



Dear Community Members:

Dear Donors, Volunteers and Community Members,

With your help, 2012 was a year of exceptional end-of-life care, high customer satisfaction, new program development and careful financial stewardship. Thank you for your support.

As you may know, the changes surrounding healthcare reform greatly increase the challenges of operating a high quality end-of-life program. Despite those challenges in 2012, Hospice of Holland continued to set the standard for end-of-life care in West Michigan.



As we share this year in review, I thank you for the hours you volunteered, the referrals you made, and the gifts you gave.

Your commitment to Hospice of Holland makes a difference. You enable Hospice of Holland to provide the *most compassionate and highest quality* end-of-life care in West Michigan.

Sincerely,

Torrey Husmann, MHA

Immediate Response



In 2012, Hospice of Holland served 616 people (more than 9,000 since 1981) in their homes, in area nursing facilities, and at our Hospice House. Prompt response to patient calls was a primary focus throughout the year.

Prompt response to patient calls for pain relief, equipment needs and emotional support made for better days and nights, and differentiated Hospice of Holland from other hospice providers.

Physician Expertise



In 2012, Tod Wyn, MD, joined Hospice of Holland full-time as Associate Medical Director, working in tandem with Medical Director, Roger Phillips, MD. Both physicians meet with patients at their homes, in area facilities, or at the Hospice House.

Patients benefit from two board certified hospice and palliative care physicians. Clinical expertise at the physician level is one way Hospice of Holland ensures high quality hospice care in West Michigan.

Congestive Heart Failure (CHF) Care



In June, 2012, Hospice of Holland patients with congestive heart failure began to experience the benefits of specialized care through the new Take Heart program. Each year a significant percentage of hospice patients die from this complicated disease.

Funded only by donations, the Take Heart program helps individuals avoid frequent hospital admissions and live each day to the fullest.

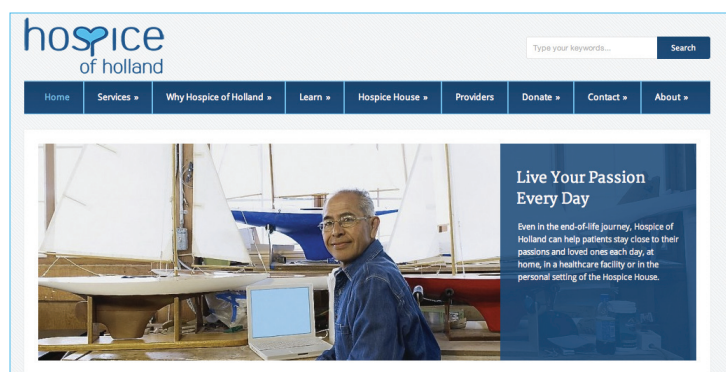
Charity Care



Gifts to the Tulip Tree Fund, directly or through the Celebration and the VanderLeek Hospice Regatta events, provided 1715 days of room and board at the Hospice House, and helped with other expenses not covered by Medicare/Medicaid and private insurance.

67 patients and their loved ones were freed from some of the difficulties financial burdens bring, and were able to focus on quality of life in their final days.

Accessible Information

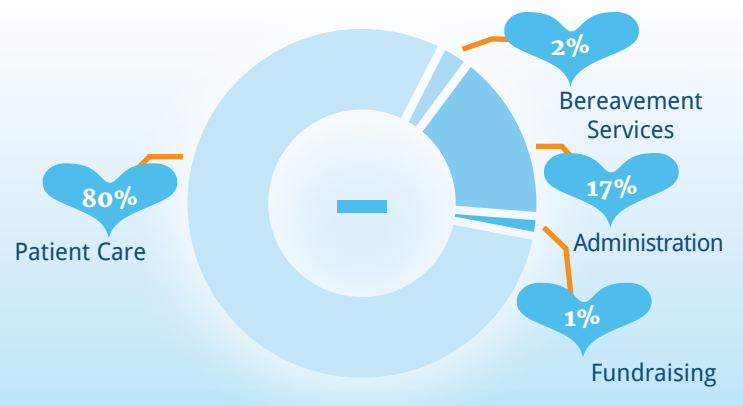
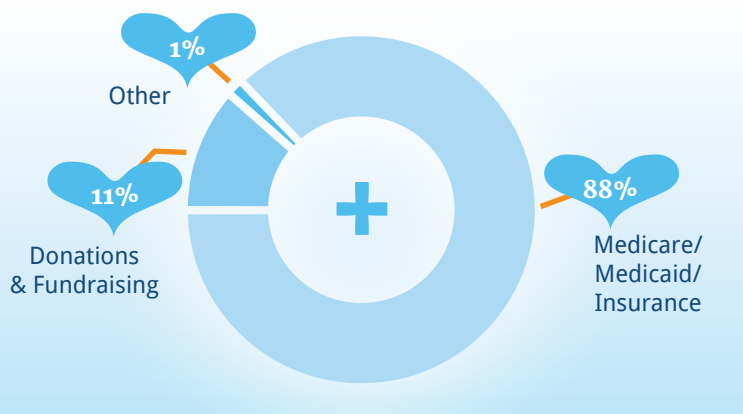


Murdoch Marketing improved the navigation, content and overall usefulness of Hospice of Holland's website for finding information online.

Grants from the Holland/Zeeland Community Foundation, Perrigo foundation and Boar's Head Provisions increased the local Latino community's access to hospice care. Key educational brochures, the patient handbook and consent forms, and materials used by nurses and social workers to address pain were translated into Spanish, and the initial design for a Spanish video describing Hospice of Holland's mission and available services was completed.

Financials:

Gifts of all sizes, from individuals, corporate partners, foundations and churches, are crucial for filling the gap between what high quality hospice care costs and the reimbursements paid by Medicare/Medicaid and private insurance.



2012 Revenue and Expenses

Medicare/Medicaid/Insurance	6,840,189
Donations and Fundraising	862,928
Other	45,973
Total Revenue	7,749,090
Total Expenses	7,346,992
Net Income	402,098

2012 Board of Directors

- Bob Ellis – *President*
- Chuck Kohlruss – *Past President*
- Dennis Alexejun – *Secretary*
- Tom Bylsma – *Treasurer*
- Torrey Husmann – *Executive Director*
- Roger Phillips, MD – *Medical Director*
- Bert Jara
- Patti Van Doort
- Bob Sikkell

See the 2012 Honor Roll of our generous donors, memorials, and honorees, at www.hollandhospice.org or call us at 616/396.2972 for a printed copy.



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

With Our Thanks To You

NON-PROFIT ORG.
US POSTAGE
PAID
GRAND RAPIDS MI
PERMIT 564

hospice
of holland
270 Hoover Blvd | Holland, MI 49423