



# Hospice of Cincinnati

Experience. Compassionate. Caring.<sup>SM</sup>

## New CEO brings strong “I” game

**Insight. Innovation. Impact.**

**G**ayle Mattson, RN, BSN, MHA, has a knack for harnessing insights that lead to innovation and impact. In June, she began putting her talents to work for Hospice of Cincinnati as President and CEO. She replaces Sandra Lobert, who retired this spring after 10 years in the position.

The national search for a new CEO included candidates with administrative and clinical leadership, notes Director of Clinical Services Connie Kreyling. “Gayle’s experience, proven results and leadership style rose to the top, including her successes in patient experience and employee engagement.”

Upon her arrival, Mattson immediately sought to learn more about Hospice of Cincinnati from the experts—its team members. She met with a variety of team members within corporate departments, field offices and inpatient care centers.

“My commitment is to build on the great work of this organization,” she says. “I want to spend time learning what’s working well and what additional opportunities our team members think we should focus on.”

Mattson brings a deep reservoir of experience that spans hospice, clinical and health care administration. She most recently served as President of Haven, a similar-sized hospice in Gainesville, Florida. Additional leadership roles have included: Chief Operating Officer, Pathways Home Health and Hospice, California; President, North Memorial Medical Center, Minnesota; and President, Allina Health’s home care and hospice division, Minnesota.

Her many accomplishments have focused on programs and strategies that improve end-of-life care. She has created hospice partnerships with advanced illness programs and has developed palliative care and advance care planning programs. While at Pathways, she initiated an inpatient hospice service at Stanford University.

“I’ve spent many years working in hospice and post-acute care,” Mattson says. “This is an area of care where I think we have some of the greatest opportunities for community impact and innovation. And it’s where my heart is.”

**See page 7 for Q & A**

THE NATION'S  
FOURTH OLDEST  
HOSPICE

SUMMER 2019



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### GOURMET MELODIES

A BENEFIT FOR HOSPICE OF CINCINNATI

**Saturday, Aug. 10**  
**Anderson Pavilion at**  
**Smale Riverfront Park**

7 to 11 p.m.

Fantastic silent auction items!

Tickets \$100 per person

• • •



**Saturday, Sept. 7**  
**Summit Park in Blue Ash**

Registration — 9:30 a.m.

Walk — 10:30 a.m.

• • •

For more information on these and other events, please see page 6, call 513-865-1652 or visit

[BethesdaFoundation.com/  
events](http://BethesdaFoundation.com/events)

# CEO Message: Greetings!

## DID YOU KNOW...



Your support makes Hospice of Cincinnati's high quality, personalized end-of-life care possible. Below are ways you can help:

- Make a gift in honor of a physician, nurse or staff member who made a difference to you, your family or your loved one and share a brief note of thanks.
- Make a gift in memory of your loved one. Dedicate a brick, tree, bench, bird feeder or room at one of our inpatient care centers.
- Designate Hospice of Cincinnati to receive memorial donations in lieu of flowers.
- Include Hospice of Cincinnati as a beneficiary in your will/trust, IRA or life insurance policy.
- Join our team of volunteers by calling 513-246-9168 or emailing [Judy.Russell@TriHealth.com](mailto:Judy.Russell@TriHealth.com).
- Arrange a fundraiser or make a donation by contacting Lori Asmus at 513-246-9340 or [Lori.Asmus@TriHealth.com](mailto:Lori.Asmus@TriHealth.com).



**L**et me begin by saying, "Hello!" I am thrilled with the opportunity to be part of the Hospice of Cincinnati team, serving as the new President and CEO. After joining Hospice of Cincinnati in early June, I spent my first weeks meeting our amazing team members and volunteers, along with our dedicated Board of Trustees. The strength of everyone's commitment to our mission is hard to describe in words.

As I've come to know Hospice of Cincinnati better, a consistent theme has emerged—dedication. From team members, to volunteers to donors, people dedicate decades to our mission. Several of our early leaders dedicated 30 to 40 years. Recently retired President and CEO Sandra Lobert served for 10 years, leaving an incredible leadership legacy. In addition, our average staff tenure is 9.3 years, with social workers and counselors serving an average of 15 years.

