



Executive Director's Corner

Executive Director
Greg LaGoy, ND, MBA

The Matter of "Need"

My column this time will be best understood in light of the lead story, "Monopoly." So please read that first.

State regulators (SHPDA) require health care organizations (including hospices) to show that there is a need for any proposed new services. They must also show that other providers will not be harmed. Yet they have repeatedly demonstrated a belief that competition in health care is good, and have shown a preference for allowing competitors in if doubt exists as to whether there is or isn't a need. There's that word: Need.

National statistics show that in 2007, about 36% of Medicare deaths occurred in a hospice program. Hawaii's number is about 23%. This is interpreted by both mainland profit-seekers and our regulators as meaning that there are 1,000 people in Hawaii whose hospice "needs" were not met. Using a calculator, that would seem to be right. But only someone sitting in the mainland, or who has recently come from there, actually believes that our story is best told by using a calculator to extrapolate mainland data, or that we should expect to be like them. The rest of us know that that's silly.

So, what IS the story with those numbers, anyway? Well, statistics show that people in Hawaii use fewer health care resources throughout most of their lives than most any other state (that's good). But it also shows that in the last weeks of life, more people in Hawaii are likely to go to a hospital, and die there, than any other state. There is a big financial disincentive for hospice care to be initiated in the hospital setting, so those deaths tend not to be hospice deaths. The consensus of those who have worked in health care for many years is that there are two main reasons:

The first is that there are far fewer "beds" in care settings in Hawaii that are in between home care and hospital care-like nursing homes, care homes, and hospice facilities—than in the rest of the country. While it's easy to say we need more of them, the cost to buy land and build them here is VERY high, and the reimbursement levels aren't enough to get people to do that. The second reason is cultural. Just this week, a local woman of Japanese ancestry was telling me of the challenges of taking care of her dying husband by herself at home. She has been a friend of our organization for twenty years. I asked her why she didn't allow us to assist her. She smiled and said, "Oh, you know, pride!" There are other cultural beliefs that it's not good for someone to die in the house. And still others in which the "best care" must always be given to a family member, and that only occurs in a hospital, with all those doctors and nurses.

Because of the relatively large percentages of our population who belong to cultures that don't naturally embrace hospice care at home, this translates to a reduced "need" relative to mainland numbers. The mad scramble for admissions that has resulted from the dramatically increased level of competition on Oahu has brought an incremental increase in hospice utilization there, but at what cost? And is that what we want here?



... to make comfortable

- Comfort and dignity for people who are terminally ill.
- Assistance and peace of mind for their families.

News from Hospice Maui

FALL 2009

Monopoly

On Oahu over the past two or three years, SHPDA has allowed two new hospice programs to open. One is a for-profit and the other, while incorporated as a "non-profit," has been backed, organized, and staffed by a large, for-profit, mainland hospice provider. Yes, Hospice Maui has a monopoly on hospice services here. That is precisely what allows us to provide such high quality services. And yet that might seem contrary to the popular belief, and apparently SHPDA's belief that monopolies are bad and that competition delivers improved services at a lower cost.

In a for-profit monopoly, the goal of profit for its owners (or stockholders) is easy to achieve because it can charge whatever it wants, and people either pay or go without. And if that monopoly figures out ways to cut costs, then the owners pocket even more money. Yes, there are federal regulations which define the minimum set of services that all hospices pretty much provide. But for-profit hospice programs will often only provide the minimum possible service so that there is plenty of excess revenue for the owners to pocket. After all, a for-profit is in it for the money.

But as a "not-for-profit" corporation, we exist for the benefit of the community we serve, and any extra revenue goes back into providing more or better service. That's why contributions are tax deductible—they benefit the community in some way and not any particular individual. If the non-profit is efficiently run, then all of the revenue, including those contributed dollars, goes into serving the community in ways that have value. But how can the public be confident that we are in fact operating both efficiently, and for the benefit of this community? There are usually three, and in our case four, ways:

The first is that our organization is governed by a volunteer board of directors, whose duty it is to make sure that the money that comes in is well spent to meet our tax-exempt purpose. The second is that the IRS examines and analyzes our finances annually. The third is that the income tax returns of all not-for-profits (detailing how efficient they are and what they spend their money on), are available for public scrutiny (GuideStar.org). And the fourth is that we are a participating agency with Maui United Way, which regularly scrutinizes us.

