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Same Experts. New Name.

As you will see in the following pages, 2016 was an exciting year for us. Building on our mission to provide patient-centered care to the seriously ill and their families, we continued in 2016 to expand our services in palliative care, transitions and hospice.

Our hospice teams cared for nearly 5,000 patients, across 32 counties in Kentucky – providing emotional and spiritual support, medication management, caregiver education and training. In addition, we offered companionship and help with everyday activities for those suffering a serious illness.

However, Bluegrass Care Navigators has grown to provide more than hospice in our communities. In 2016, in all services, we cared for a record 13,056 patients plus their families.

To engage in community partnerships, education and counseling, the Nurse Aide Training Center opened its first classes in 2016, providing hands-on skills and knowledge to future caregivers. The center is a fast, easy and affordable way to help students complete the SRNA/CNA course.

In a major expansion of Bluegrass Palliative Care, the Community Based Palliative Care program now includes home-based services in several Kentucky counties. This means we are able to provide palliative care to patients wherever they are – at home, in hospitals, skilled nursing facilities, assisted living facilities and ambulatory clinics.

As part of our mission to offer opportunities for staff, volunteers and donors to enrich lives through their gifts, several Bluegrass Care Navigators employees were singled out for recognition in 2016. Sandy Mathis, RN, CHPN, was chosen as the MediStar Nurse of the Year, a well-deserved honor as the MediStar Awards recognize only the best-of-the-best in health care in Kentucky.

Lindsay Kampfer in Frankfort and Gwen Johnson in our Lexington office were named Executive Directors, adding even more expertise and experience to the management team.

We began our search for a new name in 2016, when the addition of new services meant that we outgrew the old one. A national marketing and branding firm went to work on the rebranding initiative that rolled out later in the year. With our new name, we continue to explore new services, while working with community and health care partners on innovative projects.

Our “Care Navigators” are knowledgeable and helpful professionals. When a patient or family member needs care, support and guidance for any serious illness, they don’t have to figure out which of our services is most appropriate. Bluegrass Care Navigators can provide the information, assessment and resources to connect patients to the right care at the right time.

In our four decades of caring, we have grown to provide a full complement of services for the seriously ill, from personal care and private duty to palliative and hospice care. We could not have accomplished this without the generous support of our donors, partners, volunteers and friends in the community.

Stay tuned – we have several exciting projects in the works for 2017, including Adult Day Health Care and Home Based Primary Care, as we work to care for even more patients and families.

Thank you!

Liz Fowler, President & CEO
Bluegrass Care Navigators
Board of Directors

Nana Mensah, Chair
Shannon Bishop Arvin, Vice Chair
Jen Shah, Treasurer
David Fogg, Secretary
Eric Frankl, Past Chair
Liz Fowler, President & CEO

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Katie LaMonica
Ellen Miller

J.D. Miller
Greg Milward
Zachary Moore
Zachary Murray
Mark Nabity
Jeff Raines
Robert Rosenstein
George Wallace

Senior Leadership Team

Liz Fowler, MPH, President & CEO
Todd Coté, MD, FAAFP, FAAHPM, Chief Medical Officer
Deede Byrne, CHPCA, Chief Operating Officer
Susan Swinford, MSW, Vice President of Administration
Susan Ware, CFRM, Vice President of Philanthropy
Holly Hodge, CPA, MBA, Chief Financial Officer & Vice President of Finance

Eugenia Smither, BS, RN, CHP, CHE, CHC, Corporate Compliance Officer & Vice President for Compliance & Quality Improvement (CQI)
Croswell Chambers, Chief Information Officer
Danita Ross, SPHR, Vice President of Human Resources
Cassie Mitchell, MSN, MBA, RN, Vice President of Marketing & Business Development

Monica Couch, RN, CHPN, AVP of Eastern Kentucky Operations
Carla Foster, RN, BSN, MA, Executive Director, Northern KY
Lindsey Kampfer, LCSW, ACHP, Executive Director, Frankfort
Amy Cox, RN, BSN, CHPN, CHPCA, Executive Director, Cynthiana
Gwen Johnson, RN, CHPN, Executive Director, Lexington
Brian Hensley, RN, BSN, CHPN, Executive Director, Barbourville
2016 Updates

Palliative Care expansion
Bluegrass Palliative Care is designed to complement life-prolonging and curative treatments by providing patients with serious illness with pain and symptom control, care of psychological and spiritual needs, family support and coordination among doctors and other health care providers. Bluegrass Palliative Care expanded the Community Based Palliative Care program in 2016 to include home-based palliative services in several counties of Kentucky. Thus, Bluegrass Palliative Care provides services to patients in hospitals, skilled nursing facilities, assisted living facilities, patients’ homes and ambulatory clinics.

“Sometimes our patients experience serious symptoms that cannot be managed at home, or families need a break and utilize the respite care available at the Care Center,” said Monica Couch, associate vice-president of Eastern Kentucky operations. “Whatever the need, we are blessed to have the Greg and Noreen Hospice Care Center available in our area.”

Sandy Mathis receives prestigious MediStar Award
Sandy Mathis, RN, CHPN, was chosen as the 2016 MediStar Nurse of the Year. This award is presented to a nurse who has gone above and beyond normal responsibilities to improve best practices and contribute to patient education.

Mathis’ love of nursing started early when she served as a candy striper in the 1950s. She graduated from nursing school at the age of 20 and has been actively employed as a Registered Nurse for 54 years. Mathis began the Hospice Nurse Liaison Program at Baptist Health Lexington, and later helped Baptist Health Lexington and Bluegrass Care Navigators bring palliative care to patients in the hospital.

