



# HOSPICE *of the* NORTH COUNTRY

## 2010 Annual Report

Clinton County

358 Tom Miller Road  
Plattsburgh, New York 12901  
518.561.8465

[www.hospicenc.org](http://www.hospicenc.org)

Franklin County

104 Park Street  
Malone, New York 12953  
518.483.3200

*hospice care . . . it's about how you live.*



## *From the Chief Executive Officer*

### **The little things add up!**

At Hospice of the North Country we help people. One family, one patient, one day, one visit at a time we help people. I was reminded of that this past fall when our spiritual care coordinator on the Franklin County Team moved out of the area to further his education. Being an ordained minister I stepped in to provide spiritual support to patients who desired it in Franklin County during the transition period from one coordinator to the next. It was a wonderful reality check, a reminder that indeed the work we do is one patient, one visit at a time. Oh, sure we need to measure things in terms of total numbers in order to gauge the overall performance of the organization. For example, we served 311 individual patients in 2010, 52 more than in 2009. On an average day we served 46 patients who stayed with us for an average of 63 days. But when you break it all down it comes to one patient, one visit at a time. When you look into their eyes, hear their stories, hold their hands, shed tears over them, it all makes sense. When you sit in their living room and see the family photos, when you spend time getting to know them...where they came from, what they have done, their joys, their sorrows the reality of one patient, one visit at a time makes sense. More than making sense it should be our very reason for existing and delivering the care that we do. Within the auspices of doing just that we then have a responsibility to be good stewards, to be accountable to our patients, supporters and even ourselves, and to do everything with the highest level of quality that is within our control.

In 2010 we were able to operate Hospice of the North Country in a manner that allowed us to pay the operational expenses almost entirely with operational income from Medicare, Medicaid and Insurance payments, something that has not been possible historically but more recently has become a reality. In fact we were only a mere 2% away from breaking even on just operational income. This allowed us to access financial donations generated from general donations, memorials, and fundraising to make HONC more stable and secure, helping to ensure that we will be in a position to provide care for years to come despite what the future may hold for healthcare in our state and country. In 2010 the financial support of the community totaled \$312,137, a 1% increase over 2009 and a testament to the strong commitment the community has to hospice care, even during tough economic conditions. As part of that we have built and occupied a wonderful office building to house our administrative operations and the Clinton County Patient Care Team on the Tom Miller Road in Plattsburgh. Less than a year after moving in to this building appraised, at well over \$500,000, our outstanding debt stands at less than \$125,000, again due to the generosity of the community given one dollar, one hour at a time. Thank you for investing in such a meaningful and lasting way.

Our volunteers continued to play a vital part in what we do by giving one hour and one mile at a time to help with patients, in the office and at fundraisers and events until their contribution amounted to 2,413 hours and 10,394 miles for a combined in-kind value of \$65,561.73. I would like to thank our volunteers for adding such great value to the hospice experience for our patients. They truly receive much more than would be otherwise possible because volunteers choose to make a difference.

I would like to thank our management team and staff for their many hours of dedicated service and their ongoing commitment to the hospice philosophy. Every member of the team plays a key role in the one day, one visit at a time delivery of our hospice care in the North Country. Each of you has helped make a difference. Thank you.

Further, I would like to express appreciation to our Board of Directors who have dedicated countless hours for no other reason but to ensure the ongoing success of this great organization in our community. I would like to make special mention of retiring board member and Vice-President Bob Walleth. Bob, your advice, passion and friendship both to hospice and to me personally has contained meaning and worth beyond expression except to say thank you.

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Lastly, I would like to express my deep and sincere thanks to our Board President, Cindie Gardner. Cindie is a determined and purposeful leader. She is focused on making hospice all that it can be and maybe even a little more! She stretches us, and me, to grow and develop as an organization that delivers high quality end-of-life care and that does so with excellence across the board. Thank you, Cindie.

