

Dear Friends:

In Hospice of Holland's 2009 Annual Report, I made note of an organizational restructure, a transition to a new electronic medical record, a focus on increasing the size of our Tulip Tree Fund (to assist those with financial needs) and a push toward being the best hospice provider in West Michigan. These four items were put in place in 2009 to prepare Hospice of Holland for growth and stability within the healthcare market it serves. I also made mention that towards the end of 2009, Hospice of Holland was experiencing an increase in the number of patients utilizing our service. That trend continued throughout 2010 making it a record breaking year for the organization.

2010 Highlights:

- The average daily number of patients under our care was 91, higher than the historical average of 72 patients.
- Hospice of Holland responded to 676 referrals and admitted 611 patients, totaling 46 more patients than our record high in 2009.
- Hospice of Holland experienced full census, all 18 beds full, at the Hospice House on two separate occasions in 2010, and during that time, established a waiting list for patients who wanted to use our beautiful facility.
- 2010 year-end results show 7,940 patients were admitted into our program since 1981.

High Family Satisfaction:

- 54% of our families completed a survey and 99% of those families would recommend Hospice of Holland.
- Hospice of Holland improved in all categories in our employee satisfaction survey with 67% employee participating in the survey with an overall score of 2.93 out of our goal of 3.0.
- Our 2010 volunteer survey scored an amazing 4.47 out of 5.0 and we had 127 participate out of 183 volunteers! That equals a 69% return rate. These are amazing numbers!

Ending on a Positive Note:

- Hospice of Holland ended 2010 with a positive 3% operating margin.
- Hospice of Holland provided over \$142,000 in charity care through the Tulip Tree Fund, three times more than any previous year.
- Gifts from our generous donors allowed us to provide charity care, make needed repairs, give pay raises to staff for the first time in three years, and even set aside funds for what we expect to be some tough years ahead.

Hospice of Holland still has a long road ahead. On April 2, 2011, we enter our 30th year providing hospice care to West Michigan. 2011 looks like it could be our most challenging year yet. There are now 10 different hospice providers operating in the Holland/Zeeland area. Hospice of Holland faces federal and state cuts in healthcare dollars, an expected increase in the use of our Tulip Tree funds for those in need of financial assistance, and new healthcare regulations going into effect. Our challenge will be to do much more with less.

Hospice of Holland is ready to take on those challenges! Our goal is to be the leader in providing the best hospice care in the state and to do it efficiently and as effectively as possible, for another 30 years and beyond.



Sincerely,

Torrey Husmann, MHA
Executive Director

2010 Honor Roll of Donors, Memorials and Honorees Available Online

Thank you to our generous donors who make the work of Hospice of Holland possible. We can't do it without you!

To view the complete list of 2010 donors, memorials and honorees, please visit www.hollandhospice.org/annualreport. For a hard-copy of the list, please call us at 616.396.2972.

Help conserve Hospice of Holland resources: ask to receive our newsletters via email. Simply email us at: info@hollandhospice.org or call us at 616.396.2972.



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West Michigan's choice...since 1981

