

SAN DIEGO HOSPICE
and The Institute for Palliative Medicine

WHAT MAKES SAN DIEGO HOSPICE AND THE INSTITUTE FOR PALLIATIVE MEDICINE SPECIAL

Our Mission: To prevent and relieve suffering and promote quality of life, at every stage of life, through patient and family care, education, research and advocacy.

San Diego Hospice and The Institute for Palliative Medicine (SDHIPM) was the first hospice program established in the County (since 1977) and has earned the community's respect over the past 30 years by providing exceptional care through our programs and services. SDHIPM exceeds Medicare requirements regarding what Medicare-approved hospice programs are required to offer. SDHIPM provides its specialized care to those in need regardless of their ability to pay; for example, last year, SDHIPM provided more than \$1 million in charitable care for hospice-eligible patients with limited or no financial resources to pay for standard hospice care. Recognized as a trusted and respected leader in the community, SDHIPM is the **only** hospice program that offers:

- * The SDHIPM Inpatient Care Center, California's first and only freestanding, specially licensed hospice-hospital, providing complete inpatient care in a homelike and panoramic setting.
- * A renowned research and education entity – The Institute for Palliative Medicine, involved in palliative medicine studies with leading medical centers around the world and host to one of the largest physician specialty training programs in the nation.
- * An award-winning Children's Program, providing comprehensive services for teens, children and infants affected by life-limiting illness, as well as providing specialized emotional support for children of adult hospice patients. A nationally recognized model program of care for children.

In addition, SDHIPM provides the following comprehensive programs:

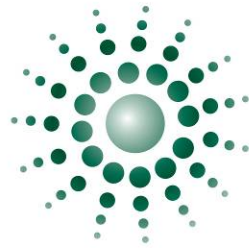
- * Exceptional Volunteer Program – more than 500 SDHIPM volunteers perform patient care and non-patient care duties that help enhance the comprehensive services provided.
- * The Center for Grief Care and Education – comprehensive grief and loss support services and resources available to the community-at-large for all ages, as well as advanced education, training and research for professionals seeking additional skills and knowledge.
- * Comprehensive Care Management Programs – featuring the HIV/AIDS Case Management Program (formerly the County's AIDS Wavier Program), serving people of any age, on Medi-Cal, who are HIV symptomatic or who have an AIDS diagnosis.
- * Community Relations Program – As part of its mission, SDHIPM invites requests from the community to learn more about end-of-life care issues. Speakers are available to discuss topics such as "Hospice and Palliative Care 101" and "Advance Directives" along with other topics of interest.

To learn more about San Diego Hospice and The Institute for Palliative Medicine services, or to make a referral, please call toll-free at 1-866-688-1600 or visit online: www.sdhospice.org

Join our online communities:

Twitter (@SanDiegoHospice, @PalliativeCare, @GriefInfo)

Facebook - <http://www.facebook.com/SanDiegoHospice>



SAN DIEGO HOSPICE
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San Diego Hospice and The Institute for Palliative Medicine History

San Diego Hospice and The Institute for Palliative Medicine (SDHIPM) was the first hospice program in the County, since 1977, and was established by a group of caring individuals motivated by a common concern for terminally ill patients and their families. Their effort focused on helping these families deal with the emotional and spiritual issues raised by the patient's impending death.

SDHIPM was funded in 1977 when it received a Macomber Foundation start-up grant through the American Cancer Society and accepted its first 10 patients. It offered volunteer services only. Services included "friendly visits": help with housework, transportation and respite care, i.e., staying with patients and family members so loved ones might be able to get away for a few hours or take a break from their care giving duties.

The organization progressed rapidly. In 1978, SDHIPM hired a professional staff and cared for 71 patients. In 1979, SDHIPM became a licensed home health agency, providing specialized health care and support for the terminally ill. Services included nursing and home health services as well as continuing emotional and practical support provided by trained professionals in social work, counseling and bereavement.

On October 1, 1980, SDHIPM embarked on a new phase of growth: a Medicare Demonstration project. SDHIPM was one of 24 hospices nationwide selected from more than 250 applicants to participate in this project, which was designed to demonstrate the cost effectiveness and humanitarian benefits of hospice care. The Medicare project provided for the expansion of SDHIPM services. Dramatic growth occurred. In the first four months of this project, SDHIPM doubled the number of patients it served.

