"We are all in the same boat, in a stormy sea, and we owe each other a terrible loyalty."

From the President

Comfort. Anticipate. Create. Inspire. Value. These are the words that evoke the vision of Coastal Hospice since it became incorporated in 1980. Coastal Hospice was blazing a path into a sector of health care before it was recognized as such by the rest of the healthcare industry. As the industry, and hospice sector in particular, undergoes significant reform, Coastal Hospice remains committed to our mission, vision and values. Our vision drives our leadership to remain at the forefront of end-of-life care.

Over the past three decades, we continue to blossom thanks to the support of our generous community who find value in what we do for their loved ones at the end of life. In 2004, we opened Coastal Hospice at the Lake to provide a place for patients who require an inpatient hospital setting equipped to assist with symptoms that cannot be managed at home. And now, we continue to rise to the needs of our community and fill gaps in health care as we are just months away from opening the first ever hospice residence for the Lower Shore - the Macky and Pam Stansell House of Coastal Hospice.

This summer we had a record setting census - 225 patients served in one day - and our organization and staff again rose to the needs of the community. As we grow and the demand for our services increases, our mission continues to guide us. Coastal Hospice promotes dignity and quality of life for patients and families who face life-limiting conditions.

This fiscal year has brought staffing and organizational changes to better re-align ourselves with our values. The Development Department was restructured and re-named the Advancement Department to coincide with a new emphasis on advancing the mission of hospice into the community through fundraising, marketing, public relations and outreach. We also re-organized the Admissions Department into the Access Department to reflect our focus on helping patients and families access services of Coastal Hospice more efficiently and with greater support. Our staff choose to work here because our values as an organization are in line with their own, and they feel fulfilled in the impact they are having on the lives of our patients and their families.

Our vision is to: provide comfort; anticipate and meet growing demand for services; create an understanding of our services; enhance patient experiences, and value our staff and volunteers. Our organization will continue to grow and to serve the Lower Shore as we continue to be guided by our vision.

Alane K. Capen
President, Coastal Hospice
About Coastal Hospice: Dignity and Quality of Life

Incorporated in 1980, Coastal Hospice is a nonprofit health care organization that cares for individuals facing life-limiting conditions but who want to remain as active and engaged as possible. Coastal Hospice cares for patients in their home, nursing home, assisted living facility or at Coastal Hospice at the Lake. The organization serves Wicomico, Worcester, Dorchester and Somerset counties.

**Mission**

Coastal Hospice promotes dignity and quality of life for patients and families who face life-limiting conditions.

**Values**

Affirming Life • Respect • Compassion • Trust • Resourcefulness

Coastal Hospice receives high ratings from patient surveys

*From report produced by HEALTHCAREfirst. Data compares Coastal Hospice to state and national averages for two measures. Patient care rating is based on respondents indicating a 9 or 10 on a scale of 10 for patient care quality. Recommendation for this hospice rating is based on the percentage of respondents who would absolutely recommend the agency.*
Comfort

Celebration of life’s joys for all in our community who would benefit from hospice and palliative care.

Compassionate care for life-limiting illness.

Team of caregivers includes:

- Hospice and Palliative Doctors
- Volunteers
- Nursing Aides
- Nurses
- Music Therapists
- Social Workers
- Spiritual Counselors
- Bereavement Support

Palliative Care

Coastal Hospice has a special program called palliative care to comfort a person dealing with serious illness. Palliative care provides relief of discomfort, symptoms and stress for any patient with serious illness. The earlier palliative care begins, the better.

Palliative care supplements curative treatment by helping patients tolerate medical treatment and gain strength to carry on with daily life.

Coastal Hospice partnered with Peninsula Regional Medical Center in 2006 to improve the quality of life of patients with chronic, serious or life-limiting illness through palliative care. In fiscal 2018, the program served 838 patients through the PRMC inpatient program, 212 patients in community facilities, and 296 through PRMC outpatient clinic. Coastal Hospice opened an Ocean Pines palliative care clinic in fiscal 2019.

Grief Support

Grief is the normal and natural response to the loss of someone or something important to you. Each person’s grief is unique. Qualified Coastal Hospice bereavement counselors provided education and support to approximately 2,100 individuals and families in fiscal 2018.

