Quality:** We embrace a culture of high reliability and impeccable customer service supporting ongoing quality improvement and operational excellence through appropriate education, training, utilization of tools, and best practice.
- **Commitment to People:** We strive to be the employer of choice in our community by fostering an environment of professional development, shared governance, and living the mission to the fullest for every employee and volunteer.
- **Commitment to Growth:** We seek to increase access to Hospice Care, Palliative Care, PACE, and Grief Services for those in our communities who need our services by strengthening existing, and developing new, partnerships to achieve our mission.
- **Commitment to Financial Stewardship:** We operate a financially strong and trusted organization that carries out its mission and accomplishes strategic priorities through fiscal responsibility and increased philanthropy in service to our community.
- **Commitment to Transformation:** We desire to become thought leaders and partners of innovation in developing new care delivery models across the care continuum that achieves clinical excellence, outstanding value, and exceptional experience.

Who We Are



TRU Community Care is a Colorado-licensed, Medicare and Medicaid-certified, 501(c)(3) nonprofit health care organization serving Boulder, Broomfield, Adams, Jefferson, Weld Counties, and beyond. With a focus on providing a continuum of care for members of our community, TRU Community Care programs include hospice home care, inpatient hospice care, palliative care, PACE (Program of All-inclusive Care for the Elderly), and grief services. Our programs are supported by the generous funding of various community partners, donors, corporate sponsors, TRU Thrift Shop, and volunteers.

OUR HISTORY

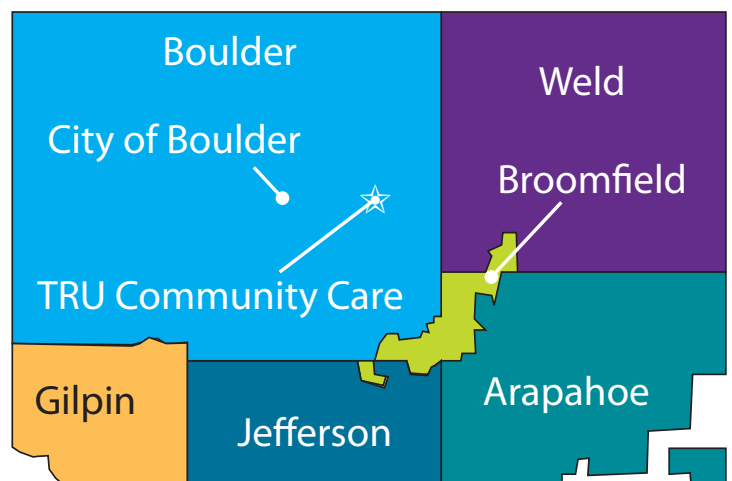
- **1976:** Founded as Boulder Hospice, Inc.—the first hospice in Colorado
- **1977:** Fifteen patients cared for in the first year
- **1995:** Name changed to Hospice of Boulder County
- **1999:** First Inpatient Care Center opened on Balfour campus
- **2003:** Name changed to HospiceCare of Boulder and Broomfield Counties
- **2005:** Thrift Shop and first Grief & Education Center opened in Boulder
- **2006:** Formed partnership with Bumbuli Lutheran Hospital Hospice and Palliative Care in Tanzania
- **2007:** Introduced Palliative Home Health program
- **2013:** Name changed to TRU Community Care to reflect our expanded programs and growing service area
- **2014:** Consolidated with Hospice of Northern Colorado to better provide services to our communities
- **2016:** Celebrated 40th anniversary
- **2017:** Began serving participants through TRU PACE (Program of All-Inclusive Care for the Elderly)
- **2018:** Expanded TRU PACE and TRU Palliative Care programs
- **2019:** Received The Joint Commission's Gold Seal of Approval® for Home Care Certification
Joined forces with The Conversation Project in Boulder County

Total Patients/Participants Served = 1,911

TRU PROGRAMS

- TRU PACE
- TRU Palliative Care
- TRU Hospice Care
- TRU Grief Services

SERVICE AREA MAP



Mission Moments

We share Mission Moments in staff meetings, employee and volunteer newsletters, blog posts, and on social media. Mission Moments highlight why we do what we do and what makes our work so special. Here are two of many Mission Moments from 2019:

INTERNATIONALLY KNOWN VOCALIST TEAMS UP WITH TRU STAFF MEMBERS

On December 3rd, TRU Community Care staff and volunteers



gathered at the home of Mardi and Jane Byers for an intimate concert performed by Mardi Byers, Hopi Moore-Sargent, and Larissa Gensolin. Mardi and her mother were very grateful for the services they received from TRU.

