



At Home

Spring 2014

FIVE YEARS STRONG

Total Senior Care has positively impacted lives of area seniors

What began as a simple a vision 10 years ago, transformed into an idea bounced around in a board room, that became a reality, that is now a vital component of the lives of nearly 100 seniors living in Cattaraugus and Allegany counties.

The foundation for building a rural Program of All-Inclusive Care for the Elderly (PACE) was laid by HomeCare & Hospice CEO Carol L. Mahoney, when she first shared her vision for Total Senior Care in 2004. It was a great achievement when the program enrolled its first two participants in 2009.

Total Senior Care marked its fifth anniversary in March with a celebration inside the bustling day center in the heart of downtown Olean. The program has grown rapidly since its doors first opened.

"It was an exciting time for our agency when Total Senior Care first opened its doors to participants in our community, and we are just as excited to be celebrating our five-year anniversary," Ms. Mahoney said. "Since our beginning, we have grown, adopted best practices we have learned, and evolved to meet the needs of our seniors, enabling them to enjoy greater independence in their lives."

Participants and employees with Total Senior Care from its beginning were recognized during the celebration. The wonderful impact of the program was evident in the way they smiled and the way they spoke.

"If you think back on what you did, it's overwhelming," Program Officer Ann Feightner said. "We have positively affected the lives of many seniors. All it takes is to step out into the day center and see the important work that we do and the lives that you're touching. It's absolutely rewarding."

Steady Growth

When the first employees of Total Senior Care were hired in fall 2008, the paint was still drying inside the sprawling Total Senior Care center at 519 N. Union St., and the building was empty.



From humble beginnings, the bustling day center at Total Senior Care is now filled daily with participants who take part in a wide range of activities, including exercise, music, dancing, arts and crafts, card games and conversation and socialization.

From the CEO

The pages of this newsletter are meant to suggest a story – words and images of where we have been as an organization, where we are now, and where we are going. The pictures may elicit powerful memories, or even whisper a glimpse of the future, like thumbing through worn and faded photos of an old family album.



CAROL L. MAHONEY, CEO

In what feels like a wink in time, it has unbelievably been five years since we enrolled our first participant into our managed long term care program, Total Senior Care. What began as wishful thinking and planning some 10 years ago has evolved into a beautiful center in the heart of Olean, and more importantly, an essential program of care for so many seniors in Cattaraugus and western Allegany counties.

We look back on the journey of Total Senior Care with a complete sense of accomplishment and satisfaction, and we look to the future with great excitement.

Of course, Total Senior Care would not be here today – one of 15 rural PACE (Program of All-Inclusive Care for the Elderly) programs in the country and the only of its kind in New York State – without the generosity, dedication and perseverance of our community members, area elected officials and business leaders, and our amazing staff. We are ever thankful and mindful of your contributions every day.

Many of those who read this newsletter have experienced deep personal loss because of your connection to the work we do. We are humbled by the experience of touching many lives in our community family and remember those we have served with great respect. We also remember the devoted efforts of those from our own organizational family who are no longer with us. It is with great sadness that we report the passing of Zella Cunningham and Diane Bolster. These two women embodied the spirit of all we do in different ways through their compassionate service and devotion. They will be greatly missed.

Mrs. Cunningham, who left us in January at the age of 102, was a HomeCare & Hospice Guild co-founder. A tireless volunteer in our community, she helped build the Guild into an essential component of our agency. The enthusiasm, loyalty and selfless work of the Guild through fundraising and “friendraising” help allow HomeCare & Hospice to offer dynamic care services to patients and their families. Zella was a part of our mission until her passing and we will never forget her smile and sense of humor.

Ms. Bolster gracefully passed from our midst at the young age of 56 in December. Diane was a pillar of strength for our patients in Genesee County, serving as an RN Care Coordinator for more than 11 years out of our Batavia office. She will be remembered for her dedication to fellow employees as well as her patients and will always be in our heart and memories.

As we turn our focus to the future, we also look forward to the Hospice Walk at St. Bonaventure University on May 17. The Walk, now in its 18th year, set a record in 2013 with more than \$31,000 raised last May. We will strive to ascend that mark again this spring.