Presently we are busy at the challenging and rewarding work of making 2011 a great year, one patient and one hour at a time. We pause at this point to express our thanks to each of you.

Proud to be a part of it and humbled to be leading it,



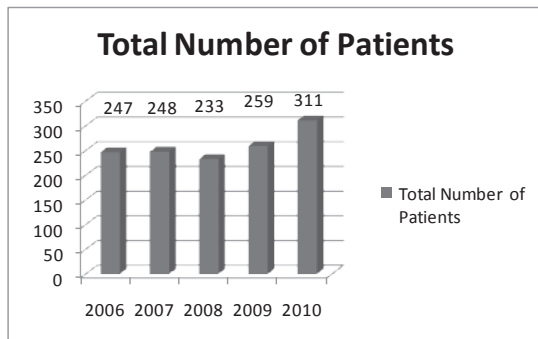
Kent W. Brooks

## 2010 Patient Care



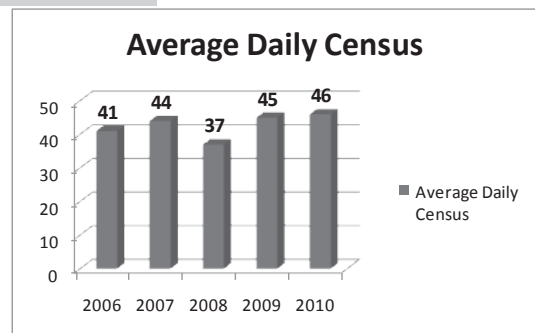
Photo provided by Malone Telegram

Pictured above are Home Health Aide Sheila Marlow, Malone patient Maggie Vensel and Jessica Lavarney, RN, Nursing Team Leader in Malone.



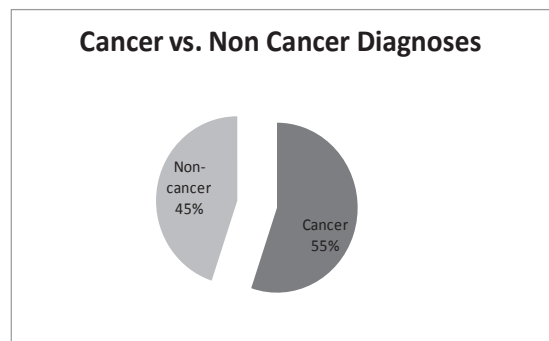
It is an honor and privilege for us to continue to provide pain and symptom management, supportive care, emotional counseling and spiritual support for members of our North Country community.

In 2010, we cared for the most patients in one year than we have since our inception. We finally surpassed the 300 mark and cared for 311 patients and their families and loved ones.



Average Daily Census is the average number of patients on service for any given day.

In 2010, we cared for 46 patients, on average each day.



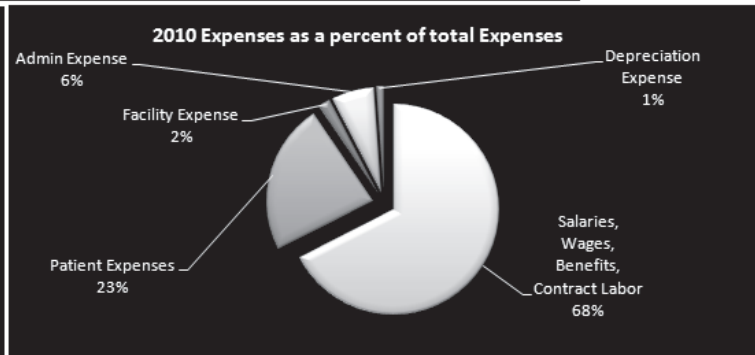
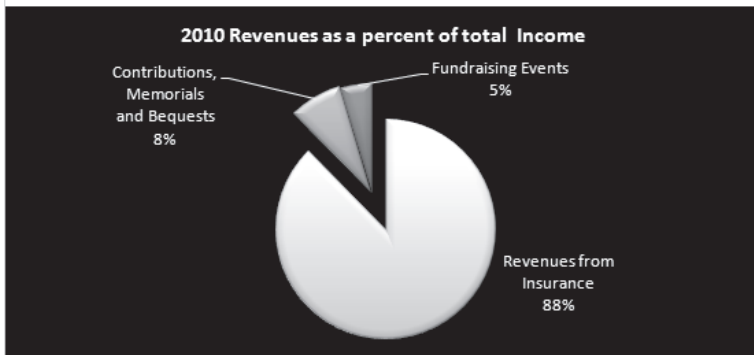
The last graph communicates the truth that hospice care is for any terminal illness and is not limited exclusively to those with a cancer diagnosis. In 2010 45% of our patients were diagnosed with a non-cancer life limiting illness.