During a home visit, Mardi, an internationally known opera singer, learned that TRU staff members

Hopi and Larissa are also accomplished musicians. She had the idea to put together a performance for the staff and volunteers as a way to give back and thank them for the care they provided. TRU team members were treated to several duets with

Mardi and Hopi, as well as solos performed by each artist.

They performed several opera pieces as well as classical and contemporary songs. At one point, Larissa played an entire song by memory!

The afternoon ended with a

beautiful and touching solo by Jane Byers. It was an honor to share the talents of these beautiful women.



THRIFT WITH A MISSION

Infectious joy. Those are the two words that people frequently use to describe the atmosphere at TRU Thrift and the volunteers who work there. And it has the ability to impact anyone who steps foot into the store.

Mary Scriptor has been volunteering with TRU Thrift for over three years. She helps with everything from organizing the literacy section to working the register. She even helped start the TRU Thrift Online Amazon Bookstore. She loves volunteering with TRU Thrift because of their mission — and the first look at all of the items coming in the door doesn't hurt either.

Originally from South Dakota, Mary went to college in Wyoming and has lived in Colorado since 1971.

She has been volunteering with hospices across Colorado since 1976. She began working with hospice communities after her sister's death.

"When you've been helped by a hospice, you want to give back," Mary tells us. "TRU Community Care has such a wonderful community, who donate furniture and goods to TRU Thrift."

She understands that when people go through the death of a loved one, they want to give back and support others who are going through a similar experience. Mary's favorite section is in the book stacks. There are days that she organizes hundreds of donated books.



TRU PACE *Program of All-Inclusive Care for the Elderly*

A FULLY INTEGRATED CARE MODEL

PACE, unlike most areas of health care, views every individual under a holistic lens. PACE understands that the human experience is comprised of each person's physical, emotional, spiritual, and social well-being. The PACE model is a social model emphasizing the importance of socialization to combat isolation and depression among the elderly. At the core of this model is the Interdisciplinary Team (IDT) who delivers fully integrated care. These IDT members consist of 12 different disciplines who assess and treat our participants in every aspect of their care needs.



11,034	Hospitalizations, Skilled Nursing Facility, and Assisted Living Days of Care
6,570	Home Care (CNAs & Personal Care Workers) Visits
5,325	Physical, Occupational, and Speech Therapy Visits
3,920	Clinical Nurse Visits
702	Behavioral Health Counseling Visits

46% PARTICIPANTS HAVE A BEHAVIORAL HEALTH DIAGNOSIS

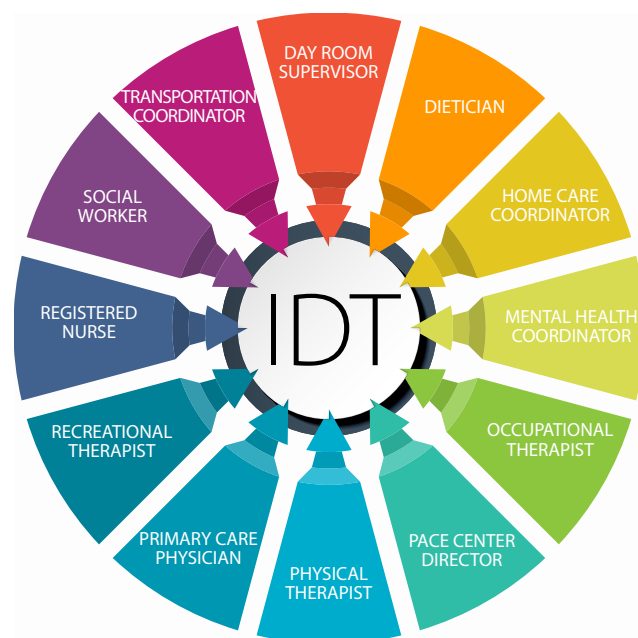
37% PARTICIPANTS HAVE COGNITIVE IMPAIRMENTS



