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Hospice Provider News

Where hospices are investing their 2024 recruitment, retention dollars

Hospice News, by Holly Vossel; 2/20/24

As hospices zero in on their investments in staff engagement and operational efficiencies, organizational culture is becoming a higher priority. ... Some have leveraged technology to streamline their operations and reduce documentation burdens, while others have poured resources into sculpting their organizational culture and developing training and career pathways.

Notable mentions: Tanya Marion, Enhabit; Craig Dresang, YoloCares; Cooper Linton, Duke HomeCare & Hospice.

VITAS® Healthcare continues its pathway of success and promotes two key operations executives

Investors Observer; 2/23/24

Two executive leaders at VITAS Healthcare have been promoted to top operational roles. Joel Wherley now serves as president and chief operating officer (COO) and Bryan Wysong as executive vice president (EVP) of operations for the nation's leading end-of-life care provider.

How new CEOs play tough hands

Becker's Hospital Review - Leadership & Management, by Kelly Gooch and Alexis Kayser; originally posted 2/16/24, redistributed 2/26/24

It's a rare CEO that doesn't dream of a seamless transition. Unfortunately, the

healthcare industry is riddled with seams. In addition to long-standing systemic challenges, each hospital and health system comes with its own set of concerns that may include high turnover, financial losses and/or recent job cuts. What's more, trust is paramount — but fragile — in the early days of a CEO's tenure. The responsibility can be tough to navigate as employees express doubts based on the past and boards bring demands for the future.



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More than \$37,700 raised to fund grief and loss support for children in SWFL

Avow Foundation Press Release; 2/26/24

Avow [Hospice] raised funds throughout January as part of a matching gift campaign with St. John's Episcopal Church, resulting in more than \$37,700 donated in support of the Avow Kids program. St. John's Episcopal Church pledged to match dollar-for-dollar up to \$17,350 for children's grief and loss support, a goal Avow achieved well before the end of the month.

Palliative Care Provider News

Compassus certified to provide palliative care

Tahlequah Daily Press; 2/25/24

Compassus, a leading nationwide provider of integrated home-based care services, including palliative care, is now certified to provide palliative care under the Veterans Administration benefit in Oklahoma. The Community Care Network credential is awarded by the U.S. Department of Veterans Affairs to community providers that demonstrate high-quality standards and a commitment to offering veterans the best possible care.

Clinical News

Trends in pediatric palliative care research: February 2024 list

PedPalASCNET, editor Hal Siden, MD, MHSc, FRCPC; email; 2/26/24

PedPalASCNET: A network for accessible, sustainable, and collaborative research in pediatric palliative care. *Trends in Pediatric Palliative Care Research, 2024, Issue 01.*



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Being there for a loved one's final breaths

NextAvenue, by Elaine Soloway; 2/26/24

"I'll be downstairs," I told him one night. "And I'll be up to kiss you goodnight before I go to sleep." He smiled and squeezed my hand. I had barely settled on the couch when the hospice worker appeared at the top of the stairs. "He's gone," she said. I learned this pause is not unusual. Hospice workers report that some people who are dying wait to be alone for their final breaths.

Editor's Note: This personal reflection raises awareness of challenges for hospice families who are separated by long distance.

'Goes beyond words': UNC Health incorporates music in health care

The Daily Tar Heel, by Akash Bhowmik; 2/25/24

At UNC Health, music is a space for emotional and physical support and remains an important strategy for improving and humanizing patient care during times of crisis, music therapists Maryrose Nelson and Joyu Lee said. ... [Music therapists at UNC Health] help achieve clinical therapeutic goals – including treating pain and physiological injuries, promoting mental health outcomes and providing end-of-life care. Therapies are managed by licensed professionals who have graduated with a degree in music therapy, completed an internship experience and passed a national exam supervised by the Certification Board for Music Therapists.

Medical marijuana testing: Mississippi revokes license of lab that covered 70% of state's supply, raising patient access concerns

Benzinga - Investing.com; by Maureen Meehan; 2/25/24

Mississippi's Department of Health (MSDH) revoked the license of Rapid Analytics, a medical cannabis testing lab, citing "significant deviations from regulations" following a two-month investigation.



Hospice gardens bloom thanks to planting efforts from schoolchildren

Dorset Echo, by Katie Heyes; 2/25/24

Patients at an end-of-life care hospice got to see the early blooming of flowers planted by Dorset students last autumn. In September last year, students from Beaminster School, St Osmund's C of E Middle School, and Thomas Hardye School gathered to plant bulbs on Weldmar Hospicecare's Inpatient Unit gardens at the site in Dorchester.

Regulatory News

[Updated] CMS crackdown on fraudulent hospice providers in full effect in 2024, expert says

McKnights Product Theater, by Adam Healy; 2/22/24

In recent years, unscrupulous hospice providers have cropped up in California and other states. In response, the Centers for Medicare & Medicaid Services has prepared a slew of tools to curtail the fraud. States continue to feel the effects. As an example, a California hospice operator last week was convicted in a Medicare fraud scheme for billing nearly \$3 million for services that patients did not need, according to the Department of Justice.