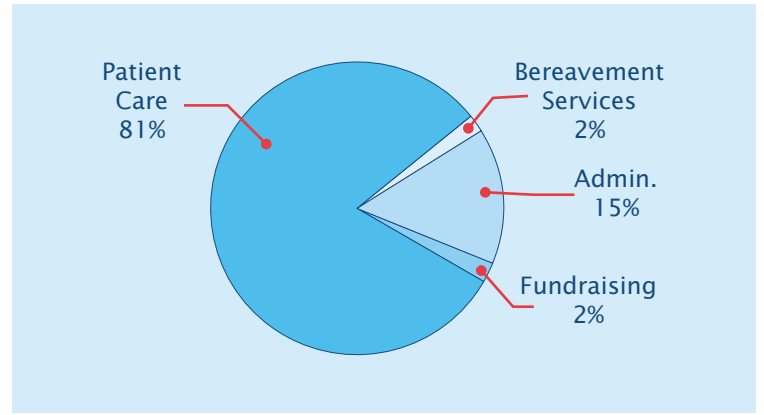
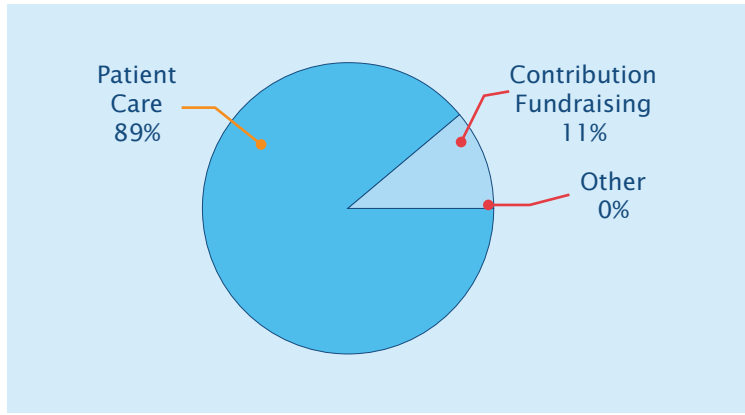
hospice
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Annual Report 2010 unaudited

Patient Care	6,134,771
Contributions/Fundraising	739,394
Other	(5,277)
Total Revenue	6,868,888

Patient Care	4,959,615
Bereavement Services	105,949
Administration	906,345
Fundraising	127,435
Total Expenses	6,099,344



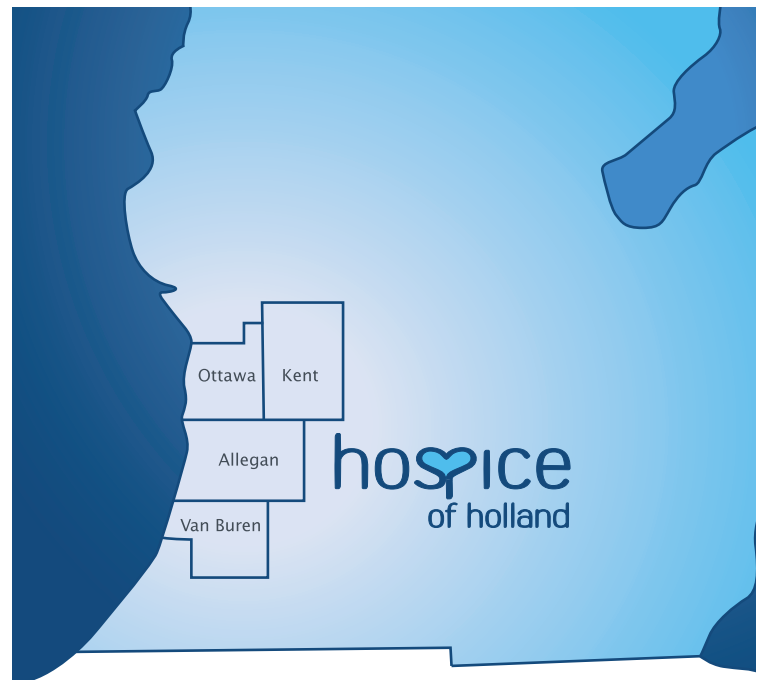
You Should Know:

In 2011, with your help, Hospice of Holland expects to care for more than 650 individuals in Ottawa, Allegan, Kent and Van Buren counties.

Assisting people with:

- Access to the most compassionate and highest quality end-of-life care for all
- Exceptional care in the patient's setting of choice – at home, area facilities or at Hospice House of Holland
- 13 months of bereavement support
- 200+ trained volunteers and exceptional volunteer programs including vigil services
- Financial assistance from the Tulip Tree fund. In 2010, 53 patients used over \$142,000 of Tulip Tree funds (3x the use of previous years).

Counties We Serve:



hospice
of holland

2010

Adding More Life to Every Day

Annual Report

providing the most compassionate and highest quality end-of-life care through physical, emotional and spiritual support.

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