We continue to serve patients living with a wide range of diagnoses including heart disease, cancer, Alzheimer's, dementia, lung disease and stroke.



Hospice of the North Country, Inc  
2010 Fiscal Year Financial Report

Operating Revenue		FY 2010		FY 2009		
Revenues from Insurance		\$	2,215,212	\$	2,047,092	<b>A</b>
Operating Expense						
Patient Related Expenses		\$	540,862	\$	491,680	
Salaries, Wages and Benefits		\$	1,577,722	\$	1,512,092	
Administrative and Facility Expenses		\$	220,170	\$	190,308	
<b>Total Operating Expense</b>		\$	<b>2,338,754</b>	\$	<b>2,194,080</b>	<b>B</b>
Non-Operating Income						
Contributions, Memorials and Bequests		\$	195,818	\$	192,222	
Fundraising Events		\$	116,319	\$	117,759	
<b>Total Non-Operating Income</b>		\$	<b>312,137</b>	\$	<b>309,981</b>	<b>C</b>
Net Operating Gain or (Loss)		\$	<b>188,595</b>	\$	<b>162,993</b>	<b>A-B+C</b>



Here I sit in our new building on Tom Miller Road and thinking how much of a transformative year 2010 has been for Hospice of the North Country.

The year saw a wonderful ebb and flow of support; Hospice staff providing care to more North Country patients and their families than in any other time in our history and on the other hand, the amazing giving back of the community through the creation of this wonderful building.

Like our new building, Hospice needs a strong foundation. That foundation has three key pillars; our staff and volunteers, the community and our finances. Without a strong financial underpinning our ability to provide high quality care might be compromised. It is with that thought in mind that we take the stewardship of the agency and its finances very seriously.

Looking back at 2010, with more patients our Revenues relating to insurance reimbursement increased over Fiscal Year (FY) 2009 by 8%. Even in the face of these uncertain economic times, Community Support increased by 1% over FY 2009.

On the Expense side, our CORE management team and staff strived to contain operating costs while assuring high patient care quality. In FY 2010 our overall expenses increased by only 7% over FY 2009, and in light of the increase in the number of patients, this increase was certainly expected.

In the end, we saw a 16% increase in our Operating bottom line as compared with 2009.

In closing, I hope you'll share in my pride of our strong "foundation"; the staff and volunteers and their focus on patient care, the North Country community and its unwavering support and finally, our financial stability. With this strong foundation our continued ability to provide Hospice care to patients and their families is assured.

Sincerely,  
Greg R. Macdonald  
Chief Financial Officer, HONC

Notes:  
This report is dated April 1, 2010 and is based on unaudited figures for FY 2010.  
This report does not include gains or losses from Investments or other non-operational income or expenses.

# TRANSITIONS

Transitions is a non-reimbursed community service program providing case management and volunteer support to clients and families facing end-of-life issues, but not yet eligible to receive hospice services. Transitions is entering into its fifth year in Clinton County and its fourth year in Franklin County.

