From our President

As I review our milestones and memories from this past year, my heart swells with pride as I look over the many hospice photographs and activities featured in this annual report.

Going the extra mile is truly what hospice is all about. Our mission endures. Coastal Hospice & Palliative Care promotes dignity and quality of life for patients and families who face life-limiting conditions. Together, more than 170 employees and more than 250 volunteers deliver care and support our mission. We are proud to offer care that not only meets the physical needs of our patients, but their emotional and spiritual needs as well. This is the heart of hospice.

In these pages, you will see ways in which we take the extra steps, even beyond meeting physical, emotional, and spiritual needs. Our staff will literally travel the extra mile, whether through snow or by boat to visit the most remote areas of our beautiful Lower Eastern Shore counties.

As Coastal Hospice continues to grow and evolve, we will continue to bring the necessary services and programs our community needs. This year, we trained members of the community as well as members of our team about advanced directives. As they shared with others, more people came to know about the opportunity to have a say over their own healthcare decisions.

This past year, the average number of patients in our care on any given day increased to more than 200. While our staff rises to meet this growing demand, we continue to find ways to bring exceptional levels of care to all patients. This means considering each patient and their unique life experiences that may impact our plan for caregiving. Our veterans, for example, often carry experiences from their military service, presenting unique healthcare challenges. We work diligently to honor their service while meeting their unique needs.

Hospice patients most often choose to remain at home for care. However, a growing number find that, at the end of life, they are unable to manage alone or need more care than a frail spouse can provide. So after careful study, we are building The Macky & Pam Stansell House at Coastal Hospice at the Ocean where patients and their families will receive the medical, spiritual, and emotional support they need. They will be safe. They will feel at home.

In addition to the incredible support we have received for our new hospice residence, our 2016 annual “Be an Angel” fundraiser contributed an impressive $98,000 towards our charity care program, allowing us to provide more care than ever to patients and families who have no resources for care or have needs beyond their insurance coverage.

Going the extra mile is truly what hospice is all about. I remain inspired by the philanthropic hearts of this place we call home. We have sincere gratitude for those who support Coastal Hospice and truly go above and beyond in their care, love, and support of us each year. This year is no exception.

Thank you.

Alane K. Capen
President
Coastal Hospice & Palliative Care
Hope & Healing with Horses
free bereavement camp
uses interactions with horses
to help grieving children
who have lost a loved one.
“The care which you gave not only our mother but our whole family of eight siblings was nothing short of awesome. Each nurse, caretaker, and other support personnel — on the phone or in person — made us feel no question was unimportant or request too great. We wish to thank all of you for the great end-of-life journey you mapped out for us. Because of your support, our mother’s journey was not a mystery or a fearful process.”

Volunteer Santa Gary Hutson visits Rex Gravenor during our annual Santa visit, bringing patients warm blankets, stuffed animals, and fruit baskets.

Our dedicated staff gets to the patients who need us no matter the weather. Here Coastal Hospice RNs Leslie Jones and Angelique Ward brave a January blizzard in Salisbury.

Music therapy can help soothe anxious patients and families. Doris Ludicke, a trained hospice music therapist, plays the harp and guitar.

Our grief support groups meet regularly in each county we serve, and often get together to socialize, like this Ocean Pines group. The support groups are open everyone in the community.
We are committed to caring for our patients wherever they are on the Lower Shore — even if the patient lives a 45-minute boat ride away on Smith Island.
“My husband’s nurse was the sweetest lady I have ever met. She explained everything so well to him as well as to me and our daughter.”

“Every single person involved with Coastal Hospice who interacted with us was outstanding! Kind, compassionate, encouraging, supportive, patient, and empathetic.”

We reach out to our community to help them take charge of their future health care by completing advance directives. Here, Coastal Hospice facilitator Mark Massey presents to staff at the offices of Atlantic/Smith, Cropper & Deeley in Willards.

Our Compass program provides clients with care other than medical, like helping Glenn White of Berlin receive his high school diploma from Stephen Decatur High School.

Our palliative care clinics within Peninsula Regional Medical Center and Genesis Nursing Home offer comfort and relief to cancer patients dealing with treatment side effects. Visits to the clinics have increased from 91 patients in FY 2012 to 1,070 in FY 2017.
Our Fair Winds care team gathers on the Ocean City beach to honor their patients who have passed. Each patient name is written on a sea shell and returned to the sea.
“My family is very appreciative of the care that you gave our mother. You were very kind, gentle, caring as you attended to her needs. She received excellent care and compassion from the aides who worked with her and brought a smile to her face.”

“During the last 12 hours of my sister-in-law’s life on this earth, the nurse stayed with us, prayed with us, explained so much, and hugged us. She is a special lady and showed us so much kindness during this difficult time.”

We bring our patients comforting, cozy blankets lovingly donated by the community. Fay Jarmon and Carolyn Fassett of Berlin brought a much needed supply to our offices on Racetrack Rd.

We are 4-star members of the We Honor Veterans program, honoring those in our care who served our country. Hogs & Heroes joins us at our annual Veteran’s Day Ceremony at Deer’s Head Hospital and supplies us with American flag blankets to give to veteran patient.