Coastal Hospice provides free bereavement support events throughout the year, whether or not Coastal Hospice cared for their loved one. Support groups meet monthly in Dorchester, Somerset, Wicomico and Worcester counties.

In support groups, participants work with a grief counselor to help each other. Each person has an individual experience, but often their emotions are similar. Together they learn to live after loss.

Coastal Hospice also sponsors annual memorial services in our communities. We remember and honor those who have died.
Caring for our youth

Coastal Kids Supportive Care

Unlike adults, pediatric patients don’t have to give up curative treatment for a serious illness when they accept the support and comfort of hospice care. Our Coastal Kids Supportive Care team helps children and their families manage every variety of distress and symptoms at a most vulnerable time.

Children in hospice care receive both medical treatment and the comfort of supportive care at the same time. The supportive care offered by Coastal Hospice does not replace medical care the child receives. Instead, it supplements medical treatments. Often, the most important help is provided to support the families. If a child is struggling with a serious illness, Coastal Kids Supportive Care team can help. We meet with the parents and child in the hospital or home to discuss the situation. Parents and families make every day count for their children with life-limiting illness. And, they can have peace of mind as we are here to support them to help make that happen.

Bereavement Support for Youth

Camp Safe Harbor:

Camp Safe Harbor, a bereavement day camp held in June at Salisbury University for children ages 6 to 12, is a safe and loving place in June for children to heal and open up about their loss. A total of 25 children participated in the camp in fiscal 2018.

Coastal Hospice staff and volunteers, as well as staff and students from SU’s Social Work Department, worked together to make the fourth annual camp a successful program. Counselors experienced in grief support helped the children work through the loss of a parent, grandparent, sibling, or loved one. Fun activities such as video making, support circles, poetry, art, and sports activities helped each child heal in their own unique way.

Hope & Healing with Horses:

Coastal Hospice also provides a one-day bereavement camp which incorporates therapy with horses at Kindred Spirit Farm in Salisbury. The camp is designed for children who have experienced death of a close loved one within the past two years. The counselors work with children and families on strategies to express grief, reduce stress and isolation. Horses offer the children a profound relationship and connection to a living being without the risk of rejection or criticism. Six children participated in the program in fiscal 2018.
Coastal Hospice has raised more than 80 percent of the cost to build the Macky and Pam Stansell House of Coastal Hospice. The Stansell House will serve as the first ever hospice house for the Lower Shore – including Dorchester, Somerset, Wicomico and Worcester counties. Too many of the terminally ill on the Lower Shore are unable to have adequate care at the end of their life in their home. That may be because they live alone, or their spouse is unable to give them the care they require at this stage. In 2019, the Stansell House will be a safe home for Coastal Hospice patients who need it the most.
Record Setting Coastal Hospice Events
Fiscal 2018

Campaign for Macky & Pam Stansell House

Coastal Hospice continued to raise funds to support the construction of the Macky and Pam Stansell House of Coastal Hospice in fiscal 2018. The capital campaign is supported through individual donations and several fundraising events.

Coastal Hospice employees held their own event to support the Stansell House - a quarter auction, which was deemed a success and showed great support for our mission.

Event funds raised (net 2017-2018):
Blues on the Bay: $33,353
Brews & Bites: $14,805
Quarter Auction: $8,022
Taste of Finer Things: $33,098

The Coastal Hospice Thrift Shop in Berlin made its final payment on the $500,000 pledge for the project. Future profits will be earmarked for the Stansell House patient support fund.

Charity Care

Coastal Hospice served more than 1,300 patients last year. We also supported more patients and their families than ever through palliative care, bereavement groups, and Coastal Compass. We put patients’ goals and needs before all other considerations. Your gifts mean we deliver comfort and care to patients and families who have no resources for care or have needs beyond their insurance coverage.

Event funds raised (net 2017-2018):
The Be an Angel Campaign: $131,289
Hats for Hospice: $25,016

Patrick and Kristen Gilbert were all smiles as they supported the Hats for Hospice event and charity care for Coastal Hospice in May.
Create

Understanding and appreciation of Coastal Hospice in the community.

