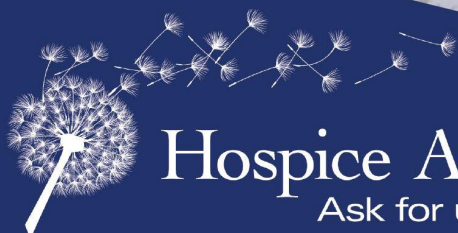


Annual Report 2015



Hospice Alliance™
Ask for us by name



Our Mission:

Hospice Alliance is a non-profit organization dedicated to caring for the terminally ill and empowering those who support them. We strive to provide comfort in order to enhance the quality of life each day.

Vision:

As a non-profit hospice provider, Hospice Alliance is committed to:

- ◇ Compassionate care for people with life-limiting illnesses
- ◇ Caring support for families and caregivers
- ◇ Timely education on end-of-life issues in the communities we serve

Values:

Hope

Compassion

Community

Stewardship

Education





Hospice Alliance™
Ask for us by name

HOSPICE
HONORS

Operations Board of Directors

- Chuck Duford, President
- Mike Langendorf, Past President
- Daniel Heyden, Secretary/Treasurer
- Rita Hagen, RN, MSN, Exec. Director
- Joshua Bloom, MD, Medical Director
- Mary Ann Cardinali, MSN NEA-BC
- David Knight, MD
- Myles Mullikin
- Gene Olson
- Nancy Piasecki
- John Plous
- Rachel Proko-Viola
- Richard Regner
- Thomas Tenuta
- Pamela Thomey

A Message from our Executive Director, Rita Hagen



Our Kenosha Hospice House rang in 2015 (at 6:00pm on New Year's Eve) for its patients and families with horns and festive party caps.

The celebratory atmosphere continued into the year as we received the "Hospice Honors elite" award. This is a national honor recognizing hospice agencies that continuously provide the highest level of care. The award is bestowed by Deyta through an analysis of results from surveys completed by patient caregivers. The "elite" status was designated to only 39 of the 1700 providers surveyed in '15 and evidence of our constant

commitment to empowering caregivers through support an education. We were especially proud of this achievement, as the criteria was even more rigorous than that of the Hospice Honors recognition we earned in '14.

Unfortunately, we met with disappointing news mid-year, as we learned that Lincoln Lutheran, which held the lease to our Racine Hospice House, had gone insolvent and the corporation who purchased the operation chose to utilize our space for their purposes. It was with much sadness that our Racine Hospice House closed after serving 149 patients and families. However, as had been the case since 2003, when it opened, our Hospice House in Pleasant Prairie picked up where it left off in serving patients and families from the North.

As we usher in 2016, our 35th Anniversary Year, I can share with you that Hospice Alliance is steadfast in our commitment to our patients, which now includes Southeastern Milwaukee County. This year, our organizational growth has come internally as we develop partnerships, processes and policies and further our use of technology to maximize both our reimbursement and donor dollars. And with our patients always at the forefront, tools and education to enhance the compassionate care we provide and the teaching to empower our caregivers.

A special thank you to our Board of Directors, donors, volunteers and staff – we could not enhance the quality of so many lives without you!