The MediStar Awards are the region’s premier avenue for recognizing the best-of-the-best in the business of health care.

Greg and Noreen Wells Hospice Care Center celebrates 5 years
Bluegrass Care Navigators offers a variety of services to help manage a serious illness. However, as the staff in Hazard cared for patients in their homes, they saw a need for a higher level of care. Lead donors Greg and Noreen Wells, along with architect Bill Richardson, took that dream to heart and brought the vision to life. Since caring for the first patient in 2011, more than 1,500 patients facing end-of-life have received care at the center. The state of the art facility houses comfortable patient suites and serene spaces for families to gather and reflect.
### 2016 Updates

#### New Executive Directors named

Bluegrass Care Navigators named new directors for the Frankfort and Lexington offices.

Lindsay Kampfer, Frankfort, started as a student in 2012 and has worked with several of our offices, most recently with the Bluegrass Care Choices program and provided bereavement support services in Lexington and Northern Kentucky.

Gwen Johnson joined the Lexington Office as Executive Director. She most recently served as Nursing Supervisor in the Lexington Office before being promoted to the Executive Director’s role. These two professionals bring exceptional leadership to the management team.

#### State Registered Nurse Assistant (SRNA) Educational Program

Certified Nurse Aides (CNAs) are often considered superheroes to the patients and families in their care, providing everything from personal care to companionship. However, they are in great demand nationwide. The U.S. Department of Labor projects that employment of nursing assistants will grow 21 percent in the next 5 years. To that end, Bluegrass Care Navigators established an education program, the Extra Care Nurse Aide Training Center, which opened in March 2016.

The state-certified training program is a fast, easy and affordable way to prepare nurse aides to provide quality care. Highly experienced educators are leading the courses with hands-on experience.

Classroom instruction hours totaled 1,180 (59 hours per student) in 2016, and clinical instruction hours totaled 320 (16 hours per student).

#### Rebrand Planning

By 2016, Hospice of the Bluegrass had outgrown its name, having expanded its service offerings to provide expert care long before life’s final months. The search for a new name and brand began with the hiring of a national marketing and branding firm, which then assembled focus groups and did extensive media research in preparation for the rebranding initiative in 2017.
Financial Report

2016 Total Income = $55,777,121.00

Patient Revenue $51,800,670.00
Investment 2,359,656.00
Philanthropy 1,497,287.00
Other Income 119,508.00

2016 Total Expenses = $52,261,425.00

Patient Services $42,072,770.00
Fundraising 401,411.00
Admin & Program 9,787,244.00
Service Lines

2016 All Service Line Totals
13,056 Total Patients Served

- Hospice Care: 5,467 (42%)
- Transitional Care: 2,440 (19%)
- Palliative Care: 2,797 (21%)
- Grief Care: 2,293 (18%)
- Extra Care: 59 (<1%)
Service Lines

2016 Hospice Care Admissions by Site
4,821 Total Hospice Care Admissions

- Lexington: 1,815 (38%)
- Hazard & Pikeville: 890 (18%)
- Barbourville: 572 (12%)
- Cynthiana: 432 (9%)
- Northern Kentucky: 573 (12%)
- Frankfort: 539 (11%)
Service Lines

2016 Palliative Care Location of Service
10,226 Total Palliative Care Patients Served

- **Hospital**: 8,699 (85%)
- **Nursing Facility**: 1,098 (10%)
- **Palliative Clinic**: 381 (4%)
- **Home**: 48 (1%)
2016 By the Numbers

**505 Employees**

- 421 full-time
- 84 part-time

**Volunteers** provided 26,668 hours of their time, which equals a cost savings to the agency of **$624,575.58**.

**Miles Driven**

- Bluegrass Hospice Care: 2,463,148 miles
- Bluegrass Palliative Care: 16,500 miles
- Bluegrass Extra Care: 16,499 miles
- Bluegrass Transitional Care: 9,908 miles
- Bluegrass Volunteers: 1,953 miles

**Total miles**: 2,508,008

That’s equal to circling the Earth at the equator more than 100 times, or traveling to the moon and back **5 times**!

**Navigators meet with thousands of people** in our community during their day-to-day work – in presentations, media appearances, and through civic groups, health fairs and other events. We call these interactions “Lives Touched.”

**In 2016, our work touched 204,729 people throughout Kentucky.**

**667 Veterans Served**

- Barbourville: 47
- Cynthiana: 43
- Fayette County: 250
- Lexington HCC: 45
- Frankfort: 89
- Hazard & Hazard HCC: 109
- Northern Kentucky: 84

**147 Children, Adults, Staff & Volunteers Participated in our Camp Programs**
Our Services

**Bluegrass Extra Care:** a private pay, personalized service for clients in their home, nursing home, or assisted living facility. Service can include homemakers, certified nursing assistants, sitters and skilled nursing, and service can range from one time to intermittent to 24-hour care.

**Bluegrass Transitional Care:** a program provided by the hospital or insurance provider that helps patients after a hospitalization transition to care at home.

**Bluegrass Palliative Care:** a physician consult service providing specialized medical care focused on relief from the symptoms and stresses of a serious illness, with the goal of improving quality of life.

**Bluegrass Hospice Care:** a program providing expert care for the final months of life, including medical, nursing, emotional and spiritual support for the patient and entire family.

**Bluegrass Grief Care:** a unique counseling service for support and guidance through anticipatory grief and bereavement.

**NEW FOR 2017**

**Bluegrass Home Primary Care:** comprehensive, ongoing expert care for chronic medical conditions in those who are “home limited.”

**Bluegrass Adult Day Health Care:** an engaging program for adults whose physical or intellectual competency has been compromised by age or illness.