In this newsletter, you'll "meet" some of our longtime volunteers who were recently honored with well-deserved awards for their dedicated service. About half our volunteers have served for five years or more, and 25 percent have served at least 10 years.

On page 6, you'll find information about fundraisers taking place in August and September. Our generous community has supported these events for more than three decades! Please consider joining us for these fun fundraisers, which help make so much of what we do possible.

Through the years, our donors have shown dedication beyond these annual events. Isabel Hall is a great example. Her support more than 15 years ago provided start-up funding for our Music Therapy Program, which her namesake foundation continues to support today.

I very much look forward to serving Hospice of Cincinnati and meeting more of the people who've dedicated so much to ensure compassionate, high quality hospice care for our community. Together, we will continue to advance our great mission.

Sincerely,

Gayle Mattson RN, BSN, MHA  
President and CEO

## OUR MISSION

**Hospice of Cincinnati creates the best possible and most meaningful end-of-life experience for all who need care and support in our community.**

# GRATEFUL GIVING

## Isabel Hall: Love of music brings peace to patients

Esther Wolff's aging mind doesn't miss a beat when it comes to visits by "the nice girl with the beautiful voice." Daughter Chris Wolff says her mother always remembers to tell her about the visits. "And that means something because mom's memory isn't the best," she says.

The "nice girl" is Naomi Tayse, Hospice of Cincinnati's part-time (and only) board-certified Music Therapist. The memorable experiences are courtesy of the Music Therapy Program, which began in 2003 thanks to the vision and support of Isabel Hall.

"Isabel provided start-up funding for the program and continued making generous gifts during her lifetime," says Lori Asmus, Hospice of Cincinnati Development Officer. A few years after her 2015 passing, the Charles and Isabel Hall Foundation began making annual donations to the program.

"Isabel's commitment to the program never wavered," Asmus says. "And now, her foundation is helping sustain the program's future. What a gift she has bestowed to our patients and families!"

The Music Therapy Program supports patients and their families through visits to Hospice of Cincinnati's four inpatient care centers and its growing number of home care patients. It also supports Hospice veteran events and grief retreats.

Tayse has seen her music sessions encourage memory-making, closure, coping skills and improved relationships. She explains that music therapy is a growing evidence-based method for decreasing a patient's perception of pain, anxiety and agitation. "It's such a vital part of caring for the whole person," she says.

Marguerite Erickson, a great-niece of Hall who helps manage the Hall Foundation, explains the motivation behind the support.

"Isabel was passionate about sharing the joy of music and supporting end-of-life care," she says. "We want to honor her legacy. Plus, Hospice of Cincinnati is a very good charity because it gave



Hospice of Cincinnati board-certified Music Therapist Naomi Tayse brings the joy of music to home care patient Esther Wolff, who often softly sings along.



Isabel Hall believed in the power of music to move the soul and connect people. Her generosity helped establish Hospice of Cincinnati's Music Therapy Program.

to her as well." Hall was a patient at The Margaret J. Thomas Inpatient Care Center.

Hall's music career was extensive. She directed many youth and adult choirs, and she taught music at Norwood View and Williams Avenue elementary schools as well as Deer Park Junior/Senior High School. She also helped launch and support the Norwood Community Chorus, which went on to receive a silver medal in the 2012 World Choir Games.

Tina Bross, Hospice of Cincinnati Holistic Services Supervisor, has seen the program's significant impact. "I

remain grateful for Isabel's vision and support," she says. "My vision is for the Music Therapy Program to continue to grow so we can serve even more patients." Current need would require at least two more part-time music therapists, she notes.

More music therapists would mean more meaningful moments for families like Larry Kleem's. He recalls his mother's final moments. How she slowed her breathing as her music therapist played "Silent Night," taking her last breath on the last note of the song.

"It was probably the most beautiful moment in my life to have my mother pass in such a peaceful way," he says.

Joan Hoxsey describes how much her late husband and family enjoyed their music therapy visits. "The music was so helpful in creating comfort and encouraging memories and stories," she says.

Erickson knows her aunt would be pleased with how the program has helped support emotional intimacy within families.

