

# ANNUAL REPORT 2013



# COMMUNITY CARE OF WESTERN NEW YORK

# We continue to build in our communities, brick by brick



CAROL L. MAHONEY, CEO

If you take a moment to visualize your community and the familiar places where you walk or drive, in your mind's eye you can likely see bricks of all shapes, sizes and colors. Think about your local churches, storefronts, homes, neighborhood streets, and perhaps even walkways or other formations, that make up the landscape of where you live.

When used together, bricks can be built into beautiful, useful and lasting structures. One brick alone, however, has little value. Perhaps it is a placeholder or a temporary weight.

Our organization began as one brick, one idea held in place, one simple thought about bringing needed care and services to people's homes in our community. Over more than four decades, this brick has become many bricks. Each one is unique and carries a special weight and substance of its own. Each one represents the health care services and programs we provide, the people and communities we assist, our talented and dedicated employees, our faithful volunteers and our many generous and selfless supporters.

Much like the fable where straw and wood failed, our agency, built brick by brick, is strong, durable and constructed to endure. Founded in 1971 to bring care and support into homes where we were needed most, this is our foundation.

In 1991, we began offering hospice care to the terminally ill in our communities. Following the path of expansion begun with home care to meet needs in rural western New York, we grew throughout Cattaraugus, Allegany, Wyoming and Genesee counties to reach patients and caregivers with Hospice services.

We added on again in 2009, when Total Senior Care, a Program of All-Inclusive Care for the Elderly (PACE), accepted its first participant at the vibrant and expansive center in the heart of Olean. Total Senior Care, the first and only rural PACE program in New York State, has served nearly 170 participants. Becoming a managed long term care organization has been a crowning achievement, as it fully embraces and enhances our original mission, our first brick.

With steady building on our brick foundation, we have grown and evolved over the years. All the while, our agency mission – simple and powerful – has remained the same: *Today, make a difference.*

We are proud to say that we have met that standard every day for more than 40 years. Through the challenges of an ever-changing world and with the support of many, we have been there for patients of all ages, caregivers, and families in our community. And we will continue to be there, as strong as ever, constantly seeking new ways to build upon what we already have.

Michael F. MacWilliams,  
President, Board of Directors

Carol L. Mahoney,  
Chief Executive Officer

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# HomeCare & Hospice makes move to new office in Batavia

HomeCare & Hospice moved its Batavia office location in 2013 to better meet the needs of its operation and improve access for employees and the general public.

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

"We are excited about the possibilities the new office presents for our staff and operations. The layout has offered 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."



## Agency develops palliative care program, "Comfort Partners"

Joining an emerging component of health care in the United States, HomeCare & Hospice developed and instituted its own palliative care program in 2013.

The program, known as "Comfort Partners," is geared toward patients who are not yet ready for hospice care and will allow the HomeCare & Hospice organization to provide care for a class of patients that it could not impact in the past.

"It's a movement in the country to try to reach those people who may be lacking care options," said Director of Clinical Services, Kate Miller. "For instance, they may not be ready or eligible for hospice care. Our palliative care program, on the other hand, has a much broader admission criterion, which will allow our staff to help patients make decisions about their care."

Palliative care is a medical specialty that addresses a patient's physical, psychological, social and spiritual needs when facing serious illness. The focus of care is on alleviating symptom burdens and promoting quality of life for patients living with a chronic, often progressive condition.

"Comfort Partners" provides services to patients in their homes using an interdisciplinary care team of nurses, social workers and spiritual staff, along with palliative care physician consultation. The care team works in concert with the patient's physician to coordinate and case manage care.

"Comfort Partners" care is limited to Independent Health Medicare Advantage members or those willing to pay privately. Ms. Miller, however, anticipates that other payers will eventually contract with "Comfort Partners" for their enrollees.

# More than 16K hospice patient days reported during 2013

HomeCare & Hospice hospice patient days numbered 16,835 in 2013. The daily hospice census, meanwhile, was 46.1 patients per day.

The number of home care hours delivered in 2013 was 71,750.84.