11,382 DAY CENTER VISITS PROVIDED IN 2019
16,740 MEALS PROVIDED IN 2019

New Participants Enrolled in 2019 = 87
Participants Served in 2019 = 215

INTERDISCIPLINARY TEAM MEMBERS (IDT)



36.5%
Men



63.5%
Women

Average age **78** Age distribution of participants **57-96**

TRU Palliative Care

TRU PALLIATIVE CARE (TPC) is a program with specialty-trained palliative care providers who support the patient, caregivers, and the primary physician to optimize quality of life. TRU's collaborative approach manages physical, emotional, social, and spiritual needs. TPC is a shared effort to maximize health and minimize symptoms and can be provided alongside curative or life-prolonging care. TRU provides patients and families with the education, support, and guidance needed to establish goals for care and to make informed choices throughout the course of the illness. TPC is for patients experiencing symptoms that interfere with their ability to live their lives and patients who could benefit from advance care planning and goals of care conversations. Care can be provided by a medical doctor/nurse practitioner, social worker, chaplain, registered nurse, and volunteers. TRU launched TPC in December of 2018.



Palliative Care Patients Served = 622

TRU Hospice Care



Hospice Patients Served = 1,074
Average Length of Stay on TRU Hospice (in days) = 66
Hospice Patients Served at Care Center = 329

HOSPICE HOME CARE

TRU Hospice Care is available for patients with advanced illness for whom curative treatment is no longer being pursued. TRU Hospice offers exceptional medical, emotional, and spiritual care wherever the patient resides - at home, in an assisted living or skilled nursing community, or at our inpatient hospice facility, the TRU Hospice Care Center, in Longmont, CO.

TRU HOSPICE CARE CENTER

The TRU Hospice Care Center is an inpatient unit offering short-term, intensive care for patients with complex medical needs at Longmont United Hospital. For compassionate care when it's needed most, it's the next best place to home. The Care Center focuses on around-the-clock nursing care, state-of-the-art pain management, emotional and spiritual support, personalized volunteer attention to symptoms requiring active interventions, complex wound management, and short-term respite care.



Home Hospice Care Accredited by
The Joint Commission

TRU Grief Services



2019 Butterfly Memorial and Release

ADULT GRIEF SUPPORT GROUPS

Bereaved Parents Support Group
Eight Week Bereavement Support Program
First Year Spouse/Partner Grief Support Group
Hiking Group
Lafayette Grief Support Group
Newly Bereaved Support Program
Spouse/Partner Loss Grief Support Group
Widowed Senior Grief Support Group
Writing Through Grief Support Group
Yoga After Loss Support Group

YOUTH & FAMILY GRIEF GROUPS

Healing with Horses Group
Family Grief Group

56% Support group participants came through TRU Hospice

Adult grief support group participants: 1,219

Children and teens grief support group meetings: 30

Bereavement calls: 2,942

Grief services mailings: 11,587

Individual counseling sessions: 807

I attended the TRU Butterfly Release in June. Attending the Butterfly Release was meaningful to me because I'm outdoors a lot and my grandpa was outdoors a lot. He was a very fun person, very energetic, and every time I see a butterfly, it reminds me of him.

~ Brian

I lost my sister and her husband to the flu. My heart hurt, and I really didn't know what to do with that. I attended the Lafayette grief support group that meets monthly. Somehow that's easier; it didn't feel like I was burdening those people with my loss the way I would if I was talking to my loved ones. I can't encourage people enough to use hospice services earlier rather than later.

~ Karen

Individual Grief Counseling

Grief Counseling for Family and Friends of TRU Hospice Patients:

Family and friends of patients served by TRU Hospice are offered complimentary counseling sessions for 13 months after the death of their loved one.

Individual Grief Counseling for Community Members:

Beginning in 2019, bereaved members of the community are now offered grief counseling sessions for a fee.

