

ForImpact

Context: Letter from CEO to stakeholder, asking for a Leadership Consensus Building visit

Dear Joan:

Over the next few months senior members of our team will be visiting with key Hospice Org stakeholders, funders, and community leaders to discuss several opportunities we have to dramatically impact the quality, availability, and even the very definition of Hospice Care for thousands of families in this region.

I don't know that I need to make the case for the services provided by a hospice to our close friends and supporters, but we are seeking to make a case – together with stakeholders – that the very definition of care could be and should be widely expanded in light of central questions that define the future:

- How can hospice facilitate the opportunities for individuals to **'age in place'**: to live comfortably in their home, living a quality life with friends and family?
- How can we **expand both our breadth of services and availability** to ensure that we – and in fact – all of Hospice (as a movement) is best prepared for the coming boomer population?
- How can we be more available, present and responsive in our region? Recent studies by XYZ show that **50% of the families that need hospice can't access the service** (for a variety of reasons).

We're in the preliminary stages of discussing several priorities that fall under our aim to be there when people need us: today, tomorrow and forever. Some might say that we're launching a new vision; I think it's more accurate to say that we're acting upon an imperative to envision a future of CARE that will impact EVERY individual and family member in this city.

Hospice Org is about providing the best day of patient care to individuals and families; we're about human dignity and the celebration of life. Since 1972 we've defined the standard of care internationally. As demographics change we have a responsibility and, I believe, an imperative to transform Care, yet again, so that we continue to have an impact and offer the most relevant service in years to come.

The plans to address this imperative are coming together, and are a function of vision, execution and funding. I know you will find the program to be remarkable, and its potential to transform the lives of thousands to be extraordinary.

Someone from our office will be calling in the next few days to ask for a brief visit from my Chief Development Officer, Nick Fellers. Please consider giving Nick 30

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minutes of your time learn more about this plan, provide your feedback, and discuss how you can help.

Sincerely,

Justin Miller
CEO, Hospice Org