"Music expresses what words cannot, and I know Isabel believed that," she says. "Families want to say so much to the people they care about. I think music allows them to say those things. It moves the soul."

### Reaching more with the power of music

Current funding for the Music Therapy Program supports one part-time music therapist who reaches about 3 percent of Hospice of Cincinnati patients each week. If you'd like to help us reach more families, please contact Development Officer Lori Asmus at 513-865-4598 or [Lori.Asmus@TriHealth.com](mailto:Lori.Asmus@TriHealth.com) to learn more.

# Volunteers honored for service

Every minute a Hospice of Cincinnati volunteer spends with a patient makes a difference. From serving a meal, to reading a book, to quietly holding a patient's hand, volunteers are an integral part of our care team. "Volunteers are truly the heart of Hospice," comments Melissa Su, Volunteer Services Supervisor. "The many roles they fill and the support they provide touches all that we do at Hospice of Cincinnati, and we are deeply grateful to each and every volunteer."

Hospice of Cincinnati celebrated the hard work and caring attitude of its volunteers at the annual Hospice of Cincinnati and Hamilton Volunteer Luncheon and Donna West Memorial Awards in April at the Cooper Creek Event Center in Blue Ash.

## Donna West Memorial Community Support Award **Bud Lang**

Bud Lang became a devoted Hospice of Cincinnati supporter nearly 20 years ago after the compassionate end-of-life care and support he and his wife received. Since that heartwarming experience, Bud has gathered his family to walk in Hike for Hospice each year, joining the Hike Event Committee in 2017.

"Bud is a great volunteer with a genuine passion for Hospice of Cincinnati," shares Jerri Spurlock, former Hike Coordinator. "His soft spoken but direct manner has been a great asset to our Hike team." Bud also recently joined the Patient and Family Advisory Council (PFAC), which provides feedback and guidance to administration and staff. Brenda Hale, PFAC Coordinator, notes, "Bud shares valuable insight from the perspective of a family caregiver, helping us improve services, training sheets, admission packets and our website."



*Bud Lang supports Hospice of Cincinnati through his deep involvement with Hike for Hospice, gathering family to join him in hiking and through committee involvement.*

## The following volunteers were recognized with Donna West Memorial Direct Service awards.

### Anne Rettig

#### *Central/Blue Ash Team*

After retiring from Hospice of Cincinnati as a full-time Art Therapist in 2011, Anne has continued to serve patients and families as a volunteer healing touch practitioner. She provides this gentle, effective support to patients in home care and long-term care settings as well as the Blue Ash Inpatient Care Center. "Anne's gentle compassion and kind spirit have served countless patients and families through the years," says Tina Bross, Holistic Services Supervisor. "Whether providing healing touch, serving meals at the inpatient care center or visiting patients in long-term care facilities, Anne is always willing to provide care and support in a variety of ways."



*Former Hospice of Cincinnati Art Therapist Anne Rettig has stayed connected after retirement by becoming a healing touch volunteer.*

### Dennis Cronin

#### *East/Anderson Team*

After experiencing Hospice of Cincinnati's compassionate care for his wife, Barbara, Dennis decided to volunteer at the suggestion of one of Hospice of Cincinnati's grief counselors. "I have a special place in my heart for the Anderson Inpatient Care Center," he says. Dennis volunteers weekly delivering dinner to patients, and he readily fills in when there's a need, often working both lunch and dinner. Nurse Jan Kaiser says, "Dennis is so compassionate and willing to go the extra mile for patients, families and staff." Unit Coordinator Kelli Maiden sums up the staff's sentiment: "Dennis embodies the spirit of selfless help to patients and employees."



*Dennis Cronin delivers lunch and a smile to George Ventura at the East Inpatient Care Center.*

## Mary Kay Wiegand

### North/Hamilton Team

The calming effect a volunteer had on Mary Kay during her mother's admittance to Hospice of Hamilton led her to become a volunteer herself. "I knew volunteering would be something very valuable to do with my time," Mary Kay says. She serves breakfast every Monday morning, along with helping the staff and lifting the spirits of patients and families. "Mary Kay goes above and beyond every day she's at Hospice of Hamilton," comments Personal Care Specialist Deana Ballinger. "We are all uplifted by her cheerful smile and kind spirit."



