



## **ANDROSCOGGIN HOME CARE & HOSPICE**

15 Strawberry Avenue, Lewiston, Maine 04240

# *Caring* connections

August 2012



I am Jim Bouchard and for the past 15 months I have had the good fortune to be the Director of Marketing and Development for Androscoggin Home Care & Hospice. As I have navigated my way through the home care and hospice world, I have come to understand the importance of our organization – the impact we make in the lives of the patients we care for and the families we effect throughout the communities we serve.

This job is very personal to me. Three and a half years ago, my Mom passed away after a short fight with cancer. If it had not been for the hospice nurses, social workers, chaplains and all the support staff we dealt with I do not believe that my Mom's wishes would have been met or that my family would have managed a traumatic experience the way that we did. The hospice team gave my family the tools we needed to care for Mom, allowing the nine of us to say goodbye and to tell her that she will always be with us. These experiences changed me, refocused my life and provided me the opportunity to work for an organization that puts the patient and their family's needs first.

For 47 years, we have been putting the needs of our patients and their families first and continue to do so in light of all the changes in reimbursement rates from the federal government. We have already been impacted by a 15% reduction and are preparing for an additional 15% over the next five years. We offer many specialized services/programs that are not reimbursable – volunteers, chaplain support for anyone in need and community bereavement programs. To ensure we will be here for another 47 years, we are strengthening our partnerships, forming strong collaborations and developing new initiatives such as Community Care Teams, Telehealth, Chronic Care and Palliative Care programs, which will impact some of the changes we are seeing from the healthcare reform.

In the upcoming newsletters we will be highlighting a new initiative, in this issue, we have provided more information on our Community Care Teams.

### **Community Care Teams**

Androscoggin Home Care & Hospice provides skilled care to patients in their homes, allowing them the opportunity to get well in an environment they feel safe in. Patients are referred by their primary physicians for a variety of medical issues which require monitoring and support in the home.

In August 2011, we were selected to become a Community Care Team which is a Medicare pilot program that collaborates with another program - Patient Centered Medical Home physician practices. The goal is to work together to improve care and coordination for those patients that utilize large amounts of health care resources in an effort to reduce health care costs. Patients referred for this program have had multiple admissions to the emergency room and hospitals over the past year. We are currently collaborating with four physician practices in our service area with this program.

We are using a RN care manager, social worker, diabetic nurse educator, telehealth monitoring and close knit community resource partnerships to meet the needs of those eligible. Each patient has his or her special needs identified and appropriate resources are then put in place. The first patients were admitted to the program in January and already we have been able to demonstrate reduced hospitalization usage in some cases.

This pilot is in effect for three years and there are plans to expand the number of physician practices and community care teams in 2013.



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# Events

## Butterfly Release

Thank you to everyone who joined us for the Butterfly Release Celebration on July 21st. We raised about \$13,000 to support patient care at the Hospice House. If you were unable to join us you may watch the video of the event on our website courtesy of WMTW 8. Butterfly Dedications for the 2013 Butterfly Release are available now and can be made online at [ahch.org](http://ahch.org).



## Autumn Night Out

Save the Date!!!! Autumn Night Out will be held on October 26, 2012 at Poland Spring Resort from 6-11pm. Join us for a night of silent and live auctions, heads and tails raffles, hors d'oeuvres, complimentary wine and Baxter beer tasting, dinner and dancing to Tony Boffa and his band.

Reservations will be \$50 per person and available online beginning September 1st.

## HH 5K & Remembrance Walk



We had a great turnout out at this year's HH 5K & Remembrance Walk. This year we expanded to three locations and raised \$22,500 with over 500 participants. Planning is well underway for the 2013 event. Registration for the event will begin January 1, 2013.

## 2012 Major Sponsors



# Marketing & Development News

Marketing for Androscoggin Home Care & Hospice is based on thinking about a sustained commitment to quality care, patient satisfaction and innovation. As the health care environment continues to change, we have responded with new and innovative ways to meet the needs of our patients and their families.

We have taken the steps to strengthen our brand awareness by - creating resources for our patients and donors, sharing the impact and results of our efforts, and by rolling out a new initiative called "M.O.D.E.L. Care". This initiative is a template we are using to educate clinicians on best practice in the delivery of care provided by Androscoggin Home Care & Hospice.

Our Development Team is finalizing the process to create and enhance relationships with our donors. This will be done by building donor interest in our mission and services which will translate into a passion and commitment to our agency's future.

Our agency relies on Medicare, MaineCare and private health insurance reimbursements, as well as local support from individuals and organizations throughout the communities in our service area to help us continue to provide the very best healthcare possible. With the ongoing decreases in reimbursement from Medicare and MaineCare, support from the community is essential to our mission of providing care to individuals regardless of their ability to pay.

Our goal for development is to increase fundraising dollars in the next two years from \$350,000 to \$1,000,000. We plan to develop a case statement outlining our future needs and will develop a communication plan for donors so we may share the impact their contributions are having throughout our community.

The Marketing & Development team can be reached at 795-9404 or [DevelopmentOffice@ahch.org](mailto:DevelopmentOffice@ahch.org).