We will need your help, of course. Through every step of our journey we have relied on the members of our great community for support, and you have never let us down. You have become a prominent part of the HomeCare & Hospice family. With great anticipation we look forward to making many more special memories with you.

- Carol L. Mahoney, CEO



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Competitive twist added to Walk

Helping terminally ill patients and their families is motivation enough for those who participate annually in the Hospice Walk. Now, the incentive has risen, as groups, families, teams and businesses will compete against one another in the name of raising funds for a great cause.

Make sure to use #HospiceWalk2014 when sharing on social media.

Registrants can also upload a photo and compose a personal message to encourage friends and family members to support their fundraising efforts. Walkers, additionally, can set a goal, track their online fundraising progress and even start a team and invite members to join.

Walkers typically ask for pledges from family, friends and co-workers, and many walk in memory or honor of a loved one. These loved ones need not have been hospice patients. The names of those being remembered or honored will appear on flowers lining the trail.

Sign-in begins at 10:30 a.m., with the walk stepping off at 11 a.m. at the west entrance of campus. The three-mile course, following a portion of the scenic trail, will accommodate strollers, wheelchairs, rollerbladers, bicyclists, joggers, walkers and pets. Businesses, groups, clubs and families are encouraged to organize a team and walk as a group.

“Each year the generous efforts and energy of our walkers provide needed resources for hospice patients in our community,” said Linda Cummings, HomeCare & Hospice Development Manager. “We hope the competition generated by the ‘Hospice High Scorers Cup’ will bring greater awareness to our cause.”

The top pledge earners will be given the opportunity to win prizes donated by area businesses, including a 32-inch flat screen television, St. Bonaventure men’s and women’s basketball season tickets, a Galley Plus 6 set of CUTCO knives and a 3-month membership to the Olean or Bradford YMCA. Participants who raise \$50 or more will receive a gift and be entered into a drawing for prizes donated by local businesses.

An awards ceremony with refreshments, giveaways and a Chinese auction will follow the walk.

In addition to online registration, traditional methods of registration are available. Call 716-372-2106 to request a brochure or download one from www.homecare-hospice.org. For more information, contact Kelsey Rayphole at 716-372-2106 or krayphole@homecare-hospice.org or Ms. Cummings at 877-277-2615 or lcummings@homecare-hospice.org.



The reward for the group that produces the most pledge money will be the first ever “Hospice High Scorers Cup.” The traveling trophy will change hands each year as groups compete to raise money for the HomeCare & Hospice Foundation.

Presented by HomeCare & Hospice, WPIG 95.7 FM, St. Bonaventure University and CUTCO, the 18th annual walk is scheduled for Saturday, May 17 at the Allegheny River Trail that winds around the St. Bonaventure campus. The walk raises money for HomeCare & Hospice and increases awareness of available services and support that the agency provides to the community.

The registration fee is \$7 per walker, and the newly redesigned www.homecare-hospice.com website has made online registration a quick, easy and fun option. Groups and families can register in a single transaction and sponsors will pay securely online.

Participants who register online will receive their own personalized sponsorship collection page, which can be emailed to friends and family, linked to Facebook and Twitter accounts and embedded on a website.

► HomeCare & Hospice launches website redesign

Facelift for the Future

HomeCare & Hospice launched a much anticipated redesign of its website, www.homecare-hospice.org, in November 2013.

The new design features a more contemporary feel, along with an appealing and easy-to-navigate layout. The technological and aesthetic enhancements of the redesign also include richer and better organized content.

The improved functionality of the site will better meet the needs of site visitors seeking information about HomeCare & Hospice's services, its community events and fundraisers, employment and volunteer opportunities, and organization news.

"As we further develop our care services, we are also evolving in the digital world," said Carol L. Mahoney, HomeCare & Hospice CEO. "We understand the need of owning a robust online presence, and the redesign of our website will only enhance our abilities to connect with patients, families, volunteers, supporters and anyone else in the community who may be interested in HomeCare & Hospice services."

The complete redesign, which is also mobile and tablet compatible, was executed by Olean-based web designer Ryan Keiser in conjunction with HomeCare & Hospice's marketing and technology staffs.