In October 1984, SDHIPM received designation as a Medicare-certified hospice. SDHIPM patients who qualify under the Medicare hospice benefit are now entitled to hospice coverage, which pays for 100 percent of standard hospice services and durable medical equipment and 95 percent of disease-related pharmaceuticals.

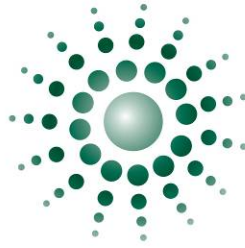
In January 1989, special licensing passed in the state legislature allowing for the creation of the 24-bed SDHIPM Inpatient Care Center for terminally ill patients whose pain or symptoms can no longer be managed at home.

The SDHIPM Campus, completed in 1990-91, was made possible by a grant from the Joan B. Kroc Foundation. In addition to the Inpatient Care Center, the campus also houses the SDHIPM Home Care Program and a nationally recognized education and research center. Administrative and home care staff moved into the home care building in December 1990, and the grand opening for the entire center was July 13, 1991. Our first acute care patient was admitted into the SDHIPM Inpatient Care Center in August, 1991.

SDHIPM was the first hospice care provider established in San Diego County. Since its founding in 1977, SDHIPM has become one of the largest home health hospices in the country and is a respected, nationally recognized leader in hospice care, education and research.

SDHIPM is:

- Non-profit organization 501(c)(3)
- California Licensed Hospice
- California Licensed Special Hospital: Hospice (SDHIPM Inpatient Care Center)
- Medicare-certified hospice
- Accredited by The National Institute of Jewish Hospice



SAN DIEGO HOSPICE
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Joan B. Kroc and San Diego Hospice and The Institute for Palliative Medicine (SDHIPM)

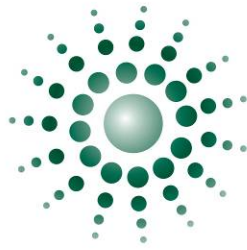
The San Diego Hospice and The Institute for Palliative Medicine (SDHIPM) Inpatient Care Center and the entire SDHIPM campus were a true gift of love from Joan B. Kroc, a humanitarian whose philanthropy is internationally known. She never forgot her father's final days at an inpatient hospice in Minnesota, where he was free from pain and secure in a loving environment. She wanted the people of San Diego to have the same wonderful opportunity when they enter the last stage of life.

In 1983, Mrs. Kroc formed a foundation to support her concerns, one of which was dignity in death. In 1985, a year after the death of her husband, McDonald's restaurant chain founder Ray Kroc, she acted to help SDHIPM fulfill a dream. That dream was the creation of a multi-purpose hospice center, now known as the San Diego Hospice and The Institute for Palliative Medicine campus. SDHIPM received an \$18.5 million donation, through the Joan B. Kroc Foundation; to cover the cost of planning, land acquisition (6.5 acres), construction and interior furnishings.

The SDHIPM Campus includes the only freestanding "hospice-hospital" in the region - the SDHIPM Inpatient Care Center, a 24-bed licensed hospice-hospital, providing inpatient care in a homelike setting. The campus also houses administrative offices and the nationally recognized education and research program, The Institute for Palliative Medicine. The grand opening for the campus took place on July 13, 1991, and the first patient was admitted into the SDHIPM Inpatient Care Center on August 10, 1991. SDHIPM is one of a few hospices in the United States with a freestanding hospice-hospital. The home care program, begun in 1977, is one of the oldest and largest in the nation.

In 2003, after Mrs. Kroc's death from brain cancer on October 12, SDHIPM received a \$20 million gift from her estate. The gift will help to ensure the future of the SDHIPM Inpatient Care Center, as well as other essential programs and projects.

Because of Mrs. Kroc's vision, the people of San Diego have a tremendous resource for the care and support they need when faced with advanced or life-limiting illness, through the programs and services of SDHIPM. As a not-for-profit organization, SDHIPM continues to rely on charitable funds to continue its vital, yet under-funded programs, created in response to the needs of the community.



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San Diego Hospice and The Institute for Palliative Medicine (SDHIPM) Inpatient Care Center

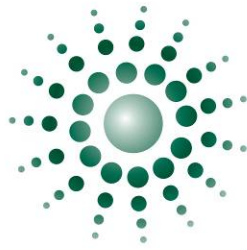
At San Diego Hospice and The Institute for Palliative Medicine (SDHIPM), we believe there's no place like home. However, we acknowledge there may be times when patients have pain or other symptoms that cannot be managed at home. The Inpatient Care Center at SDHIPM is available for such times.