Fulfilling a patient’s lifelong dream

For Margaret of Princess Anne, Coastal Hospice has meant new friendships and the opportunity to pursue her dream - to be a published poet. Margaret has been writing since she was a girl - before she knew what poetry was. Today her poems have a sing song rhythm, but are both light and dark with themes of faith and mortality.

Grant funds allowed Coastal Hospice to work with Saltwater Media in Berlin to fulfill her dream. Several copies of One Soul Revealed, Margaret’s book of poetry, were able to be printed. This allowed Margaret to leave behind her beautiful, timeless writing for her family for generations to come.

“As a girl, writing was an escape.”
– Margaret Forbes

“I could be who I wanted to be... Everything I have written are little parts of me.”
Coastal Compass: Connecting to support at home

A free, non-medical program that connects individuals to support at home.

The Compass program helps clients navigate the non-medical resources they need as they fight their illness. The team visits clients and families in their homes to see where they need help. Compass can provide help with meals and groceries, wheelchair ramps, volunteer support, safety measures, spiritual care, caregiving, veterans’ benefits, socialization, transportation and family counseling. Last year one patient had difficulty getting out of her chair and navigating the steps outside. Compass was able to help by getting a ramp installed at her home and a lift chair to help her transfer from sitting to standing.

A lesser known benefit to the program is the impact on quality of life at the end of life. When a patient transitions into hospice care from the Compass program, the amount of time they receive the benefits of hospice is, on average, 52 more days than non-Compass hospice patients. Research shows that quality of life improves with increased duration of hospice care.

The community is becoming more aware of the benefits of the Compass program as seen by a substantial increase in the number of patients referred and admitted in fiscal 2018 from the year before – a 16 percent increase. The program had 298 enrolled clients total in fiscal 2018.

Compass Figures from Fiscal 2016-Fiscal 2018
We Honor Veterans

We Honor Veterans is a hospice program to honor those who have served our country. The Department of Veterans Affairs and National Hospice & Palliative Care Organization together developed the We Honor Veterans program to empower hospices to meet the unique needs of veterans and their families. Coastal Hospice is a proud member of this national program. Loved ones who come into our care as veterans receive a special visit that includes a personalized certificate, a patriotic blanket and, whenever possible, a salute from a uniformed honor guard. The program served 293 hospice veterans, or approximately 22.3 percent of the Coastal Hospice total patients.

Music therapy soothes souls

Coastal Hospice has offered music therapy to hospice patients and families since 2004. Music therapy is the clinical and evidence-based use of music interventions to accomplish individualized goals of therapy provided by a credentialed professional who has completed an approved music therapy program.

Music therapy can promote wellness, manage stress, alleviate pain, express feelings, enhance memory and improve communication. Our therapists meet patients wherever they are - homes, assisted living facilities, nursing homes, or Coastal Hospice at the Lake. Musical interventions can also support bereavement care. Coastal Hospice music therapists Doris Ludicke and Nikki Runge are part of a coordinated, collaborative care team that helps patients and families with physical, emotional and spiritual needs. The therapists can see approximately 500 patients in a year. They also play for memorial services, funerals and other events.
Local Girl Scouts support Coastal Hospice

Mikayla Dahlstrom, 11, Makenzie Hitch, 7, Olivia Truitt, 8, and Briana Truitt, 11, donated 18 blankets to Coastal Hospice this summer. The girls and another six from Brownie Troop 86 of Wicomico County decided to make the blankets as a service project to show their support for Coastal Hospice. Two girls in the troop had a grandparent enter hospice service. The blankets were given to youth at Camp Safe Harbor to provide comfort to grieving children.

Heart of Hospice Award

The Heart of Hospice Award is named for one of Coastal Hospice’s founders and most beloved volunteers, Jean Camie Jackson. Each year, two volunteers are selected to receive this award for their dedication and service to hospice and its mission of offering quality care to patients and their families. Before presenting the awards this year, Alane Capen, Coastal Hospice president, thanked the volunteers for their outstanding service with Coastal Hospice. Retired Circuit Court Judge W. Newton Jackson, III, was honored to dedicate the award in his mother’s name. This year’s award recipients were Annette Conger, patient support volunteer, and Cindi Strawley, patient care volunteer.

