

HOSPICE OF ORANGE & SULLIVAN COUNTIES, INC.

BOARD OF DIRECTORS MEETING

Minutes of February 5th, 2015

Members Present: R. Barton, Hon. J. Berry, M. Bonura ,G. Heller, P. Hoffman, L. Klugman, Dr. J. Lauterstein ,M. Loor, E. Maldonado, V. Mazzie, S. Najork , F. Phillips, J. Rath ,B. Richards, I . Rieger, Sr. A. Sakac, J. Smith, T. Sullivan

Members Excused: D. Berkowicz, Hon A. Kane, J. Kaplan, R. Marks

Absent: B. Naru

Staff Present: D. Grady, G. Burton, J. Maltes

Hon J. Berry called the meeting to order

Minutes:

Treasurer's Report:

G. Heller reviewed the December 2014 Financial Statement draft in detail.

Chairperson's Report:

No Report

President & CEO's Report:

D. Grady reported on his upcoming meetings

- On February 25th Sullivan ARC is hosting a luncheon that will include the Directors of Nursing, CEOs and the Directors of the residents care with Orange ARC, Crystal Run Village, Occupations, and New Hope Community.
- On March 10th Hospice will be doing an inservice to all Crystal Run Hospitalists at CRMC. This inservice will serve to give the Hospitalists a better understanding of what patients are appropriate for Hospice homecare and GIP services.

D. Grady noted that plans with Middletown Park Manor are moving along and a trip to visit Buffalo is in the process of being scheduled.

D. Grady reported that Hospice of Orange and Sullivan Counties, Inc. has signed a contract with Crystal Run Healthcare insurance Company.

D. Grady announced that Hospice has met all re-credentialing requirements by Catskill Regional Medical SNU Unit.

D. Grady noted that the second admissions team member has begun training at ORMC.

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D. Grady reported on the new business proposal for a separate bereavement counseling services company.

Auxiliary:

M. Bonura reported that the wine event will not be taking place; however the Auxiliary Committee will be having a tea-less tea party. The annual Dine out for Hospice will take place this year with a slightly different twist than previous years.

Buildings & Grounds:

I. Rieger reported that the renovations of the Kaplan Family Hospice Residence are moving ahead. I. Rieger noted we are still waiting for the Greek Church response to our offer.

Compliance:

F. Phillips reported that a contract has been signed with SHP for Hospice's family satisfaction surveys.

Personnel:

F. Phillips reported that Hospice had a personnel turnover of 35 out of 135, 28 were volunteers and 7 were employees. Currently Hospice has 17 posted positions.

Fundraising/Marketing:

T. Sullivan reported on the digital/e-mail blast campaign, it increased on line donations by 62% compared to last December 2013. The Facebook Campaign reached over 30,600 viewers and FB page received 100 new "Likes" during the month of December. The Hospice website received over 70% new views in the month of December. Niki Jones Agency has been contracted and marketing campaigns are being created along with revisions for an updated website.

T. Sullivan reported that the original Circle of Life Campaign that began in 2007 has ended with all but one pledge met in 2014. The Circle of Life Giving Society will be launched in 2015. This society will be specifically for Donations of \$1,000 per year designated to the Circle of Life. Only those who donate in the year will be listed as a member. The goal is to keep this as a continuous giving society and. COL Society members will be invited to a special event every year and other perks. The Society will launch by mail/email and digital by end of first quarter. All Founding Members of the Original COL Campaign will stay as FOUNDED MEMBERS of the society. To date we have approximately 4 donors who continue to give \$1,000 to COL yearly. These donors will now be a part of the society with others to be added.

T. Sullivan reminded the Board Members that the sponsorship deadline for the gala is March 2. If anyone wants to take a sponsorship, please ask them to get in touch with G. Alisandrella. Sponsorships

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are coming in daily now and we are currently at \$50,000. Invitations went out Monday, and the Committee is meeting again soon.

Planning:

There will be a Planning Committee meeting on February 25th 2015.

Professional Advisory:

Full report at the April 2015 Board of Directors Meeting.

Old Business:

None

New Business:

None

Adjournment:

A Motion was made (Dr. j. Lauterstein, W. Richards) and unanimously passed to adjourn.