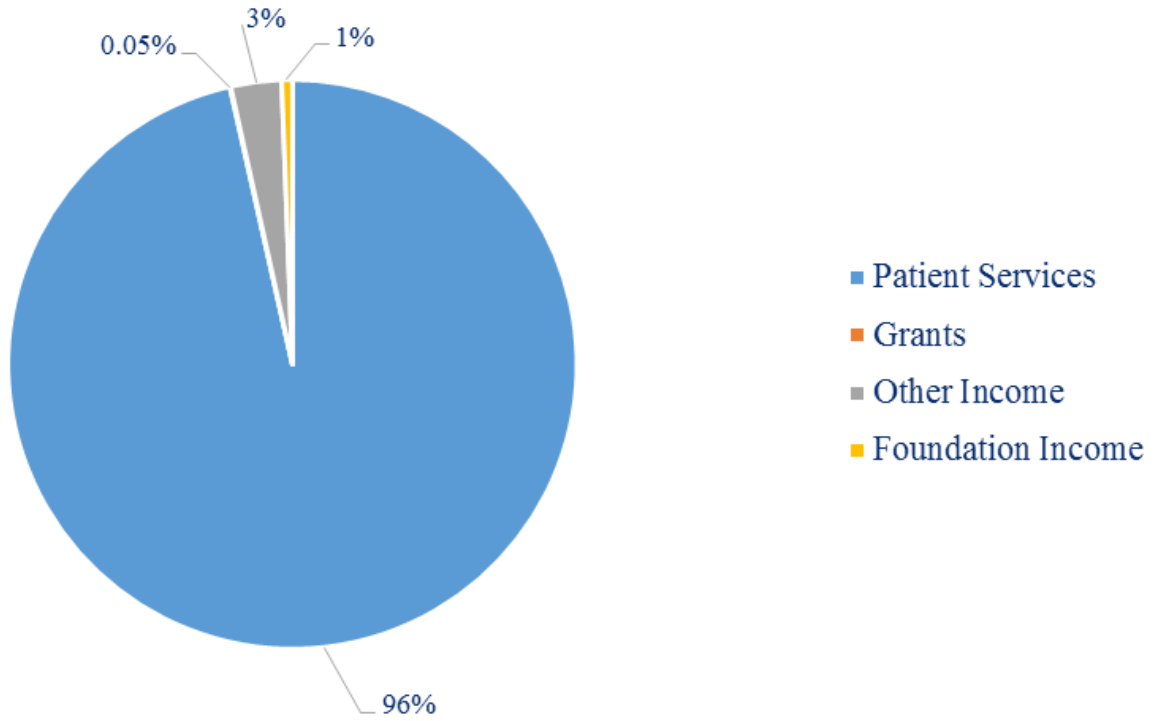
Respectfully,

Rita M. Hagen, RN, MSN
Executive Director

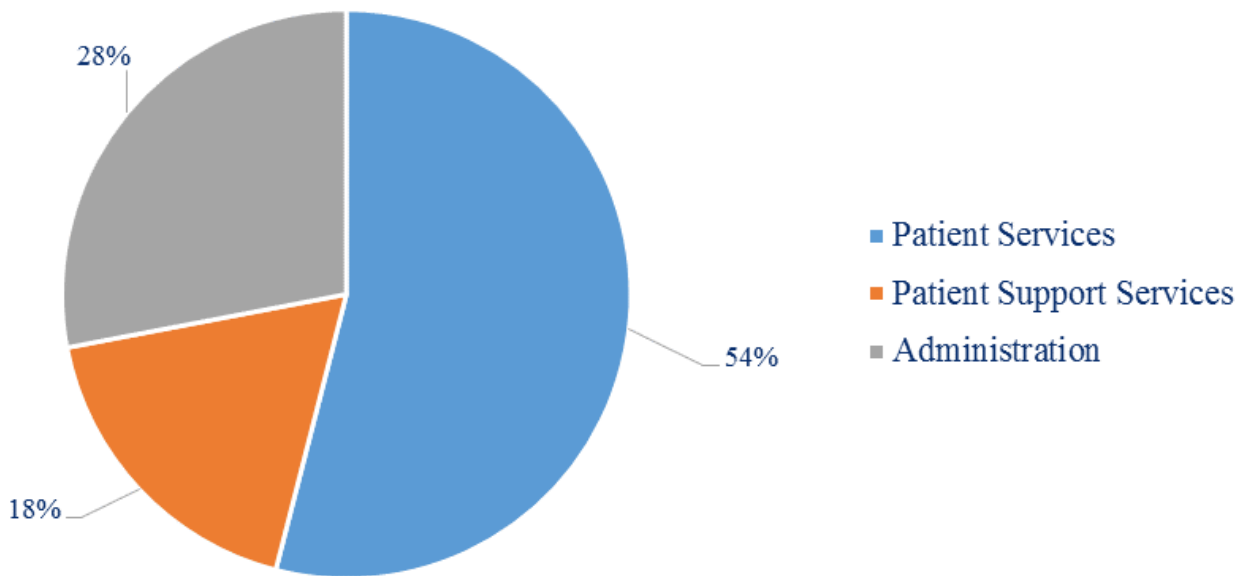
Hospice Alliance
10220 Prairie Ridge Blvd.
Pleasant Prairie, WI 53158
(800) 830-8344 // (262) 652-4400