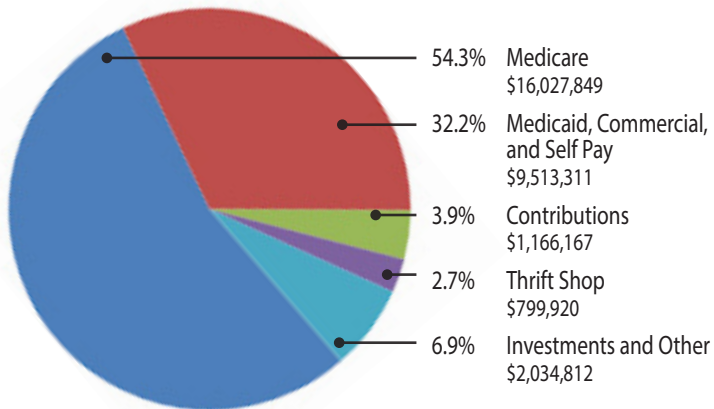


2019 Lights of Life Holiday Remembrance

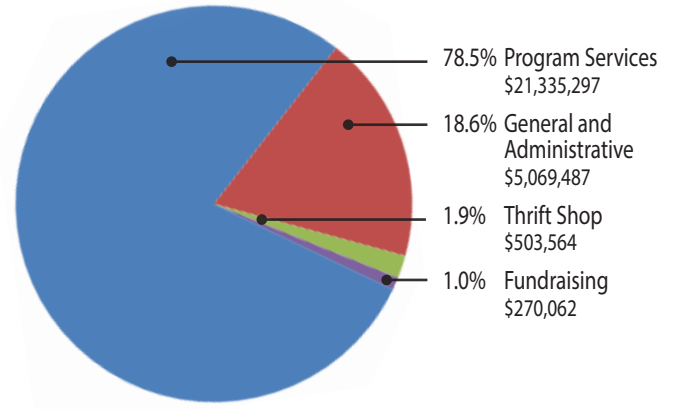
2019 Financial Summary

TRU COMMUNITY CARE 2019 REVENUE AND EXPENSES

Total Revenue \$29,542,059



Total Expenses \$27,182,370



SERVICES & SUPPLIES PURCHASED FOR PATIENTS

Medications	\$ 1,878,769	\$ 1,150,935
Durable Medical Equipment and Oxygen	\$ 650,071	\$ 627,419
Patient Medical Supplies	\$ 241,711	\$ 185,758
Inpatient and Outpatient Services	\$ 5,172,566	\$ 3,000,444
Therapies	\$ 370,598	\$ 401,242
Diagnostic Tests	\$ 153,004	\$ 107,788
Ambulance	\$ 610,638	\$ 462,146

TOTAL SERVICES & SUPPLIES FOR PATIENTS	\$9,077,358	\$5,935,732
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GIVING BACK TO OUR COMMUNITY

2019

2018

Unreimbursed Care	\$ 107,303	\$ 73,739
Unreimbursed Grief Support	\$ 373,725	\$ 393,986

TOTAL GIVING BACK TO OUR COMMUNITY	\$ 481,028	\$ 467,725
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TRU Events in 2019



PACE ART GALLERY OPENING

More than 60 people joined TRU PACE to celebrate the opening of an art gallery featuring the works of PACE participants and visiting artist, Al Canner. The artwork created by PACE participants was produced through the therapeutic art program, Purple Art.

VETERANS DAY EVENTS

TRU welcomed Deborah Grassman, a leading expert in caring for our veterans, to co-host staff and volunteer training; a community-wide Veterans Day celebration complete with a veteran band, a local middle school ensemble, the American Legion Post 111 color guard, and veteran pinnings; and a documentary screening of Go in Peace! followed by a panel discussion.



BUTTERFLY RELEASE AND MEMORIAL

Approximately 200 people gathered to remember lost loved ones, many of whom received hospice care from TRU. Quickly becoming an annual tradition in the community, this celebration of life is an important part of the grief process for many family members coping with a loss.

PEACHES FOR HOSPICE

TRU staff and volunteers spent a fun August morning greeting customers, loading cars with fresh Palisade peaches, and sharing stories. The summer tradition of enjoying peaches from the Western Slope brings support to TRU, Colorado's first hospice, from across the state with a truckload of peaches from White Orchard in Palisade.



TRU CARES FUNDRAISING LUNCHEON

The second annual TRU Cares Fundraising Luncheon was held in November at Academy Senior Living in commemoration of National Hospice, Palliative Care, and Family Caregivers Month. It was a special afternoon spent celebrating TRU's work and remembering lost loved ones. This year's Luncheon will be held virtually on October 22, 2020.

