



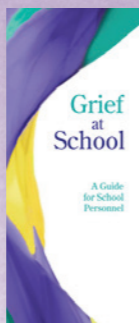
## Opening New Doors to Hospice Care... for 20 Years

### 1995 – 1999



The American Hospice Foundation launches, with a mission to raise the visibility of hospice and reach out to underserved populations.

95



Grief at School booklet (1996)

96

Alzheimer's Disease & Hospice booklet (1996)



Initial collaboration with the Employee Assistance Association (1996)



Grief at Work booklet (1996) "an instant classic" -Business & Health

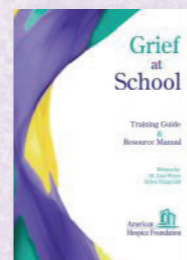
97



Grief and Faith booklet (1997)

98

Initial Grief at School workshops (1998)



Grief at School Manual (1998)

99

Grief at Work Manual (1999)



WSJ articles:

*For Harried Workers In the 21st Century Six Trends to Watch* (December 29, 1999)

*A Workplace Can Seem Cold and Indifferent to a Grieving Employee* (January 13, 1999)

*Some Readers Offer Thoughts on Helping Grieving Colleagues* (January 20, 1999)



Initial collaboration with AARP (1998) - PSA



Talking About Hospice: Tips for Physicians (1998)



Grief at Work inspires a series of Wall Street Journal articles. Culminating in **Grief at Work** being listed as one of six trends to watch in the 21st century. This leads to Naomi Naierman being interviewed for NBC News and Good Morning America. (1999)

#### OUR MISSION:

To improve access to quality hospice care through public education, professional training, and advocacy on behalf of consumers.

#### OUR VISION:

Hospice will be an integral part of our society, culture and belief systems.



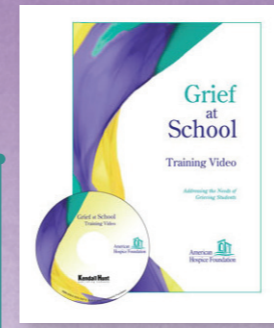
## Opening New Doors to Hospice Care... for 20 Years

### 2000 – 2004



Hospice report card development work, including focus group research on the report card format and a survey of national hospice and managed care leaders. (2000)

On Veterans Day, training director Helen Fitzgerald was a featured speaker at the annual **National Firefighters Memorial** attended by President Bush (2001)



**Grief at School** CD-ROM (CEU-approved self-study course) for school-based professionals (2002)



AHF joined the **National Quality Forum** (2002)

**Grief at Work** materials recognized by *The Employee Assistance Quarterly* (2003)

First **"Hospice Summit"** convened to discuss how hospice providers and managed care organizations can work together to coordinate end-of-life care. (2003)



**The Journal of Palliative Medicine** (October, 2004) published two groundbreaking articles based on Foundation-supported studies: **"End of Life Content in Treatment Guidelines for Life-Limiting Diseases"** (Kimberly Mast et al.) and **"Integrating Palliative Care into Disease Management Guidelines"** (Linda Emmanuel et. al) (2004)

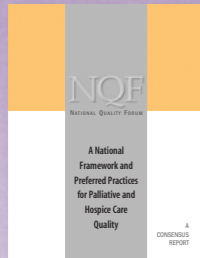
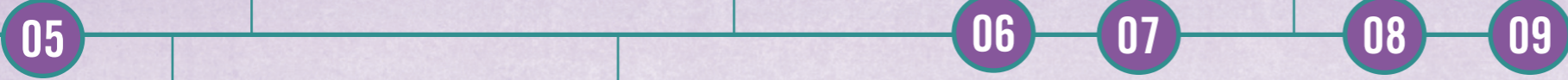
Hosted **"Toward Excellence in Managing Care at the End of Life, A Forum for Insurers, Payers, and Providers"** — this conference marked one of the first occasions in which top leaders in MCOs convened to discuss end-of-life care. Two additional bi-annual forums were held on this topic. (2000-2002-2004)

Paul Clendening, president of a Kansas City bank, recognized the need to educate his employees about grief at work due to his own tragic experience. After the death of his young son in 1998, Paul worked harder than ever without allowing himself to grieve. Until it caught up with him. "Thanks to AHF's educational materials, I learned that unresolved grief can compromise work performance as well as personal relationships. I decided to share these materials with my staff as they contained valuable lessons about making our work environment more compassionate and accommodating to employees suffering a loss. The result was a grateful staff and a boost in morale."



## Opening New Doors to Hospice Care... for 20 Years

### 2005 – 2009



Naomi served as co-chair to the **National Framework and Preferred Practices for Palliative and Hospice Care Review Committee of NQF**, crafted the framework that will guide nationally endorsed quality measures for end of life care. (2005)

AHF sponsored **Crossing Over Jordan** in NYC, a conference that celebrates the richness of African-American traditions surrounding death and dying (2005)

Website redesigned, to include an extensive library of articles on hospice, caregiving, and grieving. (2007)



NQF highlighted Report Card in article, **"Helping Consumers with Hospice Care Decisions"** (2009)



AHRQ used graphics from Report Card on its website, noted how measures are helpful (2009)

Funded grants for local **Area Agencies on Aging (AAA)** to inform people about the Medicare Hospice Benefit (2005)



**What's Your Hospice IQ?** brochure published in English and Spanish (2005)

Partnership with **Legacy.com** to reach more consumers with our educational articles (2009)



Tested report card with 130 hospices in 5 states (2009)



Published article on hospice report card development work in **The Joint Commission Journal on Quality and Patient Safety**, a peer-reviewed journal. (2009)



## Opening New Doors to Hospice Care... for 20 Years

### 2010 – 2014



10 Developed training program, **“Responding to Grieving Clients,”** for a large financial services firm to enhance skills of call center employees dealing with grieving clients who had had a loved one die. (2010)

11 Provided input on the consumer perspective on hospice quality as members of technical expert panels for the **National Quality Forum** and the **Medicare Payment Advisory Commission (MedPAC)**. (2011)

11 Awarded grant from the **California HealthCare Foundation** to survey CA hospices to determine their readiness for public reporting of comparative quality metrics and their willingness to publicly report voluntarily. Found that a majority of CA hospices would voluntarily share comparative quality data. (2011)



12 Awarded grant from **Purdue Pharma** to offer workshops on **“Improving Pain Assessment in Persons with Dementia.”** Workshops presented at national and state conferences of professionals working in eldercare, hospice and home care. (2011 - 2013)

12 Under a grant from the **California HealthCare Foundation** conducted a pilot project to collect hospice quality data, assessing the ability and willingness of hospices to provide such data. (2012)

12 Published **“Pain & Dementia”** booklet. (2012)



13 **A Descriptive Study of California Hospice Providers’ Perceptions of Public Reporting of Quality Data Using the Family Evaluation of Hospice Care Survey** was published in the *American Journal of Hospice and Palliative Medicine*, a peer-reviewed journal. (2013)

13 Partnered with **Altarum Institute** on a grant from the **Agency for Healthcare Research and Quality (AHRQ)**, identifying hospice quality measures with the most relevance to previous users of hospice and those with no exposure. (2013)



14 Legacy grant to **Altarum’s Center for Consumer Choice in Health Care** to build a Web-based tool to enable dying people and their families to compare hospices based on quality. (2014)

**What Consumers Want to Know About Quality When Choosing a Hospice Provider**, *American Journal of Hospice and Palliative Medicine*, a peer-reviewed journal. (2014)



14 Legacy grant to the **Tragedy Assistance Program for Survivors (TAPS)** to launch an initiative to help grieving children of veterans. (2014)