The Inpatient Care Center provides:

- Short-term hospitalization for patients whose pain or other symptoms have escalated and cannot be treated at home.
- An intimate, home-like environment where the focus is on comfort rather than cure.
- Daily visits from either the patient's doctor or a hospice physician and round-the-clock care from registered nurses and certified nursing assistants who specialize in hospice care.
- Accommodations for family members who may wish to spend the night.

For patients and families, the benefits of the Inpatient Care Center include:

- The continuing support of the hospice home care team. Upon admission to the Inpatient Care Center, a patient's team expands to include acute care specialists, but the home care staff is still involved with the patient's care.
- Individualized nursing care and emotional support.
- Complimentary therapy services that focus on relaxation, stimulation of mind, body and spirit for the patient and their loved ones. Services may include Massage, Aromatherapy, Acupuncture, music therapy, energy therapy and yoga and breathing exercises (as available). Specially trained practitioners provide these services, as requested and available, in addition to the traditional hospice care that is provided by SDHIPM staff.
- A panoramic, peaceful setting with a private room for each patient.



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Inpatient Care Center (cont.)

Admission to the Inpatient Care Center is based upon:

- Physician approval
- Space availability
- Clinical need for admission, based on symptoms

Symptoms warranting admission to the Inpatient Care Center include, but are not limited to:

- Pain
- Seizures
- Intractable nausea and vomiting
- Edema
- Open lesions requiring frequent professional skilled care
- Pathological fractures
- Profound and persistent diarrhea
- Decompensated depression or anxiety

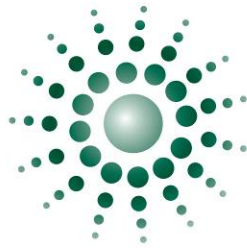
Many people incorrectly view the Inpatient Care Center as a residential facility where people will go to die. **This is not the case.** Others are under the misconception that the Center is a place for people who do not have primary caregivers. SDHIPM makes every effort to help those seriously ill San Diegans who do not have primary caregivers, but that is not the function of the Center. It is not a residential hospice.

Services not provided at this time include:

- Ventilator management
- Hemodialysis
- Continuous ambulatory peritoneal dialysis
- Surgery

In addition, patients electing a "Do Resuscitate" decision while hospitalized would not be eligible for admission to the Inpatient Care Center. The Patient would be referred to another acute care setting.

Inpatient care is also available in the San Diego Hospice Care Center at GlenBrook Skilled Nursing in the North County area of San Diego. Community members needing more information can simply call toll-free at 1-866-688-1600 and ask for the Admissions Department.



SAN DIEGO HOSPICE
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The Institute for Palliative Medicine at San Diego Hospice

“Education and Research in the Art and Science of Palliative Care”

The Institute for Palliative Medicine is committed to transforming healthcare and relieving suffering by improving the quality and accessibility of palliative care. Located on the campus of San Diego Hospice since its founding in 1989 (formerly known as the Center for Palliative Studies), The Institute has achieved international recognition for its innovative education programs, patient/family-centered research and evidence-based advocacy. The Institute’s faculty members serve on San Diego Hospice interdisciplinary teams, facilitating the transfer of critical knowledge between academic and clinical settings.

Provost of The Institute for Palliative Medicine is Charles von Gunten, M.D., Ph.D., a nationally recognized leading authority in the field of Palliative Medicine. Dr. von Gunten along with Chief Medical Officer Laurel Herbst, M.D. and Director of International Programs Frank Ferris, M.D., are recognized experts worldwide on pain and symptom management. All SDHIPM staff physicians have obtained their certification in hospice and palliative medicine from the American Board of Hospice and Palliative Medicine and are the instructors at The Institute.

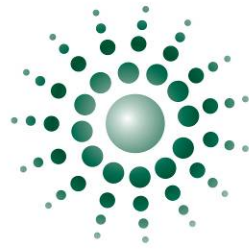
The Institute for Palliative Medicine’s educational program has been recognized as the best in the nation by the National Hospice and Palliative Care Organization. In November 1998, SDHIPM was presented the National Hospice and Palliative Care Organization’s *Award of Excellence* for Educational Achievement for the internationally televised CNN *Impact* segment “Journey’s End,” which featured the third year medical student clinical rotation at The Institute for Palliative Medicine.