"We are excited about the new site's potential to showcase not only our care services but also our dedicated efforts in the community" said Kelly Dickerson, Communications, Information and Marketing Director. "The enhanced navigation and functionality of the site provides us a dynamic platform to tell the wonderful story of our organization and our hard-working personnel and volunteers, as well as promote our various fundraising and regional events."

A similar redesign of the Total Senior Care PACE website, www.totalseniorcare.org, is planned for this year.



Subscribe to our email list today

Want to be the first to know about the latest news, events and fundraisers for HomeCare & Hospice? Join our email list today!

Signing up is easy. Visit www.homecare-hospice.org and scroll to the bottom of the home page. Enter your email address in the space to the right and then click "Subscribe". You will then receive a confirmation email, which will provide further instruction to finalize your subscription to the email list.

Total Senior Care marks five years of serving area seniors

Continued from cover

One of the first duties of administrative specialist Tammy Gardiner and social worker Susan Ostrander was to help put together furniture.

The new employees also helped create policies and procedures for the program that would provide the entire continuum of care and services to seniors age 55 or older with chronic care needs while maintaining their independence in their homes for as long as possible.

"We had the pleasure of witnessing the first participant walk through the doors," Mrs. Gardiner said.

They also faced the challenges of growing the new program from the ground up.

"It's like your building the road and driving on it at the same time," Ms. Feightner said. "There is no other rural PACE in New York state. There were very few organizations we could look to for peer support. Now, we find we get calls from new rural PACE programs. It was surprising at how quickly we were being approached as experts of rural PACE."

The number of Total Senior Care employees has steadily increased, as has the number of participants they serve.

"I remember those first few months," Mrs. Ostrander said. "You would walk out in the day center and there would be four or five people. Now you walk out there and there is a huge crowd of people. It's amazing to see."

A Safe Haven For Seniors

Participants spend their days engaged in various activities, including exercise, music and dancing, arts and crafts, cooking and field trips. All of their health, medication and transportation needs are also fulfilled by Total Senior Care's disciplinary team.

"I don't know what we do without Total Senior Care," participant Grace Skaggs said. "I had hip surgery and I had to rehabilitate and they were right here to help me. They make sure you have wonderful doctors and wonderful care."

Fellow participant Virginia Schwartz is grateful for the encouragement and support provided by Total Senior

Care social workers, nurses and staff. When she was sick and not able to come to the center for a week recently, Total Senior Care employees kept in regular contact.

"There wasn't a day that went by that somebody didn't call me, or if I called in and needed something they were right there on the spot to do it," she said. "They're wonderful if you're upset and you need to talk to somebody."

Total Senior Care also provides much needed relief for participant caregivers. Rita Fischer, the daughter and caregiver of a participant, said she would have had to place her mother in a nursing home if not for Total Senior Care.



Participants and staff members who have been with Total Senior Care from its beginning were recognized during a 5-year anniversary celebration in March. Pictured are front row, from left: Monica Meerdink and Lisa Metro. Middle: participants Doris Kess, Alice Phillips and Ann Daniels. Back: Tammy Gardiner, Gene Wild, Melody Zampogna and Ella Stives.

"I have to work and I can't stay home and take care of her, and she can't be alone," Ms. Fischer said. "I did try bringing people in the house, but that didn't work out well. That just agitated her all the more. Plus, it is good for her to get out. I think she enjoys getting out and seeing people. I actually notice a difference in her. When she is at Total Senior Care and comes home, she's much more chatty and more upbeat."

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CEO part of advocate team for Health Care Decisions Act

HomeCare & Hospice CEO **Carol Mahoney**, above right, was on the Health Foundation of Western & Central New York team that produced a project advocating the passage of the Family Health Care Decisions Act. Mahoney is pictured with fellow team members Patricia Bomba, center, and Carrie Whitwood.

The act establishes the authority of a patient's family member or close friend to make health care decisions for the patient in cases when the patient lacks decisional capacity and did not leave prior instructions or appoint a health care agent.

HomeCare & Hospice mourns the loss of two

HomeCare & Hospice mourned the loss of two members of its organization recently.

Diane Bolster, a registered nurse and care coordinator for HomeCare & Hospice in Batavia for more than 11 years, passed away on Dec. 1. She was 56.



Diane Bolster

Ms. Bolster leaves behind three children and five grandchildren.