Photographed from left to right: Cindy Strawley, Coastal Hospice President Alane Capen, and retired Circuit Court Judge W. Newton Jackson, III. Strawley and Annette Conger (not photographed) received the Heart of Hospice Award. This year’s award presentation was made by Jean Camie Jackson’s son.

Jean Camie Jackson was one of Coastal Hospice’s founders and most beloved volunteers. She exemplified the values of Coastal Hospice. The Heart of Hospice Award is provided to volunteers who exemplify Jackson’s dedication to the mission.
Coastal Hospice celebrates staff achievements

NEW REGISTERED NURSE
ShayQuanda Gibbs became licensed as a registered nurse July 6. Her next goal is to become a nurse practitioner.

“I get to know the patients and what kind of life they have lived,” Gibbs said. “In a hospital setting you do not get to know your patients for long, and sometimes they pass without you really getting to know them. Hospice care is about building relationships with your patients,” she added.

“I build a bond with them over time,” Gibbs said of her hospice patients. “I love working here.”

NEWLY CERTIFIED HOSPICE AND PALLIATIVE CARE NURSES
Several Coastal Hospice registered nurses decided to expand their skills and specialty in hospice care by becoming Certified Hospice and Palliative Nurses (CHPN). This means that they have undertaken additional education and training and passed an exam to be specialized in treating patients while they are dealing with end of life issues. The following nurses gained the CHPN in fiscal 2018: Naomi Fontaine, Holly Murray, Heather D’Aquilla.

BEREAVEMENT COUNSELORS ACHIEVE SPECIAL CERTIFICATION
Janelle Beiler, bereavement counselor, and Howard Travers, MTh., MDiv., CT, both achieved certification in Thanatology from the Association for Death Education and Counseling (ADEC). Certification in Thanatology is a certification that is designed to enhance professional knowledge and promote excellence in the field of thanatology. The certification recognizes a specific educational background in dying, death and bereavement, combined with experience in the field along with 60 documented contact hours and passing a rigorous exam.

STAFF PROMOTIONS
Coastal Hospice staff member Nancy Stewart was promoted to the position of Access Manager. The Access Department is the newly reorganized Admissions Department renamed to reflect its focus on helping patients and families access services to Coastal Hospice more efficiently and with greater support. Bob Miller was promoted to Provider Relations Manager with Stewart’s department transition.
Coastal Hospice, Inc. was named a 2018 Hospice Honors recipient – an award that recognizes the organization as among those providing the best patient and caregiver experiences during end-of-life care.

HEALTHCAREfirst, the leading provider of web-based home health and hospice software, coding and billing services, Consumer Assessment of Healthcare Providers and Systems (CAHPS) surveys, and advanced analytics, announced the recipients of the 2018 Hospice Honors, a prestigious program that recognizes hospices providing the highest level of quality as measured from the caregiver’s point of view. The official list of recipients was unveiled in June at the National Hospice and Palliative Care Organization’s Management and Leadership Conference in Washington, D.C.

“We are honored to be recognized nationally as among the best in hospice and palliative care,” said Coastal Hospice President Alane Capen. “This recognition acknowledges the level of excellence our organization provides as we continuously strive to promote the dignity and quality of life for patients and families facing life-limiting conditions.”

Duitscher receives Governor’s Award

We are proud of our long-time volunteer, David Duitscher, who received the award for volunteerism in the veteran category during the 34th Governor’s Service Awards ceremony in November at the Children’s Theater in Annapolis.

Duitscher, who has been volunteering with Coastal Hospice for 17 years, is a veteran himself and an active volunteer in Coastal Hospice’s “We Honor Veterans” program that honors veterans in hospice care.

“I like to volunteer for a group I can be proud of. Coastal Hospice is a top quality organization.”