The Institute helped to pioneer the palliative medicine subspecialty, approved by the American Board of Medical Specialties in 2006, and its Fellowship Program in Palliative Medicine became the first ACGME-accredited (Accreditation Council for Graduate Medical Education) program of its kind in San Diego.

The Institute for Palliative Medicine advances the art and science of palliative care through the work of its centers and programs.

- **Center for Research**

This Center conducts interdisciplinary research on novel approaches to palliative care and professional education. With financial support from federal health agencies and the private sector, research studies include IRB-approved protocols in areas such as (1) pain and symptom management, (2) the recognition and treatment of depression and delirium, (3) the effectiveness of palliative care education for health professions students and practicing clinicians, and (4) counseling and support for families facing loss and significant transitions in their lives. IPM researchers also lead and/or participate in multi-site clinical trials of new palliative medications and therapies.



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The Institute for Palliative Medicine (cont.)

- **Center for Advanced Learning**

The Center for Advanced Learning trains health care professionals in the principles and practice of palliative care. It is a teaching and research affiliate of the University of California San Diego, San Diego State University and the University of San Diego. The physician faculty includes palliative medicine specialists with backgrounds in Family Medicine, Geriatrics,

Internal Medicine, Oncology (Hematology, Medical, Radiation, and Gynecological), Psychiatry, Obstetrics/Gynecology, and HIV/AIDS Medicine. Other faculty members include nurses, pharmacists, social workers, dietitians, chaplains, and bereavement counselors, all of whom are actively involved in patient/family care. Each year, more than 1,700 healthcare students and professionals participate in clinical rotations, fellowship and continuing education programs. IPM also sponsors visiting lectureships/ professorships, visiting scholars and scholars-in-residence.

- **Physician Fellowship in Palliative Medicine**

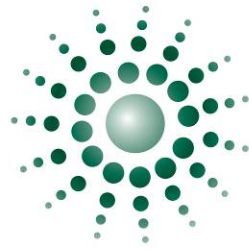
This one-year program is the largest palliative medicine fellowship program in North America. Designed to provide physicians with specialist level knowledge and skills of palliative medicine, graduates go on to lead palliative care programs or to incorporate palliative care into their clinical practices. Accredited by the Accreditation Council for Graduate Medical Education (ACGME), this program integrates didactic instruction with mentorship and bedside training. Following an initial orientation period, fellows rotate through inpatient, ambulatory outpatient clinic, consultation, homecare, and long-term care services, where they learn how to evaluate and care for patients with complex palliative care needs.

Almost daily, fellows participate in bedside teaching rounds, case-based conferences, seminars, morbidity and mortality conferences, and other educational programs. They also learn effective methods of teaching palliative care concepts and practices.

- **The International Program**

The IPM International Program helps countries and healthcare systems build palliative care programs that fit with their expressed needs, available resources, and cultural values. Working in partnership with leaders in these countries, the International Program: (1) provides consultation on needed changes in health policies; (2) facilitates increased medication importation and improved distribution and prescribing practices to increase access to opioids and other essential palliative medicines; (3) presents workshops and bedside training courses for health professionals; and (4) provides technical assistance with the development of strategic and business plans, quality standards, and program evaluation strategies. Most activities are conducted within the host countries to maximize participation and minimize costs.

IPM also offers International Fellowship Training Programs that enable clinicians from other countries to receive specialist-level bedside training in San Diego based on US Palliative Medicine Fellowship training standards, while they develop palliative care services in their home institution. In keeping with the vision of “bringing the experience back home,” new insights on the provision of culturally appropriate and integrated palliative care are shared with health professionals throughout the United States.



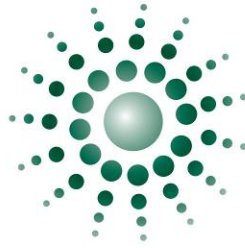
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Institute for Palliative Medicine (cont.)

- **Palliative Psychiatry Program**

Palliative Psychiatry Program. In its commitment to innovation in the relief of suffering, The Institute for Palliative Medicine is home to one of the country's first palliative psychiatry programs. Focusing on addressing psychological issues that cause distress for patients and families, the program brings immediate improvements to care provision and undertakes vital research to quickly address these issues.

The Institute for Palliative Medicine is dedicated to advancing the art of palliative medicine and has earned international recognition in the fields of education and research. Students, health professionals, administrators and government officials come from all over the United States, and around the world, to learn how the organization provides hospice care. International countries include Japan, Germany, France, Singapore, Mexico, Brazil, Canada, India and other countries.