Zella Mae (Sherwood) Cunningham, a Home Care & Hospice Guild co-founder, passed away on Jan. 21 while spending the winter in Florida. She was 102.



Zella Cunningham

Among numerous honors she received for her volunteer work throughout the years, HomeCare & Hospice recognized Mrs. Cunningham for her service to the organization with the Norma Hollander Award in 1996.

We extend our deepest sympathies to the family and friends of both women.

Total Senior Care PACE program built to last

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With the senior population expected to grow rapidly over the next 20 to 30 years, Total Senior Care will continue to positively impact more and more lives.

"We've added something to the community that it didn't have before," Center Manager Gene Wild said. "I had worked on the other end, in a rehab unit, where you knew you were sending somebody home and it wasn't a safe environment; so you had to send them to a nursing home. I really think the whole program idea has worked out pretty well. Our participants have been happy and we've received positive feedback in the community."

In five years, the program has adapted and demonstrated great flexibility to meet the needs of seniors.

In that time, Total Senior Care has expanded its coverage area to aid seniors in western Allegany County, grown its provider network to 10 community-based physicians, created DayBreak (a day care program for seniors that offers socialization, meals, personal care and transportation to and from the center on a fixed fee-per-day or half-day rate); and added a full-time nurse practitioner who provides primary care.

"As the overall population of seniors in our country rises significantly in the coming years, particularly those who require long-term chronic care, Total Senior Care will take on an even greater role in our community," Ms. Mahoney said. "We will continue to look for opportunities to improve our services and grow Total Senior Care to meet the needs of our frail elders and enhance their quality of life."

Agency makes office move in Batavia

HomeCare & Hospice moved its Batavia office location in October to better meet the needs of its operation and improve access for employees and the general public.

The new office, at 29 Liberty St., Suite 6, Batavia, opened for business on Oct. 18. The former office, 550 East Main St., Batavia, closed on Oct. 16.

An open house at the new office location, including tours and light refreshments, is scheduled for Thursday, May 8 from 2-4 p.m.

"We are excited about the possibilities the new office presents for our staff and operations. The layout will offer improved communication and reduced overhead expenses," said Carol L. Mahoney, chief executive officer of HomeCare & Hospice. "Several locations in the Batavia area were considered. This seemed to best fit our needs."

The 29 Liberty St. location also allows for a greater number of students to participate in the agency's state approved Home Health Aide training program.



Agency bids adieu to retiring aide



Nursing services manager, Deb Browne, right, presents aide Chyra Bowles with a retirement gift.

Co-workers from the HomeCare & Hospice Warsaw office gathered in January to mark the retirement of Home Health/Hospice Aide **Chyra Bowles**.

Ms. Bowles, a resident of Castile, served patients in Wyoming County for more than 14 years.

"I enjoyed my job every day," she said. "I enjoyed working with all the people that we had. You meet different people and you learn something new every day from somebody."

Dr. Obear receives Fabulous Females Blossom Award

Dr. Mary Obear, the associate medical director for HomeCare & Hospice in Batavia, was presented the Blossom Award during the Fabulous Females Awards Luncheon on Nov. 16 at Genesee Community College.



Dr. Mary Obear

Dr. Obear was chosen for the award "for being the epitome of the YWCA's philosophy of empowering women, eliminating racism and promoting peace, dignity, justice and freedom for all."

She was nominated for the award by one of her patients, Phillip Van Buren, who credits Dr. Obear for restoring his life after years of debilitating health issues.

Dr. Obear is also Medical Director for the NYS Veterans' Home and Crossroads House.

HomeCare & Hospice

1225 West State St.

Olean, NY 14760



Today, *make a difference.*

Belief Statement

We believe that HomeCare & Hospice:

- Offers essential care to our community
- Combines dignity and comfort with compassion to create, strengthen and extend a supportive environment to our community
- Recognizes integrity as the central element of every human interaction
- Maintains an obligation to assure services into the future
- Values and respects its employees and volunteers
- Enriches and respects quality of life for all

**From that belief
emanates this vision...**

It is the vision of HomeCare & Hospice to exceed the expectations of our community. As a result, we will be viewed as the premier choice for home care and hospice services, education, support and employment.

Today, make a difference
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