**Spiritual Care Coordinator Dennis Durfee, right, visits with hospice patient Eleanor Dutton.**

## Agency adds transport vehicle

Community Care of Western New York put a new home-bound vehicle on the road in 2013. It is a roomy silver Sedan (pictured at left) that bears the HomeCare & Hospice and Total Senior Care logos on its four doors.

The vehicle is used to transport patients and participants to and from doctor visits and other appointments. Passengers often rave about its comfortable and spacious interior.

## State health regulations require agency personnel to practice prevention of influenza transmission

The New York State Public Health and Health Planning Council adopted the "Prevention of Influenza Transmission by Healthcare and Residential Facility and Agency Personnel" regulation in July 2013. The regulation requires HomeCare & Hospice and Total Senior Care personnel to either receive an influenza vaccination and/or to wear a surgical procedure mask at all times while in areas where patients or participants may be present during flu season.

The regulation mandates that healthcare facilities like HomeCare & Hospice and Total Senior Care document the influenza vaccination status of all personnel to which the regulation applies each year, including paid and unpaid personnel.

Community Care of Western New York developed policies and procedures to implement regulation requirements and provided a report to the New York State Department of Health on the influenza vaccination status of personnel.

# Total Senior Care Board of Directors



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## Total Senior Care plans to expand services

Total Senior Care made efforts to expand its services to senior citizens in northwest Cattaraugus County in 2013 by adding Dr. James Wild as a community based primary care physician and initiating plans to open a daycare facility in Gowanda.

Dr. Wild practices under Tri-County Family Health Associates, which is based on the first level of a renovated Gowanda school. The former school building also includes senior housing and a congregate care dining site for seniors. Space is also available to open a senior daycare center.



**Total Senior Care participants play a game with students from Olean during a fall 2013 visit.**

“Our hope is that we can expand not just PACE services and PACE benefits to that part of the county, but also possibly some adult daycare,” Program officer Ann Feightner said. “As we begin to explore funding and partners for adult daycare in 2013, our hope is for it to come to fruition in 2014.”

Also in 2013:

- Total Senior Care hosted a community forum that offered seniors and professionals who serve the elderly an insight into pooled trusts and legal and financial issues that seniors face most often. Olean attorney Dan Palumbo and a representative from the Disability Rights Center spoke during the forum.
- Total Senior Care also opened its doors to American Red Cross blood drives, with plans on conducting many more drives in the future.
- Two new buses – purchased through a federal grant in 2012 and administered by the New York State Department of Transportation – were added to Total Senior Care’s fleet.

# Facelift for the Future: HomeCare & Hospice launches redesigned website

HomeCare & Hospice launched a much anticipated redesign of its website, [www.homecare-hospice.org](http://www.homecare-hospice.org), in November 2013.

layout. The technological and aesthetic enhancements of the redesign also include richer and better organized content.

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

The redesign has led to a significant increase in traffic to the website.

"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 enhances our abilities to connect with patients, families, volunteers, supporters and anyone else in the community who may be interested in HomeCare & Hospice services."



The new design features a more contemporary feel, along with an appealing and easy-to-navigate

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# Record-breaking year for Hospice Walk

More than \$31,000 was raised on May 18, 2013 at the Hospice Walk – shattering all records for the event’s 17-year history. The previous high was \$22,000, raised in 2009.

The three-mile walk along the Allegany River Trail benefited the HomeCare & Hospice Foundation. Proceeds have been used to provide hospice services for patients in Allegany, Cattaraugus, Genesee and Wyoming counties. A total of 175 walkers participated.

Other Foundation fundraisers throughout the year also brought in money and greater awareness to HomeCare & Hospice services.

- The Foundation’s Annual Appeal to donors and friends raised \$37,053 during the 2013 calendar year.
- HomeCare & Hospice Guild members helped to sell more than 2,600 spring bouquets during their annual sale.
- The second annual Mardi Gras celebration at Batavia Downs brought in \$2,765.
- A total of 768 ornaments were sold for six area Tree of Life ceremonies during the holiday season.
- The Uphill Challenge at Polarwave Snowtubing in Batavia raised \$882.