While it may now be obvious why a for-profit hospice is a big step down, why would

having any hospice competitor on Maui be a bad thing for our community? Because both we and the competing hospice would have to put a substantial amount of marketing effort and resources into attracting patients and referral sources toward our own programs and away from the other's—effort and resources that currently go toward care. Since there already is a top-quality hospice program operating here, the next question is what would the incentive be for another hospice to open? As soon as any need or underserved population appears on Maui, we work to address it, and so there is nothing on this island to drive the creation of another hospice. Such a move would almost certainly come from somewhere else, and the only likely motives to come to Maui to do hospice would be selfish ones.

There is an even more fundamental reason why a competitive model of hospice care can't work well: the lack of the consumer's ability to make an informed comparison. While it is straightforward to evaluate two brands of tires (traction, tread life, price, etc.), this does not translate to hospice care. It is nearly impossible to compare two services which are typically once-in-a-lifetime experiences, particularly when receiving the service is sure to be a life-changing experience. An important goal of hospice care is to help people discover the gifts that preparing for the death of a loved one can bring: Compassion, Insight, Courage, Humility, Inspiration, Confidence, and Growth. How does one determine which program does this better, or how much of that is lost when programs have to focus on competition? Since these attributes accrue to the benefit of the community in which one lives, this is not a trivial question.

Similarly, how does one measure the value that is received as a result of the extra time, effort, and service that we are able to provide because we have the extra resources to give our staff training in "caring presence"? Or because our staffing levels afford extra time for connecting with and supporting the patient or the family? Or because our staff has been carefully hired not merely because they have the proper qualifications and a desire for the job, but because they embody exceptional levels of compassion and integrity, and are naturally motivated to collaborate with others on their team? How do you measure the extra depth of support received from nurses and social workers who are given three or four days off every week to recharge and ready themselves for the extra intensity that naturally comes with providing such depth of support? Obviously, obtaining meaningful measures of the value of hospice care is a most complex issue.

It is in the context of all this that one can begin to see that, on Maui, "monopoly in hospice care" is another way of saying "preserving the depth and value of hospice care." And as long as Hospice Maui continues to be well-run, the arrival of any competitor means that some members of this community will, at the very least, receive hospice care that we here at Hospice Maui would consider "less than," and our community deserves more, not less.

A Heartfelt



Mahalo

Almost everyone in Maui knows about **Stella Blues Café** in Kihei – the great food and service, the ambiance, the friendliness of staff, and the awesome entertainment. What many might not know is that the proprietors are some of the most thoughtful, kind and generous people you ever want to know.

The late **Ray Ennis** who started the restaurant with wife **Janie** (who is still head chef), continually gave back to the community. Hospice Maui was one of his beneficiaries, both through his volunteer work for us, and also financially. Periodically Hospice Maui would receive a check from Ray which represented a percentage of sales from an evening's dinner service.

Ray must be so proud... his generous spirit lives on in his son **Kale Boverman** and daughter **Cindy Eiting**, who co-manage the restaurant. They wanted to continue their Dad's great work and last month Hospice Maui received a \$300.00 check which represented a percentage of Stella Blues dinner sales one

September evening.

And, just to make Ray prouder, the **Mick Fleetwood Band** was brought in to perform at Stella Blues on September 11, and agreed to donate a portion of the door proceeds to a local nonprofit. Mick and his tour manager William Pie determined that "Hospice Maui should receive the funds for all the great work that they do." These generous guys sent us a \$750.00 check.

Thanks so much to all of you at Stella Blues, especially to Kale and Cindy, and to the Mick Fleetwood Band... because of the thoughtfulness and generosity of donors like you, we can continue on.

And to the **Maui Contractors' Womens Auxiliary** and the **Wailea Community Association**, mahalo pumehana for helping us so much with patient special needs. Special needs include supporting families when they've fallen behind on utility or other home-related payments, helping a family member come from the main-

land or another island to be with the patient one last time, providing a special piece of equipment, etc. We have been able to do so much more for our patients because of these caring and compassionate organizations.

