



IL-HPCO Newsletter April 2016

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NEW WEBSITE *Pam Cramer, Executive Director*

IL-HPCO is proud to have a new website; it is now available at www.il-hpc.org. We would welcome your comments and suggestions as our leaders write, review and gather content making it beneficial to all audiences. While the core of the website is complete we will continue to develop content to reflect the growth and changes of the organization. Content will stay in a state of flux and you will see a few "coming soon" areas. The website is just one branch of our marketing, and we will continue to modify it to ensure it communicates the overall messages we are developing with our marketing and outreach .

NEW BRAND

One of the most exciting activities IL-HPCO has accomplished in the past six months is rebranding. Above you will see the new IL-HPCO logo (mark, font and color palette). This mark embodies the three stages of maintaining the quality of life and those touched by IL-HPCO—Hospice, Palliative Care and Advocacy. The new color palette is bold and has even tones that evoke a comforting peaceful emotion and displays trustworthiness. As a primary color, the toned eggplant, reveals a hint on the bright side and represents strength and foundation. And the teal/robin blue represents nature, giving way to the environment and healing. We see the grey and grey carrying the balance and unity of hospice and palliative care.

IL-HPCO COMMUNICATIONS WORKGROUP

Led by Mary Sheehan, Chair, The Communications Workgroup : Sarah Bealles; Nancy Sehy; Diane Nowak; Teresa Gobeli; Mike Lindner; Carrie Flock; Gabby Two; and Kellie Newman has spent countless hours reviewing numerous iterations of marks, fonts, and color palettes. Through a rigorous elimination process the group selected and recommended to the Board what you are seeing in the brand. We are grateful to our media partners, Central States Media for their guidance and advice during this rebranding.

VETERAN'S CORNER *Nancy Sehy, RN, Hospice Manager, Lincolnland Hospice*

The next Marion HVP meeting will be held on June 14, 2016, at the Rural King Annex, in Marion, IL. Contact person is Michelle Drone, Phone 618-997-5311 Ext. 55051

EDUCATION NEWS - Palmer House in Chicago and MCHC for the Conference *Ronda Dudley, RN, BC, BS, MBA-Memorial Home Services, Home Health & Hospice Director*

Mark your calendars: the 2016 Annual IL-HPCO Educational Conference will be held on September 21-22 in Chicago. The Conference will begin on Wednesday, September 21st in the Palmer House at 5:30 with a Welcome Reception, followed by dinner with Martha L. Twaddle, MD FACP FAAHPM CHMP as the Speaker. The following day, at the Metropolitan Chicago Healthcare Council the conference will begin with Laurie Guest as the Keynote Speaker following by CEU Concurrent Sessions, including Jennifer Kennedy from NHPCO and two speakers from Palmetto GBA.

NATIONAL NEWS-HOSPICE BENEFIT PROPOSED 2017 UPDATE to WAGE INDEX AND PAYMENT

On April 21, CMS issued a proposed rule ([CMS-1652-P](#)) that would update the hospice wage index, payment rates, and cap amount for FY 2017. CMS will accept comments on the proposed rule until June 20, 2016.

As proposed, hospices would see a 2.0 percent (\$330 million) increase in their payments for FY 2017. The proposed 2.0 percent hospice payment update percentage for FY 2017 is based on an estimated 2.8 percent inpatient hospital market basket update, reduced by a 0.5 percentage point productivity adjustment and by a 0.3 percentage point adjustment set by the Affordable Care Act.

The proposed rule also includes:

- Hospice CAHPS® Experience of Care Survey
- New hospice quality measures
- Enhanced data collection
- Public reporting

See the full text of this excerpted [CMS fact sheet](#) (issued April 21).