In 2010 the program served 40 clients between Clinton and Franklin counties with 972 volunteer hours provided and 9,712 miles of travel logged. Many thanks to the following Transitions volunteers: Diane Brady, Bev DuBray, Kathryn Geroulo, Barbara Steyert, Linda Turner, Gloria Breyette, Theresa Dudyak, Lorna Hohn, Harriot Taylor, Pat Zimmerman, Debbie Defayette, Eleanor Frenyea, Chris Meschinelli, Janice Trombley and Jane Kowalowski.

# Fundraising 2010

## Hospice of the North Country Events

Home For Hospice  
\$40,789.00

Malone Memorial Butterfly Release  
\$2,105.00

Plattsburgh Memorial Butterfly Release  
\$2,477.52

15th Annual Carol Walleff Golf Tournament  
\$50,600.99

5th Annual Frank Davio Golf Tournament  
\$11,624.00

5th Annual Hot Rods for Hospice  
\$10,248.23

26th Annual Ecumenical Christmas Concert  
\$6,635.00

Light Up A Life 2010  
\$46,750.00

*\*Gross Amounts Indicated*

We would like to acknowledge organizations in the community that have raised money for Hospice of the North Country in 2010. Thank you for your selfless dedication to our mission!

- In Motion Physical Therapy
- Back Porch Band
- Adirondack Energy
- Bonesteel's Gardening Center, LLC
- First Congregational Church, Malone
- Champlain Valley Classic Cruisers
- Clinton County Board of Realtors
- Adirondack Riders Motorcycle Club
- Mooers Forks United Methodist Women
- Franklin County Republican Committee
- Brass Horse Banquet Hall & Meeting Center
- DBA Truck Stop #9
- Titus Mountain
- Madison Handbags— Kristie Keating
- Zumba— Crystal Minckler
- Fraternal Lodge #155
- Fourth Ward Irishmen
- Beekmantown Lions Club
- Ausable Valley Central School
- North Country Squares Dance Club, Inc.
- Plattsburgh Radio Aeromodelers
- Plattsburgh Lodge of Elks
- Clinton Community College Nursing Club
- Plattsburgh Sunrise Rotary Drive
- Class of 1960
- Plattsburgh Lions Club
- Sacred Heart Fraternity
- Peru Middle School
- Hospice Foundation of Western New York
- Malone Farm & Garden Center
- Johnson Newspaper Corp.
- AAA Northway
- Perrywinkle's
- Catholic Daughters of America

We would also like to acknowledge the United Way of the Adirondack Region, Inc. We received funds from the 2010 campaign and we thank those who allocated money from their paychecks to Hospice of the North Country.



*Hospice of the North Country is a partner agency with the United Way of the Adirondack Region, Inc.*

**Thank you to all our personal contributors who honor us by donating their charitable gifts. We truly appreciate all that you do.**

In 2010, Hospice of the North Country received grants and awards from:

- Wal-Mart (Malone)
- Sam's Club (Plattsburgh)
- Excellus BlueCross BlueShield
- New York State Dept. of Health
- Franklin County



Pictured left are the Bank Porch Band performing at the Hospice of the North Country Annual Dinner and Volunteer Appreciation Event.

The Clinton County Board of Realtors raised approximately \$24,000 at their annual Auction to benefit Hospice of the North Country (HONC). Pictured are Mary Fry, CEO Kent W. Brooks and Heather Courneene.



## Clinton County Volunteers

Gary Allen  
 John Annette  
 Wendy Annette  
 Maria Arce  
 Heather Barnes Bradt  
 Naomi Bradshaw  
 Amy Clark  
 Jackie Cobb  
 Gayle Coe  
 Tom Conlin  
 George Cummings  
 Genevieve D'Alessandro  
 Kenneth Emery  
 Grace Fader  
 Rev. James Forsythe  
 Veronica Franklin  
 Eleanor Frenyea  
 Amanda Goodfellow  
 Daniel Hickey  
 Karen Hickey  
 Juliette Jolicoeur  
 Kevin Kearney  
 Marge Kearney  
 Jane Kessler  
 Diane LaBombard  
 Sr. Joan Lashway  
 Amanda LaVigne  
 Janie Letourneau  
 Stephen Lombard  
 Patricia Loughan  
 Ken Lushia  
 Simone Marcotte  
 Barbara Mattes  
 Wolfgang Mattes  
 Sarah McCoy  
 John McDonald  
 Larry McDonald  
 Evelyn McGill  
 Rita Monette  
 Lois Putnam  
 Fr. Bill Reamer  
 Don Ryan  
 Joseph G. Swinyer  
 Harriet Taylor  
 Rose Wells  
 Ulrike Willis  
 Wanda Wright  
 All LUAL Volunteers  
 All Community Fundraising  
 Volunteers