*Providing patient comfort with a smile and kind words, Mary Kay Wiegand is a regular volunteer at the Hospice of Hamilton Inpatient Care Center.*

## Congratulations

and many thanks to these volunteers as they celebrate service milestones with Hospice of Cincinnati. Their dedication and support is an integral part of our care team providing each patient with personalized, high quality care.

### 25 Years

Marty Bockhold  
Elizabeth Hills

### 20 Years

Maureen Heekin

### 15 Years

Amy Hudoba  
Donna Parker  
Cindy Reinhardt  
Arlene Rosen  
Joyce Schmidt  
David Wilson  
Sue Ann Wilson

### 10 Years

Kathy Armstrong  
Greg Bedel  
Barbara Eliz. Davis  
Arleen Donikowski  
Judy Florio  
Gerri Jacobs  
Kathleen Krug  
Jayne Linneman  
James Nelson  
Jill Parsons  
Jama Saltz  
Tina Wagner  
Karol Wolf  
Dolores Zazanis

### 5 Years

Kathy Ayers  
Kimberly Benz  
Cheryl Bicknell  
Betty Claydon  
Richard Conner  
Frances Coors  
Sally Ebersole  
Ann Fogel  
Edna Gatts  
Ann Guinan  
Jerome Hoffman  
Peggy Horgan  
Joseph Kay  
Shirley LeBlanc

Steven Long  
Lisa McCuskey  
Donna Molnar  
Susan Pace  
Rose Mary Pol  
Susan Rager  
Mary Jo Sage  
Mary Ann Schellhas  
Joanne Schneider  
Morna Snow  
Dennis Tom  
Kathleen Verne

## Pat Miceli

### West Team

A veteran volunteer for more than 17 years, Pat wanted to give back to the community. "If you're given a good life, you should volunteer," she states. In addition to serving lunch, Pat trains and helps recruit new volunteers.

"We so appreciate the continued service Pat provides, not only for our patients and families, but also for our staff," shares inpatient nurse Patty O'Shaughnessey. "Pat is a dedicated volunteer, driving a farther distance now that we're at Twin Towers. We value her support of our mission."



*Busy volunteer Pat Miceli enjoys a quiet moment with Korean War veteran Stuart Young at the West Inpatient Care Center.*

## Volunteers make a difference!

Hospice of Cincinnati volunteers are an integral part of our care team, helping us live our mission of creating the best possible and most meaningful end-of-life experience for all who need care and support in our community. Volunteers are needed in all areas of our organization, from serving patient meals in our inpatient care centers, to visiting home care and long-term care patients, to providing a friendly face and companionship where needed. Our volunteers also help with many behind-the-scenes clerical functions. Training is provided and no medical experience is necessary. For more information, please contact Judy Russell, Volunteer Office Coordinator, at [Judy.Russell@TriHealth.com](mailto:Judy.Russell@TriHealth.com) or 513-246-9168.



## Support for young widows/widowers

Losing a spouse at any age is devastating. Losing your life partner at a young age presents unique challenges, especially if you have children. Whether your loss is recent or a year ago, a grief support group may be helpful. The Goldstein Family Grief Center will begin a new six-week support group for young widows/widowers this fall. Please contact Jenny Essell at 513-246-9358 to register.

### The Goldstein Family Grief Center

Promoting Healing for Life After Loss



*The Goldstein Family Grief Center offers free adult and children's programs available to all, including individual counseling. For more information, please call*

*Hospice of Cincinnati at 513-891-7700 (option 4), Fernside at 513-246-9140 or visit [HospiceOfCincinnati.org/grief-services/](http://HospiceOfCincinnati.org/grief-services/).*

# Powerful perennial events

Community support of our annual fundraising events helps us go above and beyond for patients with enhanced services that might not otherwise be possible. Thank you for your unwavering support!

## Classic weekend a perfect putt

Cold and dreary weather during the golf portion of this year's Fernside Classic offered stark contrast to an uplifting video presentation at the dinner event. Fernside children lit up the room with their brave stories, telling of their experiences with Fernside's Expressive Arts Program and touching the hearts of all. Visit [Fernside.org](http://Fernside.org) and click "view more videos" to hear about their stories.