Our staff represents us in community events, such as the annual Walk for Alzheimer’s Disease in Salisbury.
Our Camp Safe Harbor at Salisbury University helps children who are grieving over the passing of someone important to them.
Event funds raised (net) 2016-2017 for our new hospice home in Ocean Pines

Blues on the Bay
$39,168

Brews & Bites
$8,844

Taste of Finer Things
$25,288

Berlin Thrift Shop
$65,707

We are awaiting January 2018 with anticipation, when we expect to break ground on our new hospice home, the Macky & Pam Stansell House at Coastal Hospice at the Ocean. This year, our Board of Directors voted to name the home after the Stansells, who have been major supporters of the project from its inception, both financially and by giving volunteer hours.

The new residence will offer private rooms for 12 patients, most with waterfront views, plus offices for our home hospice team, palliative care, grief support, volunteers, and community education and outreach.

Our Thrift Shop in Berlin was established six years ago with the mission of supporting our new hospice residence, a place for patients who need a safe and caring home.

Our community has generously supported our efforts to build a new hospice home. Major donors include Pam and Macky Stansell (above) and the Perdue Foundation (left).
The Macky & Pam Stansell House at Coastal Hospice at the Ocean, expected to open in 2018, will be a warm, safe home for patients without a caregiver.
EXTRA MILE

OUR COMMUNITY GOES THE EXTRA MILE

Patient care volunteer Stephanie Shores won Best Themed Hat at this year's Hats for Hospice.

Funds raised (net) for charity care and pediatric care 2016-2017

Kicks for Kids $4,917

Hats for Hospice $18,517

Be an Angel Campaign $98,931

Ocean City Elks Lodge #2645

First Shore Federal Bank

Cambridge Elks Lodge #1272

Atlantic/Smith, Cropper & Deeley

Ancient Egyptian Arabic Order Nobles of the Mystic Shrine
Support for our charity care allows us to provide comfort and care to patients and families who have no resources or have needs beyond their insurance coverage.
GOING THE EXTRA MILE

On a shelf that’s next to my desk at work, next to the computer on which I’m composing this letter, sits a coffee mug. I use it as a business card holder. On a typical day, I pay very little attention to that mug. It’s just the thing that holds those cards.

Today, though, as the Coastal Hospice Annual Report is highlighted to my left, on my split computer screen, I glanced at the mug, and, suddenly, there it was – the quote that is the key decorative piece of the mug, the very quote that led me to purchase it in the first place. It says: “One person can make a difference, and everyone should try.” – John F. Kennedy.

As you now know, by virtue of reading this recap of the last year here at Coastal Hospice, going the extra mile is what the amazing team of staff and volunteers strive to do every single day, with every single patient. We have the kind of compassionate, caring, dedicated, professionals and volunteers who understand, completely, that the phrase uttered by President Kennedy many years ago is so very true today. Still.

As the current Chair of the Board of Directors at Coastal Hospice (one of the great honors of my life), I have the rare and distinct privilege to hear – on a regular basis – the heartfelt examples of how the Hospice team goes above and beyond, as a matter of routine. I’m confident I speak for all of the Board members when I say that the opportunity to be part of this organization – to watch and hear and feel what goes on there each day – is something that will stay with us forever.

This past year, I’m proud to say that the Hospice Board did its best to go the extra mile, too. There was heavy lifting this past year, as bringing the vision of The Macky & Pam Stansell House at Coastal Hospice at the Ocean closer to reality required a lot of work, a lot of attention. Our Campaign Committee, our Building Committee, our Finance Committee – and all of its volunteers – worked side by side with the Coastal Hospice staff to work through the challenges that come with the planning and building of a multi-million dollar facility. It’s with pride that I can say that I work side by side with some of the most committed and capable Board members, all of whom have a singular purpose – to serve and help expand the mission of Coastal Hospice.

The future is bright. The organization is strong. Going the extra mile is what Coastal Hospice does. Thank you to all for making this community asset as strong as its ever been.
Fiscal year 2017 was a strong year for Coastal Hospice. Revenue continued to grow from $11 million in fy2016 to near $14 million in fy2017. This is due to increasing demand for hospice services, plus the continued expansion of our Palliative Care program.

Such growth in service puts additional demands on our staff. They have done yeoman’s work responding to the needs of their patients. We recognize the importance of people in providing hospice services. Over 83% of Coastal Hospice expenses are spent on patient care through the Hospice and Palliative Care programs. As an agency, we work hard to spend funds into people helping people. Our Management and General expenses remain low. Due to the community’s overwhelming generosity, we are able to keep the cost of fundraising and running the Berlin Thrift Shop low.

This year, a trend continues of the percentage of people from outside the four counties of the Lower Shore of Maryland increasing. And the nature of hospice is changing. Historically, people have associated hospice with cancer. Increasingly, patients with other diagnoses, such as dementia, stroke, heart and circulatory, and respiratory diseases are, along with their families, seeking service by Coastal Hospice.

We value the confidence our communities and families place on us, allowing us to serve the needs of their most vulnerable citizens. Thank you for the confidence you place with us.
Our Mission
Coastal Hospice promotes dignity and quality of life for patients and families who face life-limiting conditions.

Our Values
Affirming life, respect, compassion, trust and resourcefulness.

Coastal Hospice, Inc. complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. (TTY: 800-201-7165).

Coastal Hospice, Inc. cumple con las leyes federales de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, edad, discapacidad o sexo. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 410-742-8732 . (TTY: 800-201-7165).