Hall of Fame quarterback Boomer Esiason describes how losing his mother at an early age inspired him to become a life insurance advocate and spokesperson.

**Ten facts**
- Debunking myths about hospice care

**Life happens**
- The role of life insurance in protecting your family

**Pediatric hospice**
- Improving the quality of life for a child
Some people mistakenly think hospice care is just... 

Hospice is the place you call when there's nothing more that can be done. Nothing could be further from the truth.

Hospice and families focus on living.

Hospice care brings comfort, dignity and control into a life-limiting illness every moment of life to the fullest. It also reaches out to support the family that loved one and care for them.

Hospice care providers serve for 1.6 million dying Americans and their families. In fact, more than 40 percent of the people who died in the U.S. were cared for by hospice. Use of hospice services keeps you in less than a year but far too many people receive care for seven days or less which might prevent people from taking full advantage of all the special services of hospice at the end of life.

Yet, there are some important questions to ask about hospice that people don't know. And this is the biggest problem: people get the best care possible but haven't had the opportunity to talk about the end of life.

1. Hospice is not a place, it's a high-quality medical care that helps the patient and family caregivers focus on comfort and quality of life.

2. The millions who use the Five Wishes advance directive like it allows people to make their last wishes known. It has since reached more than 20 million people across America and beyond, across America and beyond, across America and beyond.

3. Hospice serves people living in homes and all kinds of settings without requiring an HMO or managed care plan. Hospice is paid for by Medicare, Medicaid, veteran's insurance plans, HMOs, and managed care plans.

4. The team approach

There are no villains here. Life is a journey that each of us, individually, must navigate... that hospice... and loving families can inadvertently make dying more hard than it needs to be.

In every community there are specialized teams ready to support you and the people you love through these inherently difficult experiences..."
Experts in Care Transitions

When someone you love is seriously ill, there is so much to think about, so many decisions to be made.

Let VITAS help you find your way. We are the experts in making care transitions that make sense: From hospital to home. From focusing on the disease to focusing on the patient. From coping on your own to being part of a team.

There is no one right way, but here’s the first step: Scan the QR code to download “Considering Hospice Care,” a free discussion guide for families. Or go to HospiceCanHelp.com
A CHAMPION OF LIFE

Forty years after her iconic work “On Death and Dying,” and nine years after her passing, Elisabeth Kubler-Ross’ life and legacy continue to shine on.

It’s an inescapable part of life, yet, for many years, the topic of death and dying was rarely discussed. In 1969, Dr. Elisabeth Kubler-Ross wrote a groundbreaking book that细致化了 the process of dying and established the Stages of Grief – denial, anger, bargaining, depression and acceptance. “On Death” would become a bestseller, introducing hospice care in the United States.

Reflections of light from those she influenced

How did you establish open communication with Justin during his illness? During the time Justin’s cancer was treated, we had a blunt conversation about death, and I feel that he knew the best way to talk about it. While Justin’s cancer was treated, I was sitting on his bed together or going for walks. Typically, those conversations happened when the cancer was discussed or when being observed by medical professionals. It’s an inescapable part of life, yet, for many years, the topic of death and dying was rarely discussed. In 1969, Dr. Elisabeth Kubler-Ross wrote a groundbreaking book that detailed the process of dying and established the Stages of Grief – denial, anger, bargaining, depression and acceptance. “On Death” would become a bestseller, introducing hospice care in the United States.

In 1969, Dr. Elisabeth Kubler-Ross’ groundbreaking book “On Death and Dying” was released and it presented a flurry of psychiatric articles and books that addressed the complexities of termination care and the process of decision making for children suffering in pain as a result of a serious or life-threatening illness. There’s a “how-to” guide on how to talk about everything. Two decades after her death, her estimated one million seriously ill children, families and friends are beginning to accept that death is an inescapable part of life. There are a few things that can help parents and patients suffering in pain. Often, parents erroneously fear that the morphine and medication they are prescribing will kill their child. “That fear is not based upon fact,” he said.

Dr. Kaye’s research and writing has focused on children’s pain and suffering, and he has developed a unique approach to pain management. He has also been a vocal advocate for death and terminal care in hospice care.

Parents are the decision makers for their children. If all they are hearing is potential pain and suffering, they may be less likely to agree to a protocol that is appropriate for their child.

Community pharmacies are not properly trained in opioid use in pediatric palliative care. Komatsu’s research, “can you have treated families like they are addicts for prescribing morphine to one child, simply because they no longer showed symptoms?”

The issues also lie far outside the boundaries of the home or hospital, and the perception of death is often out of our control.

Talking about talking about death

Hebb, founder of “Let’s Talk About Death,” says people can stop feeling uncomfortable about death and talk about it as a way to help others.

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**Communication Counts**

Communication Counts is a practical, innovative, and comprehensive resource to support families with a school-age child living with a life-threatening illness.

Communication Counts offers three distinct toolkits, tailored to the stage of the illness the child is experiencing:

- Supporting Your Child and Family During Diagnosis and Treatment
- Supporting Your Child and Family While Transitioning to Supportive Care
- Supporting Your Family Through Bereavement

Each toolkit includes the following components:

- A Parent Guidebook that includes methods for promoting communication with children who are ill, well siblings, family members, healthcare team members, and other support people.
- A Parent DVD that presents families talking about their experiences and the ways they used communication at that particular stage of illness.
- A Family Activity Book that gives the family easy-to-implement activities to enhance communication.