Income and Expenses

Income 2015



Expenses 2015



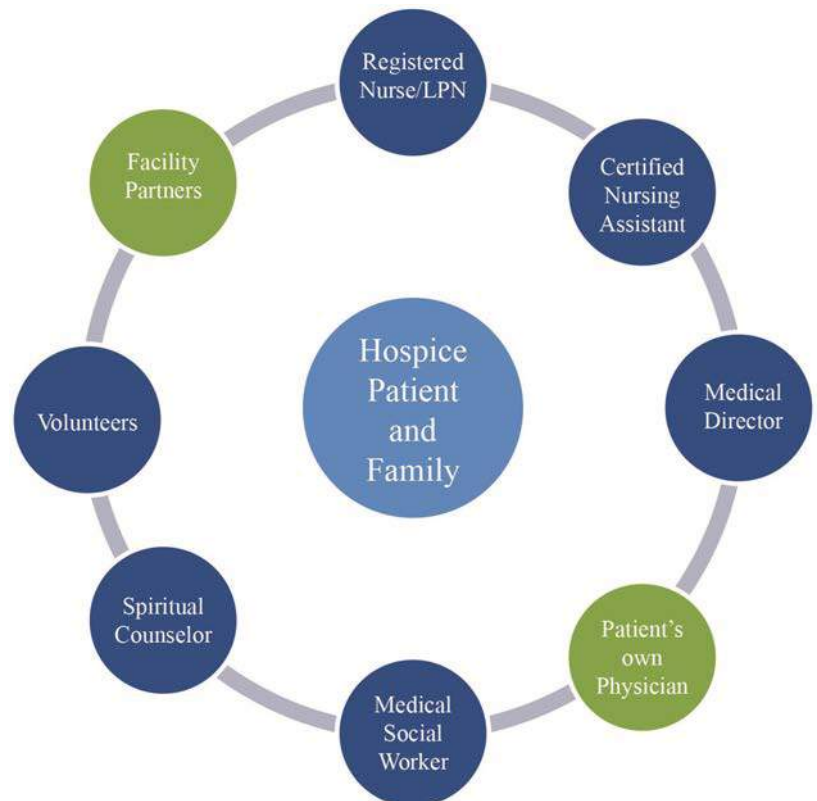
The Basics: Facts About Our Care

Hospice Alliance patients are eligible for our care any time after a physician diagnoses them with a terminal illness and a life expectancy of six months or less.



- **Registered Nurses** manage the patient's care throughout the duration of the illness. Assesses the patient's health status, eliminating distressing symptoms and teaches family caregivers how to care for their loved one as well as ensuring they are confident in doing so.
- **Certified Nurse Assistants** help our patients conserve their time and energy so they can enjoy the best quality of life possible. They visit on a regular basis, helping manage the symptoms of the illness.
- **Medical Director** consults with the patient's physician and oversees clinical decisions.
- **Social Workers** are experts in helping our patients and their caregivers cope with the numerous changes- physical and emotional-that occur at the onset and progression of a serious illness.

- **Spiritual Counselors** specialize in the unique spiritual issues that people face when diagnosed with a terminal illness. Art, Dance Movement, and Aroma therapists focus on the needs of individuals to better connect the mind, body, and spirit.
- **Volunteers** provide respite to families caring for loved ones in their home, companionship to patients, assistance in the Hospice Houses and pick-up and delivery of supplies and equipment to patients.
- **Grief Counselors** offer individual and group counseling to families in our care and community members of all ages who are coping with loss.



Who Received Hospice Care in Our Service Area Kenosha, Racine, Walworth and Southeastern Milwaukee Counties

By Age

Under 50:	18
50-70:	119
70-90:	383
90+:	158

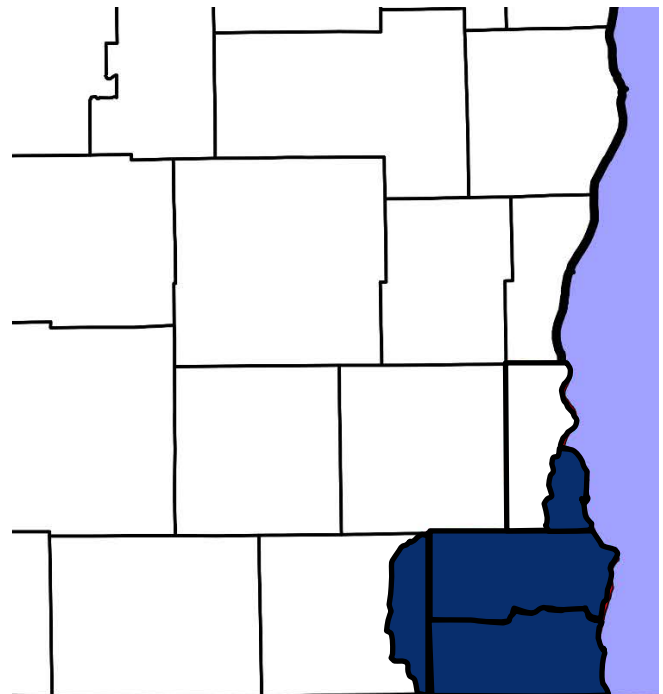
By Ethnicity

African-American:	35
Asian Pacific Islander:	5
Caucasian:	626
Hispanic:	10
Native American:	2



By Residence Type ^{*1}

Assisted Living:	84
Hospice Houses:	135
Kenosha:	112
Racine:	23
Hospital:	2
Nursing Home:	148
Patient's Home:	309



^{*1} is Patient counts based on deaths while in our hospice program

Highlights: Hospice Alliance Programs

Hospice and Palliative Care

Hospice Alliance provides the highest quality of end-of-life care to people facing life-limiting illnesses in Kenosha, Racine, Eastern Walworth and Southeastern Milwaukee counties. Hospice care is provided by an interdisciplinary team of skilled professionals—offering personalized physical, spiritual and emotional support for each patient and his or her family or other caregiver.