And to the wonderful members of the **Lahaina Yacht Club**, and particularly to **Commodore Steve Tenney** and his wife, **Lynn**, so many mahalos for selecting Hospice Maui as the beneficiary of your Annual Golf Tournament and Live Auction. Hospice Maui has received over \$50,000.00 during the past 6 years from this magnificent event and even more magnificent people.

And to **Foodland** and their partner **Western Union**, and their Annual Give Aloha Program, a big, big mahalo. From September 1-30 each year, as people check out at any of the Foodland and **Sack 'N Save** stores, they can make donations to a charity participating in the program. We receive a tidy sum each year from

customer donations through this Foodland Community Matching Gifts Program.

And to the **Maui Hotel & Lodging Association**, thank you so very much. We are among a great number of local nonprofits that benefit each year from the Association's members hard work and generosity via the Annual Charity Walk.

And to **Reggie Critchton** and **ABC Supply**. The company was the winner of a Customer Survey Contest sponsored by **DHX**, in which the winner received a cash donation for the charity of their choice. Hospice Maui received the \$500.00 donation from these awesome folks. Mahalo plenty!



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HOSPICE AIDE

Lori Williamson

news attitude

A big Hospice Aloha to new staff member **Joni Connelly, RN**. Joni has been with us four short months, but it seems like it's been years because she's embraced her new life, her new job and her new Maui Home as if she was Maui born.



Joni Connelly

Raised in San Diego, Joni moved to Maui from Coeur d'Alene, Idaho where she worked the past four years as a nurse at Hospice of North Idaho. She loves the philosophy of hospice care, and found her niche when she began hospice nursing.

With her two children grown, and feeling that it might be time for a "grand adventure," knowing that she could do anything, go anywhere, Joni first met with the Hospice Maui Clinical Staff when she and her daughter visited the Island in 2008. This led to a job offer a short time later, but just three weeks before she was to make the big move, Joni broke her foot and convalescing kept her in Idaho.

Although that opportunity was gone, earlier this year, a job became available once again, and our Clinical Director contacted Joni. The timing was perfect, Joni packed two duffel bags, a backpack and got on a plane!

Water activities that Joni was used to when she lived in San Diego are some of her favorite things to do on Maui. But now she has the best of both worlds because she lives in Kula and can also hike the Crater, walk with friends in beautiful Upcountry, camp and backpack. Other loves include music, dancing, travel and, most of all, family and friends.

Her children Nate and Meghan, both 23, live in Idaho, but will be visiting at different times over the Holiday Season. Joni feels like she has it all, and "Maui is her home." ...

We're so happy to welcome **Lori Williamson** to our Ohana as the first Staff Hospice Aide. Previously, all Aides were hired through outside services and some will still be used from these services. However, Lori will provide aide services to most of our patients who require this care. The quality of patient care will improve even more by having an aide who is a hospice team member.

Lori has been providing home health care

for the past fourteen years as a Nurse's Aide. She stated "I am blessed to have obtained a position at Hospice Maui, and can't stress how truly appreciative I am of working at Hospice Maui. At the end of each day, I am truly fulfilled."



Lori Williamson

Born and raised on Maui, Lori brings the gift of real aloha to all she meets. She's a married lady with three grown children and three granddaughters. Aloha Lori – we're blessed that you've joined us...

Office Manager **Chelsea Tau'a** and Bookkeeper **Wiebke Nelson** recently attended the Mumms 20 Conference in New Orleans. They were immersed in two days of educational sessions regarding the very latest features and tools related to Mumms, which is software used by many healthcare agencies. As this was Mumms 20th anniversary, Hospice Maui and other attending organizations each received, without charge, a special Mumms Software License valued at over \$3,000. Great speakers at the Conference included Don Schumacher, President of the National Hospice & Palliative Care Organization, and Ken Ross. Mr. Ross is the co-author of "Tea with Elisabeth," a collection of 51 essays celebrating the life of his mother, Elisabeth Kubler-Ross.



Chelsea Tau'a and Wiebke Nelson



Warren Hirschson

October 7, 1954 – September 30, 2007

I never figured that at the age of 35, with two young children, I would need to call on hospice to come and help me with my own husband. The only thing I had ever heard about hospice was from him. In 1990 his father was diagnosed with brain cancer and hospice came in close to the end to help with the transition of his passing.