LIGHTS OF LIFE HOLIDAY REMEMBRANCE

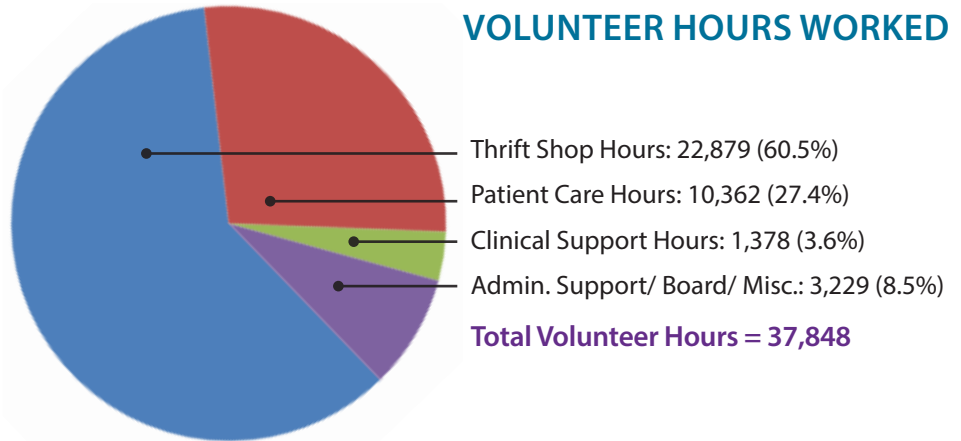
Community members and those touched by hospice came together in December at Unity Columbine Church to celebrate and remember loved ones during the holiday season. More than 100 gathered together to reflect on memories of loved ones who have passed. This year's Lights of Life ceremony will take place virtually on November 14, 2020.



Volunteers and Thrift Shop

TRU VOLUNTEERS

In 2019, 357 active volunteers provided critical support across the organization. Volunteers provide comfort touch, companionship, respite, pet therapy, and more for our patients and families. They run grief support groups, provide office support, and operate our thrift shop.



TRU THRIFT SHOP

For more than 15 years, TRU Thrift Shop has supported the work of TRU Community Care. Run almost entirely by passionate and dedicated volunteers, TRU Thrift engages our community in creative ways. In 2019, we celebrated the addition of a café featuring gourmet coffee, and we were honored to be named Boulder County's best thrift store for the seventh year in a row. We introduced story time for kids, hosted dozens of volunteer groups, and continued to partner with more than 40 local nonprofits through our Giving Room program. TRU Thrift reduces family burden for many of our hospice families needing help parting with a loved one's belongings and wanting to support a good cause. It also provides a fun and unique environment for shoppers looking for a great find.



TRU JOINS FORCES WITH THE CONVERSATION PROJECT IN BOULDER

In September 2019, TRU joined forces with The Conversation Project in Boulder County (TCPB) to broaden the reach of both organizations and to provide important end-of-life planning resources for our community. Through TCPB, TRU offers free confidential coaching for individuals and families who want help having a conversation about future medical care, assistance with filling out a Medical Durable Power of Attorney, speakers for large and small community groups, workshops and seminars open to the public that provide education around the importance of appointing an informed medical decision-maker, and training for professionals and lay people about advance care planning.

TRU TELE-CARE

In 2019, TRU continued to invest in the TRU Tele-Care program, setting ourselves up for rapid expansion in early 2020. We completed a tele-consult study in partnership with mHealth Impact Lab at CU Anschutz Medical Campus that measured the tendency for providers to reach different conclusions for in-person vs. video conference observations. Results found that telehealth technology offers increased provider productivity without compromising quality of care. Study results were shared with the Center for Medicare and Medicaid Services (CMS) and the National Hospice & Palliative Care Organization (NHPCO) in an effort to allow providers to substitute e-consults for face-to-face visits and still fulfill regulatory requirements. Learnings from this study informed the development of our TRU Tele-Care program, a comprehensive telemedicine program that improves patient care, improves health care outcomes, and reduces the overall cost of care.



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TRU Administrative Offices
TRU Grief Services
2594 Trailridge Drive East
Lafayette, CO 80026

TRU Hospice Care Center
1950 Mountain View Ave.
4th Floor South
Longmont, CO 80501

TRU Thrift Shop
5565 Arapahoe Ave.
Boulder, CO 80303

TRU PACE
TRU Tele-Care
2593 Park Lane
Lafayette, CO 80026