Dinner at Cooper Creek Event Center Friday, May 10, drew more than 260 attendees and was followed by a day of golf at Shaker Run Golf Club Monday, May 13, where about 160 golfers came out despite the weather.

The Fernside Classic weekend netted nearly \$165,000 in net revenue to help grieving children and families in our community. Silent, live and lantern auctions brought in more than



\$40,000—their success boosted, no doubt, thanks to the entertaining energy of emcee Bob Herzog, Local 12 WKRC-TV.

Thank you to Tournament Ball Sponsor Fifth Third Bank, Mulligan Ball Sponsor bi3, Media Partner Local 12 WKRC-TV and the many teams and corporate and table sponsors who made this event possible.



Video participant Lauren proudly displays her lantern during the Light up the Life of a Grieving Child Lantern Auction at Friday's dinner.

## Upcoming

### Enjoy views and brews

Saturday, Aug. 10 — 7 to 11 p.m.

Join us Saturday, Aug. 10, for a spectacular evening at this year's Gourmet Melodies. Support Hospice of Cincinnati and its rich history of providing comfort, compassion and personalized end-of-life care to all those in need—all while taking in spectacular river and city views and perhaps a spin on Carol Ann's Carousel! Enjoy performances by some of Cincinnati's best small musical groups, sip on fine wine and craft beer, and savor delicious foods by the bite, including:

- Goetta slider with fried egg
- Build your own risotto station
- Flaming donuts
- Fontina and spinach mini grilled cheese
- Bacon-wrapped shrimp
- Mini vegetarian taco with guacamole



Enjoying last year's Gourmet Melodies are: Mark Clement, TriHealth President and CEO; Luann Scherer, Hospice of Cincinnati Board of Trustees Chairwoman; Andy Swallow, Bethesda Foundation President and CEO; and JF Scherer.



### Hike and celebrate a life

Saturday, Sept. 7 — Walk: 10:30 a.m.

Go heel-to-toe at Summit Park in Blue Ash Saturday, Sept. 7, at our new combined event—Hike for Hospice of Cincinnati and Hospice of Hamilton. Your support helps us continue to provide programs that create the best possible and most meaningful end-of-life experience for patients and their families. Many teams come back year after year, including our top fundraising team led by Gabriella Scacchetti. She explains, "For me, Hike for Hospice is a celebration. I walk to celebrate my mom's life and the care, kindness and support Hospice of Cincinnati gave our family."

Call 513-865-1621 or visit [BethesdaFoundation.com/events](http://BethesdaFoundation.com/events).



Gabriella Scacchetti (front row, third from right) leads Hospice of Cincinnati's top fundraising team as she walks to celebrate her mother's life.

### Join the fun as a volunteer!

We have a volunteer spot waiting for you! To join the volunteer fun for any of these events, contact Jen Beck at 513-865-1652 or [Jennifer Beck@TriHealth.com](mailto:Jennifer.Beck@TriHealth.com).

Call 513-865-1652 or visit [BethesdaFoundation.com/events](http://BethesdaFoundation.com/events).



# TIPS FOR CAREGIVERS

## A focus on falls

After caring for thousands of patients at the end of life, we have learned that people often misjudge their ability to do ordinary tasks when tired, weak or medicated. Hospice of Cincinnati provides these tips to reduce falls and help keep loved ones safe at home.

You can help prevent falls by:

- Placing night lights in bathrooms, bedrooms and halls
- Encouraging loved ones to ask for help when getting out of bed or using the bathroom
- Keeping floors dry and clutter free, reducing uneven surfaces and using non-skid throw rugs on uncarpeted floors
- Keeping eyeglasses, phone, medications, tissues, pen, paper, TV remote and a grab-it tool within reach of loved ones, especially when in bed
- Being mindful of pets and where they are as they can get under foot and cause loved ones to trip

Hospice of Cincinnati offers tips on a variety of topics to help family caregivers keep their loved ones comfortable and safe at home. Topics range from breathing changes to dealing with constipation to oxygen safety. Learn more by visiting [HospiceOfCincinnati.org/for-the-caregiver/](http://HospiceOfCincinnati.org/for-the-caregiver/).