Fourteen years later my husband Warren suffered his first seizure and we realized that he was also dealing with the same demon as his father: Grade 4 Glioblastoma Multiforme. Through seizures, doctors' appointments, chemo, radiation, two brain surgeries, vaccination therapy, etc., etc., we managed to revel in the time we had left together. It was amazing how frightening and yet, at the same time, how beautiful our lives were then. We had the chance to do important things, special things together. Things we could take with us.

The illness lasted 3-1/2 years. As



Warren at the Finish Line of the Maui Half Marathon.

time went by it became increasingly difficult due to the fact Warren was losing bits of himself. We knew the inevitable was coming like a déjà vu

nightmare. We knew hospice was an option, but the very word made Warren recoil. We had family coming in droves to try and help but we were still lacking. Somehow the difficult decision was made to contact Hospice Maui.

When the first Hospice Maui representative came, she helped us realize their role in this process, and she quelled his fears and mine. From then on we looked forward to each visit from hospice. There were things I could not do by myself. I did not have the equipment to deal with this hugely important task. Our only goal, my only goal was to allow Warren to pass in his own home with me and our children. Through all the turmoil, we made it there. I have never felt so victorious in all my life when I realized that I managed to give him that. Hospice Maui helped me give him that. Thank you. I am forever indebted for this gift you gave my family and myself; for the gift you gave Warren.

— Heather Hirschson

Following is a portion of a letter written by Heather in September prior to the running of the Maui Half Marathon which is held in conjunction with the Annual Maui Marathon:

"Before Warren was taken by his 3-1/2 year battle with brain cancer, we ran the Maui Half Marathon to raise money for UCLA Brain Cancer Research. It was very successful and we were thanked profusely by Dr. Linda Liau and Dr. Marvin Bergsneider of UCLA. This taught me a good lesson. People are willing to give to a good cause and if running a race can shift funds to places that are valuable and

noble in what they do, then I have done a service to my community and honored Warren all at once. So that is what I am going to do. I am running the Maui Half Marathon on September 20 with my good friend Krysta Lorenz, beginning in Ka'anapali, Maui at 4:30am. She is joining me to raise funds for Hospice Maui and Hale Makua Health Services."

And raise funds she did. Hospice Maui received over \$1,000.00 from those who supported Heather in her magnificent tribute to her beloved husband. We are so grateful for her spirit, her steadfastness, her ability to go forward in spite of a profound loss, and for her wonderful generosity.



Heather, Zoe & David Hirschson

Holidays, Grief & the Art of Coping

Each year Hospice Maui presents a workshop designed to provide comfort, support and practical suggestions for persons dealing with grief during the holidays. This year's workshop is on Saturday, December 5 from 9am to 1pm, and will be held in Hospice Maui's Meeting Rooms at 400 Mahalani Street in Wailuku.

General sessions on "Perspectives of Grief" and "Traditions, Holidays and Coping" will be featured. Small group discussions will be held and participants will have the opportunity to discuss personal experiences of loss and bereavement, and share ideas on how to better cope throughout the Holiday Season. Participants are asked to bring a photo of their loved one who has died, as well as a holiday memento that reminds them of this person.

Workshop presenters are Hospice Maui staff members Nalani Archibeque, PhD and Layla McCann, LSW/MSW. Staff member Anne Rowehl, RN, and volunteer Ilona Briley, RN, MeD, will help facilitate the program.



Registration is \$10.00 per person which will help cover workshop materials and refreshments, however, scholarships are available. Registration can be done by mail or by calling Hospice Maui at 244-5555.

Tips from the Hospice Foundation of America

If you have recently experienced the death of a loved one:

- Be aware that the approaching Holiday Season may be a difficult time. It's not uncommon to feel out of sorts with the celebratory tone of the season. The additional stress may affect a grieving person emotionally, cognitively and physically; these are normal reactions.
- Recognize that holidays won't be the same. Trying to keep everything as it was will only lead to disappointment. Doing things a bit differently can acknowledge the change while preserving continuity with the past. Different menus, changing decorations, attending a different service or even celebrating in a differ-

ent location may provide that slight but significant shift. However, be aware that feelings will still be there. If change is the plan, be careful to avoid isolation.