CMS updates Hospice Care Compare

CMS website; 2/22/24

Hospice care dataset updates; updated 2/1/24, released 2/21/24.



HCA Mission Hospital regains CMS compliance

Becker's Hospital Review, by Mariah Taylor; 2/26/24

CMS found Asheville, N.C.-based HCA Mission Hospital in compliance with its plan of correction and recommended removing the immediate jeopardy designation, *Blue Ridge Public Radio* reported Feb. 23. The hospital's plan of correction to address serious deficiencies it was cited for in January focuses on improving policies and educating staff.

Public Policy News

PERSPECTIVE: Nurses, too, must do no harm

Colorado Springs Gazette, by Kathryn Palermo; 2/25/24

Two decades ago, our family faced an experience that would forever shape my perspective on life, choices, and the importance of time in making profound decisions. ... Reflecting on this experience, I cannot help but draw parallels to the potential consequences of the changes proposed by the Legislature to expand physician-assisted death. In our case, time was a crucial factor in making informed decisions that preserved life and allowed for unexpected recovery. As a nursing professional and a family member who experienced a life-altering event, I am opposed to the newly introduced "Medical Aid-in-Dying" bill in the Colorado Senate, SB24-0068, expanding physician-assisted suicide.

Editor's Note: The views expressed are those of the author. Hospice & Palliative Care Today seeks to present articles of highest integrity and quality information, especially

when reporting on controversial issues. This author presents these expertly from her perspective. While this author defines "the" Christian perspective, this editor supports that hospice and palliative care leaders and patients/families embrace a broader scope of religious beliefs, both within Christianity and inclusive of non-Christian faith systems. Whatever the reader's perspective, this editor invites you to read this insightful article with an open mind of respect, learning, and ethical dialogue. Publisher's note: On 1/31/24, Hospice & Palliative Care Today ran a Denver Post article announcing and supporting SB24-0068. Today's article from the Colorado Springs Gazette opposes this bill.

Technology / Innovations News

Driving Accessibility in HealthTech: 3 things founders should consider for thoughtful AI implementation in 2024

MedCity News, by Justin Williams; 2/23/24

As we stand in the new era in healthcare, the promises of artificial intelligence advancements have electrified us all. But while innovation is being pursued, it's critical to be aware of the possible pitfalls that could make already-existing inequities in healthcare outcomes worse. Precision and inclusion are pivotal in the venture capital space since startup founders significantly influence how healthcare technology develops in the future.

- Ethical AI and bias mitigation
- Cultural competence in user experience (UX) design
- Community engagement and partnerships

'An attack on the entire sector': Fallout from Change Healthcare hack continues

Becker's Health IT, by Giles Bruce; 2/26/24

Change Healthcare said Feb. 26 that it expects the cybersecurity incident that has disrupted its payment and pharmacy processing operations to last at least through the day. The Optum subsidiary has been dealing with the issue since Feb. 21, reporting that it disconnected its systems so its partners, which include thousands of hospitals, didn't have to. The company said it suspects a [nation-state](#) was behind the attack.

General News

5 cost-effective home care marketing tips

McKnights Home Care, by Catherine Malloy; 2/22/24

Are you running a home care business and looking for affordable ways to get the word out? You're in the right place! In this blog, we're going to walk you through five practical, budget-friendly marketing strategies to boost your business's visibility.

1. Use social media for brand awareness
2. Incorporate local SEO for marketing
3. Use Google Call ads
4. Advertise on Google Maps
5. Use email marketing for personalized communication

'Productivity boom' may be in store for US, economists say

Becker's Hospital CFO Report, by Mackenzie Bean; 2/26/24

U.S. productivity measures have increased significantly for the first time in years, driven by new artificial intelligence advancements and hybrid work, according to the report. Economists are closely monitoring whether these productivity gains could lead to sustained economic growth, a phenomenon last seen in 1994 amid the rise of computers and the internet.

'Joint employer' rule effective date now March 11

McKnights Senior Living, by Lois A. Bowers; 2/26/24

The National Labor Relations Board's "joint employer" rule now is set to go into effect on March 11 after a federal judge granted a stay last week. ... Long-term care providers that use temporary or contract workers, as well as operators that are part of franchises, and others, could be affected.

The family caregiver still faces resource hurdles

McKnights Home Care, by Liza Berger; 2/23/24

It seems we have entered the era of the family caregiver.

From legislation to government initiatives to private investment, there is unprecedented interest in the plight of family caregivers. We can thank the caregivers themselves for helping to move the needle.

Today's Encouragement

**Be kind to yourself and others. We're all walking our own unique path. -
Sheryl Lee Ralph**

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