SAN DIEGO HOSPICE
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SDHIPM MILESTONES

1977

SDHIPM was the first hospice program in San Diego County and was started by a group of caring individuals motivated by a common concern for terminally ill patients and their families.

1978

As the need for hospice care services increased, SDHIPM hired its first professional staff, including Medical Director, Dr. Laurel H. Herbst, and cared for 71 patients. Today, Dr. Herbst serves as the Vice President of Medical Affairs at SDHIPM.

1979

SDHIPM became a California State licensed Home Health Agency. This licensure enabled SDHIPM to offer “hands on” care, including nursing and home health services, as well as continuing emotional support. The licensure also allowed hospice services to be reimbursed by some insurance programs.

1980

SDHIPM was selected as one of 26 hospices from more than 250 national applicants to participate in a Medicare Demonstration Project. This project was designed to demonstrate the cost-effectiveness and humanitarian benefits of hospice care.

1984

SDHIPM received designation as a Medicare-certified hospice. This certification allowed SDHIPM to provide a wider range of services to patients with Medicare.

1986

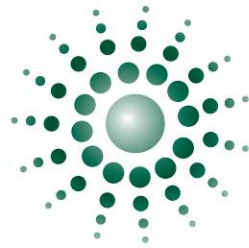
The SDHIPM Children’s Program was a pioneer in the field of pediatric and perinatal hospice care. It is a nationally recognized, award-winning program that focuses on the special needs of infants, children, and teens affected by serious or life-limiting illness, and one of the few programs of its kind in the United States.

1989

SDHIPM participated in a California pilot program for hospice licensing and was one of the first hospices in California to receive a hospice license (California Licensed Special Hospital: Hospice), made possible by former political leaders including Governor George Deukmejian, Assemblywoman Lucy Killea, San Diego Mayor Maureen O’Connor, Councilman Bill Cleator, U.S. Representative Claire Burgener, as well as community leaders, Helen Copley of the San Diego Union-Tribune and philanthropist Joan B. Kroc.

1990-91

The SDHIPM Campus was completed, made possible through a generous grant from the Joan B. Kroc Foundation. The campus is situated on 6.5 acres overlooking the Mission Valley area of San Diego and includes the only freestanding licensed hospice-hospital in the region — the SDHIPM Inpatient Care Center, a 24-bed facility providing hospice inpatient care in a homelike setting.



SAN DIEGO HOSPICE
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MILESTONES (cont.)

1998

The Institute for Palliative Medicine at San Diego Hospice was featured on the CNN news program *Impact*, which focused on the third-year UCSD medical student clinical rotation at SDHIPM. The TV program was honored with the National Hospice and Palliative Care Organization's "Award of Excellence" for educational achievement. The Institute is under the direction of Provost and Vice President Charles von Gunten, MD, PhD, FACP, who is internationally recognized for his work in hospice and palliative care.

2000

The Institute for Palliative Medicine at San Diego Hospice introduces a physician specialty-training program, called the Palliative Medicine Fellowship Program. Physicians from around the world participate in this year-long program to become experts in the field of palliative medicine. The program is the largest of its kind in the United States.

2003

SDHIPM received a \$20 million gift from the estate of Joan B. Kroc. Mrs. Kroc died on October 12, 2003 from brain cancer. The gift will be invested to help ensure the future of the SDHIPM Inpatient Care Center and other essential programs and projects.

2004

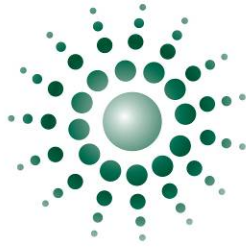
SDHIPM introduces a new program in its spectrum of Palliative Care – the HIV/AIDS Case Management Program (HACM), designed to serve people of any age, on Medi-Cal, who are HIV symptomatic or who have an AIDS diagnosis and are at risk of placement in a nursing facility. In addition, SDHIPM operates a hospice care center within GlenBrook Skilled Nursing in Carlsbad, serving the North County community.

2006

The Institute for Palliative Medicine's faculty provided national leadership in the development of Palliative Medicine, officially recognized as a medical sub-specialty in 2006.

2009

The Institute for Palliative Medicine's Fellowship Program receives full accreditation from the Accreditation Council of Graduate Medicine Education (ACGME) – the first accredited fellowship program in palliative medicine in San Diego County.



SAN DIEGO HOSPICE
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