- The holidays may affect other family members. Talk over plans. Respect the choices and needs of others, and compromise if necessary. Everyone should participate in ways that are comfortable.

- Avoid additional stress. Decide what is really wanted and what can be avoided. Perhaps cards don't need to be sent, or shopping can be done by phone, the internet or catalog.

- Do the right thing for yourself, not what others think is right.

Just a reminder.

Hospice Maui sells wonderful women's T-shirts in a variety of colors. All T's include a silk screened lei on front and back. The shirts come in S, M, L and XL and cost \$20.00 each. They make wonderful Christmas presents!

We also have gift tags for your holiday presents, and for packages year round. Designs are by local artists and hand painted by volunteers. They come in packages of 10 each and sell for just \$3.00 per package. Pick up your T's and Tags at Hospice Maui!



Who's on Board?

Originally from Chicago, Tom Jezierny is a long-time resident of Hawaii, living both on Oahu and Maui. In the Navy from 1966-1970, Tom's ship was home ported out of Pearl Harbor the last two years of his tour. He had the privilege of participating in the recovery of the Apollo 11 Astronauts following their historic flight to the moon. Lucky for us, Tom elected to make Hawaii his home upon completing his Navy tour.

Tom was employed from 1970 through 2000 with Maui Electric and Hawaiian Electric Companies in supervisory and management positions. For many years, of course, he was President of MECO, then transferred back to Oahu to complete his first career as a Vice President for HECO.

Prior to his retirement in 2000, Tom discovered his interest in nursing as a second career. Upon completion of nursing courses at Kapiolani and Maui Community Colleges, Tom became a Registered Nurse in 2003. He has been with Maui Memorial Medical Center since, serving as a floor nurse in Medical-Surgical and Telemetry units.

Tom joined the Hospice Maui Board of Directors in 2006, and currently serves as its secretary. He has always been an active member of the communities in which he lives, and is currently a member of the Maui Classical Music Festival Board. Past affiliations include participating on the Boards of the Maui Food Bank, Maui Academy of Performing Arts, Maui Economic Development, the Maui Arts & Cultural Center, and the Neighborhood Justice Center on Oahu. Tom is also a past Board member and past President of the Maui Chamber of Commerce. Music has always played an important part in Tom's life, and he is a former member of the Honolulu Symphony Chorus and Opera Chorus.

Tom's experience as a hospital nurse brings a unique depth of understanding of both business and healthcare to the Hospice Board of Directors — crucial to the board's work to ensure quality and compassionate service for the terminally ill. Working in a hospital setting has afforded him the opportunity to become acquainted with hospice services. It was this experience, along with his acquaintance with Hospice's CEO Greg LaGoy, through their common interest in ballroom dancing, that brought him to our Board of Directors.

Tom's family includes his Mom, age 95, in Chicago; two daughters and one son in Washington State and Minnesota, and a 10-year-old grandson in Washington State.

Sandy Freeman is a busy woman! As the Executive Director of Maui Adult Day Care Centers, her days are filled with ensuring that the Centers provide the very best social and therapeutic services to the frail elderly. She current-

ly oversees four day care centers, with a fifth one in Kihei to open soon and be added to her responsibilities.

Sandy and husband Ron had visited Maui many times over the years, and, of course, fell hopelessly in love with the island. A school principal in San Diego, California, she took early retirement after 20 years with the State of California Department of Education. The Freeman's had purchased a home in South Maui and moved here 16 years ago.

Not quite ready for retirement, Sandy began working with the elderly blind within three weeks after arriving on Maui. She then spent seven years as Executive Director of the Alzheimer's Association, and has been with Maui Adult Day Care Centers for the past seven years.

Sandy talks about her job with wonderful enthusiasm, and greatly enjoys working with the senior population. She feels that providing services for the frail elderly is almost a collaborative effort with Hospice Maui, and certainly gives an extra dimension to her participation on the Hospice Maui Board of Directors.

Having spent her first career in youth education, Sandy had not anticipated working with the elderly as a second career. However, the one picture that she brought with her when she moved to Maui is a pen and ink drawing of an elderly man's hand holding a young child's hand. She thinks it is not only symbolic of the way our lives' paths take us, but also of how the roles between parents and children are reversed as parents age.