~Duitscher
**ASSETS**

**Total Current Assets:** $6,055,214

**PROPERTY AND EQUIPMENT**
- Stansell House related: $4,897,050
- Other Property and Equipment: $1,730,855
- Less accumulated depreciation: $(1,618,464)
  - Property and equipment, net: $5,009,441

**ASSETS TEMPORARILY RESTRICTED**
- Total assets temporarily restricted: $2,826,857

**OTHER ASSETS**
- $19,690

**TOTAL ASSETS**
- $13,911,202

**LIABILITIES**

**Total Current Liabilities:** $2,912,483

**LONG-TERM LIABILITIES**
- Long Term Debt: $745,734

**NET ASSETS**
- Unrestricted and restricted assets: $10,252,985

**TOTAL LIABILITIES AND NET ASSETS**
- $13,911,202

**STATEMENTS OF OPERATIONS AND CHANGES IN NET ASSETS FOR FISCAL 2018**

**REVENUE AND OTHER SUPPORT**
- Net patient services revenue: $12,823,494
- Other revenue: $1,730,472
- Total revenue and other support: $14,553,966

**EXPENSES**
- Program Services: $11,543,533
- Fundraising: $504,132
- Management and General: $1,515,429
- Total Expenses: $13,563,094

**Excess of revenues over expenses:** $990,872

Unrealized gain on investments: $71,986

Increase in net assets: $1,062,858
Historically speaking, I’m not a person who gets too caught up in things like Mission, Values, and Vision. If I’m being honest, it’s because my brain has always had trouble distinguishing between the three. Fortunately, in ALL of the businesses and organizations I’ve had the privilege of being part of, there ARE plenty of people who fully understand the differences between, and the importance of, each of those key words. And, Coastal Hospice is blessed to have more than a few of them working for it.

Now that you know I have inherent limitations on the Mission, Values, and Vision thing, let me switch gears a bit, and share a trait of mine that has always served me well, and one that doesn’t get my brain confused: I LOVE words. I always have. For Christmas one year (a long time ago) my brother got me one of those six inch thick Webster’s Dictionaries. It remains one of my favorite-ever presents, and, to this day, sits proudly on a book shelf in our home.

So, when I was asked to write this note in the Coastal Hospice Annual Report, I thought about…words. And I thought about how important they are to me and to the other members of our Coastal Hospice Board of Directors when we meet. There are words that guide our decisions, and they’re the same ones that guide everyone and everything at Coastal Hospice: compassion, caring, respect, and dignity. These are good words. So are these: amazing, extraordinary, fulfilling, and inspiring. As it turns out, MANY of those words are included in our Mission, Values and Vision statements. Go figure!

Coastal Hospice is a place where words, like those above, are part of the fabric and of the day-to-day actions of the amazing staff and volunteers who make this organization so successful. They are a part of every hour, every day, every patient, every decision, and every moment. They are the words that course through the veins of this organization – an organization which, on so many levels, is different from any in our community.

I am so very proud to serve with our Board of Directors. Their concern, dedication, commitment, devotion and loyalty (more words, again!) to Coastal Hospice is something I cherish. Collectively, the Board knows that this organization is strong, is growing, is changing, and is providing the impassioned care that every patient deserves. I sometimes leave our Board meetings with an overwhelming sense of satisfaction – stemming from the fact that every single person in this incredible organization “gets it.” In a Mission, Values, and Vision kind of place, who could ask for more than that?

“**There are words that guide our decisions, and they’re the same ones that guide everyone and everything at Coastal Hospice: compassion, caring, respect, and dignity.**”

~Mike Dunn, Chairman

Mike Dunn  
Chairman of the Board of Directors  
Coastal Hospice
Our Mission

Coastal Hospice promotes dignity and quality of life for patients and families who face life-limiting conditions.

Our Vision

We will provide comfort, security and the celebration of life’s joys for all in our community who would benefit from hospice and palliative care.

We will anticipate and meet the growing demand for our service in new settings and challenges in the health care environment.

We will create in our community a thorough understanding and appreciation of the potential of hospice and palliative care to fulfill the life goals of each individual.

We will inspire and empower Coastal Hospice staff to create and implement new ways to enhance each patient’s hospice and palliative care experience.

We value the contribution of each staff member and will challenge and encourage personal and professional growth.

Our Values

Affirming life, respect, compassion, trust and resourcefulness.