Our Palliative Care program provides specialized nursing care to help people dealing with cancer, cardiovascular disease and lung disease as well as other life-limiting illnesses. The program focuses on symptom management during the active treatment phase of a patient's illness. Our Palliative Care program also includes emotional, social and spiritual support if the patient chooses.

From 2014 to 2015, Hospice Alliance experienced a 4% decrease in the total number of hospice and palliative care patients served.

Volunteer Services

Our 130 volunteers donated 6,453 hours, providing respite care, companionship and support to the patients and families we serve.

How Our Volunteers Contribute

Administrative and Office Hours.....	3,015
Respite Hours.....	209
Pet Visitation Hours.....	54
Hospice House Volunteer Hours.....	2,242
Errands Hours Outreach/PR.....	151
Companionship Hours.....	458
Patient Errands.....	82
Other Patient Time.....	56
Other Volunteer Time.....	182
Total Hours.....	6,449
Value of Donated Volunteer Hours.....	\$141,878.00

Complementary Therapies

In 2014, Hospice Alliance was proud to be the first in SE Wisconsin to provide Dance/Movement Therapy and the only to train its entire clinical team in Benevolent Touch Therapy. In 2015, we continued our commitment to these important life enriching therapies introducing Art Therapy and Aromatherapy.

The essential oils involved in Aromatherapy have many effects on the body, mind and spirit with hospice patients most benefiting from the peace of comfort the therapy provides as sense of smell is can be used to evoke good memories and have positive psychological responses.

Art Therapy promotes self-expression and communication which can support patients and families in processing grief as well as affirming life in the present.

Grief Counseling and Support

Each year, our Bereavement Counselors make nearly 5,000 contacts to those seeking grief support. We provide individual and group counseling to family members and friends for up to 13 months after a loved one has passed. Community grief support is also part of our mission.

Community Outreach Programs/Education

Our administrative staff and volunteers teach awareness about end-of-life care by providing educational outreach at community and professional events. In 2015, Hospice Alliance provided 97 documented events.

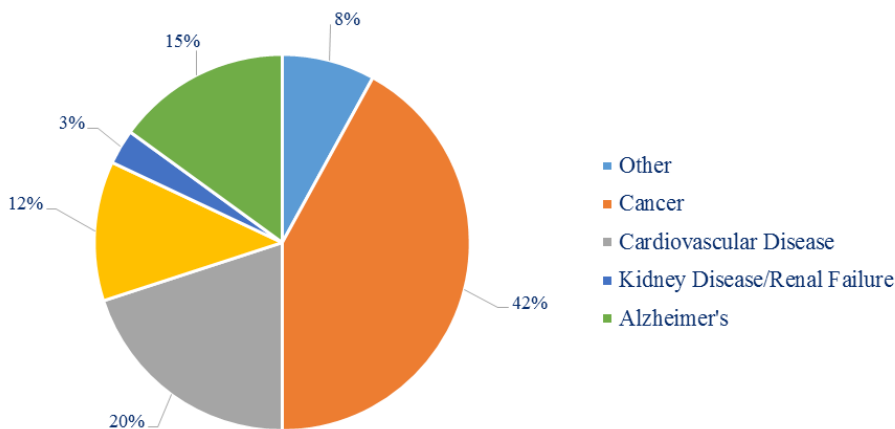


Hospice Alliance Needs Your Ongoing Support.

Here's Why:

- Every dollar you give supports the quality of life in immeasurable ways for patients, their families and other loved ones. Hospice Alliance has no dividends to pay shareholders or unnecessary overhead. Our dollars are invested right back into growing services and enhancing patient care.
- Your donations make it possible to provide care to all people, regardless of ability to pay. We are good stewards of your dollars, requiring sponsorship request forms from any patient and family seeking support.
- Sufficient cash reserves ensure the continuity of Hospice Alliance's patient and family services. Our operating expenses for the year were \$6.1 million dollars.
- Our Hospice House is not profitable; room and board is not covered under the hospice benefit and the daily cost to patients does not cover our expenses—your dollars do. Yet, our signature Hospice Houses are an important option for people who may not have a safe, dignified place to be cared for in their remaining days or families who need assistance in caring for their loved ones.

Patients Served By Diagnosis



What Is the Legacy You Will Leave?

Many of our loyal supporters include Hospice Alliance in their estate plans because they have experienced our compassionate care and support for their loved ones. An estate gift honors your loved ones' memory and ensures that we will always be here for families like yours.

Ensure your legacy by creating an estate plan that provides for you and your loved ones, meets your financial goals and supports Hospice Alliance.

For comprehensive information, please visit at www.hospicealliance.org and choose "I'd Like to Give" then "More Ways to Give" or call 262-652-4400. Support us today and into the future. Hospice Alliance is a 501 (c) (3) organization.