Sandy is now in her third year on the Board of Directors and currently serves as the Vice President. She knew Greg LaGoy, Hospice Maui Executive Director, through her work with nonprofits and was honored when he called and asked her to become a Board member. Sandy stated that "Hospice Maui is an awesome organization, committed to quality care of the terminally ill, and to continually improving its services." Sandy became familiar with hospice services on the mainland when family members used them. Sadly, Sandy's husband Ron, though under medical treatment, died quite unexpectedly about 18 months ago, and they did not have the opportunity to use Hospice Maui services during his illness.

She is a strong advocate of the Board's proactive position on an inpatient facility, considering this her most significant project during her tenure, and hopes to see the vision become reality in the near future.

Sandy has a granddaughter who teaches at Wailuku Elementary. Two sons currently reside on the mainland, but one of the sons and his family will be moving to Maui next summer.



Tom Jezierny



Sandy Freeman

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What YOU can do to help Hospice Maui help our community

Contributions

Hospice Maui takes care of people in their homes, and provides, without charge to those without insurance who cannot afford it, whatever is needed for that care. In addition, we do our job in a way that exceeds the highest standards of hospice care. Because of these two factors, our care costs more than the insurance coverage we receive. Thus it is through the generosity of our contributors that we are able to maintain our exceptional program, year in and year out.

Memorial Donations

A memorial gift is a touching tribute to friends and relatives who have died. These gifts are an important part of our ongoing support. As with regular contributions, we thank the donor, and we also send an acknowledgment of the gift to the family or friends of the person in whose name the gift is made. Some people also honor living persons with gifts to Hospice Maui in the person's name.

Gift Planning

A long-term goal at Hospice Maui is to build sustainable funding to help ensure the continuance and growth of our efforts for the Maui community. Gift Planning not only ensures that Hospice Maui receives a portion of your estate, but it also provides you and your family with a tax-efficient way to leave a lasting legacy. Gifts of money, property, insurance, and stocks and bonds all benefit Hospice Maui, and these gifts can come in any size, any style, any package – we all have something to give. When we think about our wills and our legacy, what can seem like giving only a little can really mean a lot to an organization such as ours. It can help us plant some “seeds” that will grow through time to strengthen us and help us assist our community.



– LEAVE A LEGACY™ MAUI –
a promise made by one generation to succeeding generations that valued institutions will be there for them.

VOLUNTEER CORNER



As some of you know, the next Volunteer Training Class will be held on February 9, 10, 12, 13, 18 and 19, 2010. We are looking for new volunteers in areas where we need additional help – Kihei and Central Maui. We will also have four new staff members in the training class. Class size is limited to about 23 and we are taking applications now from those interested in participating. Please call our office at 244-5555 if you wish to apply, or forward this information on to friends or relatives who might be interested.



Anne Rowehl

A Volunteer Get Together will be held on Monday, November 16 from 4 to 6pm in our Hospice Maui Meeting Room. We will talk story (maintaining strict confidentiality about any patients), have the opportunity to talk and ask questions of Dr. Nancy Long, meet new staff members, and view a DVD if time permits. Please join us!

Hospice Maui continues to be very busy with 26 patients in all areas of the Island. We currently have 10 volunteers in the “field” caring for and helping patients. All of you know we would use MANY more of our wonderful volunteers IF we were able to obtain patient and family permission.

On a familiar theme... I am once again requesting your help in getting your hours and notes in to the office. Medicare mandates that 5% of our patient care hours must be filled with volunteer help, so you can see why documentation is vitally important. You can snail mail hours and notes to me, or email to me at hospice3@maui.net. If you need forms to complete hours and notes, you can access them on our web site at www.hospicemaui.org.

An early “heads up” – the next Hospice Foundation of America Teleconference in March is entitled “Cancer and End of Life Care.” This event is always an excellent learning opportunity for those of us in the health care field.

My heartfelt thanks to all you wonderful folks with your kind and open hearts. I always say I have the best job here because of YOU!

Aloha No, Anne Rowehl, RN — Volunteer Coordinator



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