HONC Volunteers Karen and Dan Hickey and Sr. Joan Lashway at the 2010 Hot Rods for Hospice event.



Pictured below, HONC volunteer Veronica Franklin, Sr. Thea MacLennan and Director of Development Amanda M. Bow.



Pictured above Megan Perez and HONC volunteer Amy Clark.

In 2010, Hospice of the North Country volunteers offered **2,413 hours** of volunteer time and logged **10,394 miles** of travel to provide support and companionship to our patients and families, and to assist in both our Malone and Plattsburgh Offices by filing, answering phones and fundraising. Our volunteers are truly the heart of hospice and we say **thank you** for all they do.

## Franklin County Volunteers

Jean Austin  
 Alice Ballard  
 Gail Barcombe  
 Rosemary Bonaparte  
 Margaret Boyea  
 Arletha Burnell  
 Roberta Cade  
 Shirley Clark  
 Karen Coughlin  
 Pat Creighton  
 Gayle DeWitt  
 Caroline Durant  
 Mary Anne Duso  
 Nicole Fish  
 Veronica Franklin  
 Irene Gambill  
 Mary Grow  
 Marie "Terry" Gumbus  
 Sr. Pascha Harvey  
 Margaret Jacobs  
 Mary Kelly  
 Bertha "Birdie" Leavitt  
 Lory Lepine  
 Phyllis Lobdell  
 Jamie Lord  
 Ashleigh Lord  
 Sr. Thea MacLennan  
 Elizabeth Marshall  
 Shirley Maxwell  
 Molly McKee  
 Cynthia McNickle  
 Carla Melville  
 Leola Phelps  
 Debra Phillips  
 Donna Spellman  
 Diane Roberts  
 Cindy Shafer  
 Leonard Spinner  
 Barbara Sullivan  
 Charlene Thomas  
 Cindy West  
 All Community Fundraising  
 Volunteers



## HONC Staff

Kent W. Brooks	Chief Executive Officer
Greg R. Macdonald	Chief Financial Officer
Sherry Miller, RN	Director of Patient Services
Amanda M. Bow	Director of Development
Joan Berthiaume, RN	QA/Community Relations/ Education Coordinator
Alyson Bever, LCSW	Support Team Leader
Debra Blair-Johnson, RN	Per Diem Case Manager
Ellen Bruno	Home Health Aide
Heather Burnell	Payroll and Accounts Payable
Myra Colmenero-Macmillan	Per Diem Administrative Support
Jackie Cobb	Administrative Clinical Secretary
Tamara Crinklaw, LCSW	Support Team Leader
Jennifer Desso	Home Health Aide
Jessica Dresser	LPN
Jessica Dumas	Social Worker
Linda Facteau, RN	Case Manager
Robin Foster, RN	Case Manager
Joy Gifford	Director of Volunteer Services
Sr. Mary Ann Gour	Spiritual Coordinator
Deanna Grogan	LPN
Kerry Hanna, RN	Case Manager
Beverly "Bev" Kellas	Receptionist/HR Coordinator
Mary Lou Kingsley, RN	On-Call RN
Jessica Lavarney, RN	Nursing Team Leader/Admissions
Katie LePage, RN	Case Manager
Sheila Marlow	Home Health Aide
Susan McDonnell, BSW	Social Worker
Jean Merlin, BSW	Transitions Coordinator
Peggy Moy	Home Health Aide
Ellen O'Hara, RN	Per Diem Nurse
Diane Roberts	Accounts Receivable
Nilda Schule, RN	Per Diem Case Manager
Beth Sharlow, RN	Nursing Team Leader/Admissions
Robin Snide, RN	Case Manager
Richard Toner	Per Diem Bereavement Support
Lori Tulip, RN	Per Diem Nurse
Lisa Wilson	Clinical Administrative Assistant