Based on the chronology of a child’s illness, and not specific to illness type, Communication Counts give parents the information they need, when they need it, without overwhelming them with too much advanced detail, and ultimately increasing parents’ positive coping skills through the use of direct and open communication with their ill child, other family members, and the healthcare team.

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Don’t wait—because life happens

Life happens. For as much as we set goals and plan ahead, real life events that are outside of our control can happen. Many unexpected events can happen to us and our loved ones. These events can be small or large, planned or unexpected. Life insurance can be a simple answer to protecting against life’s “what ifs.”

Life insurance is about protecting the people you love. It’s a financial safety net that life insurance provides. It’s something people don’t want to think about or make a priority. That’s a lot of families who are living paycheck to paycheck. If something happens to you, your spouse or partner can live comfortably in the knowledge that they won’t have to worry about making ends meet or single parents can move forward without the financial risk to their family’s financial savings net. Make sure you know the facts.

Jason Kimbrel, PharmD, BCPS
Director of Hospice Pharmacy Services
OnePoint Patient Care

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Hospice pharmacy is not just a clinical specialty, it’s also an operational specialty with highly responsive service reflective of individual patient need. Hospice pharmacy also includes patients and their families. An essential component of a successful palliative care program is ensuring that those with advanced diseases, the disease progression, and medications that collaborate with a service-oriented hospice pharmacy and include it as part of their multidisciplinary team provides a superior quality of patient care.

The pharmacist works within the hospice team and in conjunction with the patient and his or her personal physician and family. The pharmacist is an integral part of the hospice care team. The pharmacist provides the necessary knowledge to ensure that medications are prescribed appropriately. The pharmacist provides the necessary knowledge to ensure that medications are prescribed appropriately.

Boomer Esiason helps us prepare for the fourth quarter

Boomer Esiason: One of the most important things you can do when it can’t save your life is to think about or make a priority. That’s a lot of families who are living paycheck to paycheck. If something happens to you, your spouse or partner can live comfortably in the knowledge that they won’t have to worry about making ends meet or single parents can move forward without the financial risk to their family’s financial savings net. Make sure you know the facts.

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OnePoint Patient Care. The nation’s only locally based hospice pharmacy.

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Hospice is Good
because it...

Involves Interdisciplinary Care
Our “Smarter Education” was developed by various members of the interdisciplinary team and designed to empower our partners with the latest information.

Allows Patients and Families Choices
Our “Smarter Solutions” allow easy access to medications locally or via mail depending on the needs of the patient.

Provides Relief from Physical, Emotional and Spiritual Suffering
Our “Smarter Care” is centered around an exceptional clinical team ready to help build each patient’s plan of care.

For more than a decade, Hospiscript has provided pharmacy benefit management (PBM) services to hospitals in local communities everywhere. While the specific needs of our partners may vary, we’ve discovered a common belief shared among the passionate health care professionals we serve: Hospice is Good™. This simple concept of excellence inspires us to continue to raise the bar for what you’ve come to expect from your hospice PBM.

Believing in your mission, we continue to elevate ours — supporting you.

To see how we can build smarter solutions for your hospice, call us today at 866-970-7500 or visit hospiscript.com

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Does Your Family Have a Backup Plan Like Boomer Esiason?

Do Families Love Each Other Less Now Than They Did 50 Years Ago?

Personal life insurance ownership has dropped from 72% of families in 1960 to 42% in 2010, according to a recent LIMRA study. Does that mean husbands and wives love their spouses less? Or that parents figure their kids can just fend for themselves if the unthinkable happens to one of them?

I’ve observed that the only people who purchase life insurance are people of character who love someone more than the few dollars a month that an insurance policy costs. They are people who are willing to sacrifice a Starbucks coffee now and then to make sure their spouses and children are as well provided for in the event of their untimely death, as they provide for them while living.

Think of life insurance policies as potential love letters from beyond the grave. When a child loses a Mom or Dad they experience heartache and trauma. Life insurance allows them to stay in the same house so they don’t lose their friends and familiar surroundings, too. Life insurance can provide clothing and tuition and an occasional fun outing. It can provide a college education and enough money that the surviving parent doesn’t need to work two jobs to make ends meet.

Life insurance, it provides peace of mind for the insured and care and protection for spouses and children.

So why is personal life insurance ownership at an all-time low? The answer may include lack of easy access and time. In our fast paced world, it can be difficult to meet with a life insurance professional like our parents and grandparents used to do. Our world is changing and so is the life insurance industry.

Remember going into the bank to cash a check? Now we use an ATM to get cash almost anywhere and we even pay bills and balance accounts online. We used to have a travel agent who researched flights and booked hotel. Now we can go online and choose from dozens of options in a couple of minutes, at most.

Today life insurance can be purchased online, too. Modern software allows a consumer to obtain accurate quotes from dozens of highly rated insurance companies with a few clicks. Have a question? Many sites have click-to-chat or a toll-free number so you can get advice free of charge or obligation. Need a policy in a couple of days? A number of companies offer instant issue policies at competitive rates. Smokes an occasional cigar, smokes dive, fly a private aircraft, or have a little too much weight for your height? Several online sites have built software that accounts for these and other underwriting challenges so when you get a quote, it is accurate for your unique situation. Think you are unqualifiable? Some companies offer guaranteed issue policies for people with serious health issues.

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