## Thanks for making a difference!

Gifts made in memory or in honor of loved ones help provide experienced and compassionate care to thousands of Hospice of Cincinnati patients and families each year. Please visit [HospiceOfCincinnati.org](http://HospiceOfCincinnati.org) to learn more about the impact of your donation and to view a complete listing of tribute gifts.

*Continued from page 1*

## A few moments with Gayle Mattson



*New President and CEO Gayle Mattson comes to Hospice of Cincinnati with more than two decades of health care executive leadership.*

### What attracted you to Hospice of Cincinnati?

Part of the initial appeal was that it was a large organization with deep roots. A 40-year legacy says a lot. I was also drawn to the mission-driven, non-profit aspect. Another element that felt right for me was being part of a health care system that carries with it an ability to move faster and innovate more quickly.

### What has impressed you as you've learned more about Hospice of Cincinnati?

Overall, I'm learning more about Hospice's strong reputation and the broad support it receives from board members, other health systems and the community. More specifically, I've been impressed by:

- The commitment to culture and mission from everyone I've had the opportunity to meet.
- The innovative community programs to improve quality of life for people with advanced illness or those nearing end of life, including PalliaCare Cincinnati and Conversations of a Lifetime.<sup>®</sup>
- The amazing grief support offered to the community through Fernside and The Goldstein Family Grief Center.

### What's the largest challenge today's hospices face?

I think it's the continued underutilization of hospice services. For example, only half of Medicare hospice-eligible patients receive hospice care. Compounding this are late referrals, which often result in patients being served for a matter of days rather than the six-month life expectancy covered by most insurance plans.

### What's Hospice of Cincinnati's greatest opportunity for continued community impact?

We need to reach and serve more people living with serious illness. We need to continue connecting our hospice and palliative care expertise and resources with the broader health care community, and we need to continue building on our great programs. There's so much more we can do, and it doesn't have to be costly.



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## LIVING WITH LOSS

*Guidance from The Goldstein Family Grief Center*

### Tips for helping children deal with anticipatory grief

Helping children deal with grief that occurs before the death of a loved one (anticipatory grief) can help ease feelings of fear and confusion. According to Fernside Executive Director Vicky Ott, “One of the most important things a parent can do is to avoid waiting too long to tell a child what’s happening. Sharing information can foster communication and enhance trust.”

The below tips can prepare children and teens for an anticipated loss by helping them make sense of what’s happening and by providing opportunities to become involved.

#### 1. Be honest and direct and answer questions

Trust is a basic foundation in a child’s psychosocial development. Dealing with the truth, even sad and upsetting truth, in a supportive family environment can benefit a child by reducing anxiety. Listen closely to address questions, let those questions guide you and remember that children are often satisfied with short answers.

#### 2. Provide opportunities for a child to express feelings

Feelings can include sadness, anger, guilt, ambivalence and anxiety, among others. Adults can help by listening, validating a child’s feelings and by sharing their own feelings and ways they cope.

#### 3. Be sensitive to a child’s readiness to communicate

Don’t force communication. Understand that a child may not be ready or have the desire or energy to communicate.

#### 4. Communicate with school, neighbors and other social supports

Knowledge of impending death can impact a child’s ability to function and learn. Sharing relevant information with people a child interacts with can help.

#### 5. Invite children to help with care, but don’t force it

A small child may bring a cup of water to Grandpa. A teenager might help prepare a meal. A 17-year-old might drive to the grocery store.

#### 6. Visiting

Give children information, options and support. Fully inform a child about a loved one’s looks, behaviors that may be different and medical equipment present. If a child does not want to visit, don’t force it.

#### 7. Some important don’ts

Don’t lie. Don’t make promises you can’t keep. Don’t be afraid to say, “I don’t know.”

*Information adapted from “Children and Grief: A Guide for Parents and Caretakers,” published by The Goldstein Family Grief Center and Fernside. For a free copy of this publication or more information on children’s grief programs, call 513-246-9140 or visit [HospiceOfCincinnati.org/grief-services/](http://HospiceOfCincinnati.org/grief-services/).*



## The Goldstein Family Grief Center

Promoting Healing for Life After Loss