## Board of Directors

**Cindie Gardner**  
PRESIDENT

**Bob Wallett**  
VICE-PRESIDENT

**Rose Pandozy**  
SECRETARY

**Tom Rennell**  
TREASURER

**Debbi Barber**

**Michelle Denny**

**Kris Duus**

**Judge Patrick McGill**

**Tom Conlin**

**Raeanne McLaughlin**

**Joanne Swiesz**

### Thank you!

In 2010, the staff at Hospice of the North Country (HONC) welcomed Dr. Christopher Badger to the HONC team as Medical Director for both Clinton and Franklin counties.

Many thanks go to Dr. John Homer, Dr. G. Berton Davis, Dr. Caroline Piche, Dr. Wouter Rietsema and Dr. Rajiv Shah for their years of dedication as Medical Directors and Assistant Medical Directors. Their service to HONC patients and their loved ones is greatly appreciated and will not be forgotten. Dr. Homer and Dr. Rietsema will remain as volunteer Assistant Medical Directors.

## Medical Directors

**Christopher Badger, MD**

**John Homer, MD**

**Wouter Rietsema, MD**

**The following is a list of employees who were with us in 2010 but have moved on to other challenges. We thank them for their various and important contributions to the care of our hospice patients and families.**

Gail Bradley, Bereavement Counselor  
Lia Broderick, RN, Case Manager  
Thomas Davis, Spiritual Care  
Deniece Dumas, RN, Per Diem Nurse  
Trish Jackson, Director of Volunteer Services/  
Transitions Coordinator  
Natalie Jacques, Home Health Aide  
Patricia Loughan, Bereavement Counselor  
Sr. Thea MacLennan, Bereavement Coordinator  
Molly McKee, Administrative Clinical Secretary  
Tracey Tavano, RN, Per Diem Case Manager

## Message from the Chair of the Board of Directors

On behalf of the Board of Directors, it is my pleasure to thank the staff and leadership of Hospice of the North Country for the compassionate and passionate care provided to a record number of individuals and their families who faced end-of-life situations. The tangible services and assistance that hospice provides are extremely valuable. The emotional support and bonding that occurs is immeasurable. The people of Hospice truly make a difference and that difference is incredibly positive.

Moving into a new facility in May on Tom Miller Road in Plattsburgh was certainly a high point of the year. Spirited fundraising and lots of in-kind support made this attractive, highly functional facility possible. We are most appreciative of the many people from throughout the North Country who rallied around this project.

2010 was a record year for reaching out and helping others. I am pleased to say that staff working out of both the Malone and Plattsburgh offices helped more people than ever before. I believe part of that growth is attributable to word-of-mouth endorsements by families who have told their friends about what a difference hospice staff make and how much assistance they provide at a time of great need.

As part of our commitment to continuing education, all staff participated in team-building exercises in 2010. At a time when everyone is being asked to do more with less it is imperative that we work together efficiently and effectively to achieve maximum benefits for our communities.

Finally, I want to thank my fellow board members for their time, support and dedication. They are volunteers whose compensation is the satisfaction of knowing that Hospice of the North Country matters deeply to so many fellow members of our communities. Board members are fully engaged and have a focus on supporting hospice care, making it the best it can be. As board members we look forward to participating in the development of a strategic plan that will help carry us to new heights as we strive to fulfill our mission.



Cynthia Gardner, RN MS  
President, Board of Directors

RETURN SERVICE REQUESTED

