



From Hospice of Wake County to Transitions LifeCare

By John Thoma, CEO

I presented these questions and answers at a recent Capital Campaign Cabinet meeting. The questions were some we've heard along the way, and are specific to the concern that "hospice" is no longer an emphasis of ours. Let me assure you, our commitment to providing hospice services in our entire service area is as strong as ever. My personal goal is that more folks use hospice care and that they access hospice care sooner.

Thank you.
John Thoma, CEO

Frequently Asked Questions

Q: Why change your name from Hospice of Wake County to Transitions LifeCare?

A: In 1979, Hospice of Wake County was the perfect name because we provided only hospice care in Wake County. Today we provide more than hospice and serve more than Wake County. We now serve six counties and, in addition to hospice we provide palliative care, home health, and grief counseling. And, 45% of the patients

we serve each day are not in hospice care.

Q: What do we expect to achieve with the name change?

A: Ultimately our goal is to serve more patients and to serve patients sooner. Although the term "hospice" is widely recognized in our area, many people do not utilize hospice care or come on service too late to fully benefit. One-third of hospice patients are on service seven days or less. Most of the public does not understand "palliative care" and often associates it with death and dying. Transitions LifeCare will inform caregivers and the public of all the services that are available for individuals struggling with serious illness and how to access care sooner.

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Mark Your Calendar

Items that earn Continuing Education credit are highlighted in teal.

Events are in the Auditorium of our Raleigh office unless otherwise noted.

JULY

- 1 **Volunteer Ambassador training** 12:00 – 2:00pm
- 15 **Legacy Volunteer training** 12:00 – 2:00pm
- 16 **Connections** 12:00 – 2:00pm
Transitions LifeCare Services

AUGUST

- 12 **Vigil Volunteer meeting** 5:30 – 6:30pm
- 19 **Connections** 6:00 – 8:00pm
Transitions LifeCare Services

NOTE: Please visit our website for other Continuing Education opportunities that are hosted by our Education Department:

www.transitionslifecare.org/calendar

These events are open to Transitions LifeCare Volunteers, unless otherwise noted (in parenthesis) after the title of the event. The Volunteer Department does NOT process registrations for these events. Registration (if required) must be done through the website.

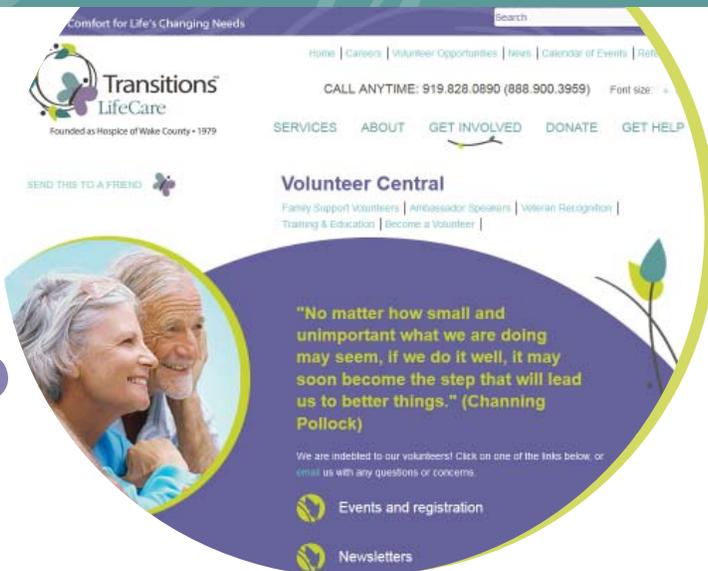
I've learned that you shouldn't go through life with a catcher's mitt on both hands; you need to be able to throw something back.

– Maya Angelou

New Volunteer Central

transtionslifecare.org/volcentral

If you haven't already done so, check out our new website and note the new address for Volunteer Central.



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Q: Why take “hospice” out of your name?

A: The new umbrella name – Transitions LifeCare, and the tagline Founded as Hospice of Wake County in 1979 – encompasses all the services we provide, but it is not a substitute for hospice. We will continue to provide hospice care and promote the availability of hospice care under the name Transitions HospiceCare. Similarly, we will provide palliative care under the name Transitions PalliativeCare.

Q: Why give up the brand equity and goodwill you have in the name Hospice of Wake County?

A: We have legally retained the name Hospice of Wake County and all rights to that name. We will continue to use “founded as Hospice of Wake County in 1979” on our marketing materials and on our website. In addition, our Foundation is named the Hospice of Wake County Foundation.

Q: Who made the decision to change the name and how was the decision made?

A: The Hospice of Wake County Board of Directors studied the need and feasibility of a name change for more than two years. During that two-year study, the Board examined independent research, focus groups, and a thorough due diligence was done to make an informed decision. Although it was a hard decision to change our name after 35 years, an overwhelming majority of the Board agreed that changing our name will move the organization forward for the next 35 years.

Q: What else is changing at your organization?

A: Although we are changing our name, we are not changing who we are and are not changing our commitment to our mission and high quality care. We have the same non-profit ownership and Board of Directors, with the same high quality staff and volunteers. The new name

will enable us to grow our mission to reach more people in need and provide care to all regardless of ability to pay. We appreciate and rely on your continued support to fund indigent care, grief care and care in the Hospice Home.

Q: Why spend so much money on a name change and the marketing?

A: The Board of Directors and staff are being very frugal in controlling costs related to the name change. For instance, updating our website and ordering new letterhead and print materials were timed to coincide with the new name. Because we compete with seven hospice providers just in Wake County (mostly large, for-profit entities), we have to market and differentiate who we are. Most of our marketing is grassroots community education, people-to-people marketing and community outreach. Our advertising budget is only 1% of our total budget. We need to utilize all forms

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Care and
comfort
for life's
changing
needs.

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of community education in order to remove barriers, misperceptions, and fears of hospice and palliative care.

Q: How will this name change benefit hospice care in Wake County?

A: Bringing more patients on to hospice sooner benefits patients and families by getting them the medical care and family support services they need, and benefits Transitions LifeCare financially. Short-stay patients are extremely costly to the organization. Transitioning from palliative care

increases earlier referrals to hospice. In addition, increased utilization of hospice care in Wake County means that the public can take full advantage of the hospice services available including the William M. Dunlap Center for Caring, our premier hospice facility. Increasing the utilization of the hospice facility will ensure its financial stability now and into the future.

Veterans Garden Dedication
by: John Thoma

 Congratulations on a successful public dedication of the Veterans Garden on Saturday, May 24. The event was well attended, we had great weather, and the program was very inspiring and appreciative of the veterans we have on staff, veteran volunteers and patients that we serve. The dedication also received great media coverage from WRAL, WNCN (<http://www.wncn.com/video?clipId=10198504&autostart=true>), Time Warner Cable and the News & Observer (<http://www.newsobserver.com/2014/05/24/3886111/wake-county-hospice-memorial-honors.html>). Many thanks to all staff and volunteers who participated in the event. We also had many outside groups participating including a military chaplain, bagpiper, bugler, color guard, Boy Scout troop, singer, and the Armed Forces Motorcycle Club.

