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Media Pitch

Hello Brian,

As concern grows around Care Partners of America acquisitioning the Mission Hospital Network, it is important that Western North Carolina residents know that Four Seasons Hospice of Henderson County will be expanding its hospice care services into Buncombe County. Although Four Seasons currently serves Buncombe County with in-home and palliative care, hospice services have previously been provided by Mission. However, many Medicare guidelines are incompatible with for-profit organizations like Care Partners, so the organization is dropping hospice services.

Four Seasons is led by the strong and passionate leadership of President and CEO, Dr. Millicent Burke Sinclair. One of the kindest people I have personally ever met, Millicent (as she prefers to be called) is excited to speak with you any time next week. I would be happy to arrange this meeting for you, if you would like. You will find all pertinent information and photos included this media kit, and more can be provided at your request.

I will be in touch at the end of the week to follow up with you. In the meantime, if you would like to discuss this further or would like to set up an interview with Millicent, you can contact me directly at (555)-555-5555 or by email at lvale@fourseasonscfl.org. Linked below is Four Seasons' website, as well.

Sincerely,
Leisl Vale

<https://fourseasons.teleioscn.org/>

Press Release

Last Non-Profit Hospice Organization in Western North Carolina Further Expands into Buncombe County

Four Seasons Hospice, located in Henderson County, will further expand hospice care into Buncombe County over the next two years. With the merger between Mission Hospital and Care Partners of America complete, hospice services can no longer be provided through the Mission network due to Medicare guidelines imposed by the government. As a result, the last remaining and premiere hospice care provider in Western North Carolina, is working with Care Partners to take on hospice care in Buncombe County.

Four Seasons is a 40-year-old non-profit located in Hendersonville. Specializing in medical care for people with advanced illnesses, the organization was founded by Jean Moulthrop Hoogstra when she realized there was a need in the community for quality end of life care. With the help of just ten volunteers, the Hospice of Henderson County served its first patient in 1981. The fledgling organization opened the Elizabeth House- a 12-bed facility where terminally ill patients who are no longer seeking curative treatment are kept comfortable until they pass that many in Henderson County are familiar with- in 1999.

The expansion of services offered in Buncombe County is welcome by many residents. Four Seasons is committed to ensuring that families are not turned away because of their inability to pay, a commitment made solely possible by its non-profit status. Donations made by the community continue quality, trusted care for anyone who is in need.

For more information and to contact specific service lines, please visit <https://fourseasons.teleioscn.org/>

To donate now, please visit <https://www.fourseasonsfdn.org/>

About Four Seasons

Founded in 1979, Four Seasons has become a locally and nationally recognized and awarded hospice organization. Four Seasons was originally opened by Jane Hoogstra as Hospice of Henderson County when she realized there was a need for end of life care in the county. With the help of ten loyal volunteers, Hoogstra began what would become a premiere hospice organization in all of Western North Carolina.

From 1979 to 2003 the organization solely served hospice eligible patients. In 2003, the Palliative Care program was established by Dr. Janet Bull to further assist patients with terminal illnesses, before they are hospice eligible. In 2005, Dr. Bull established a clinical research department in conjunction with the Palliative Care program. This department is now nationally recognized and is one of few research departments housed in a non-profit hospice organization nationwide.

Four Seasons has received many awards both locally and nationally, including the Circle of Life award for innovative care from the American Hospital Association. The Four Seasons' Center for Excellence has further been recognized as a top ten clinical training site by the American Academy of Hospice and Palliative Medicine (AAHPM), as well as the Center to Advance Palliative Care (CAPC). In 2014, Four Seasons was awarded a significant grant to implement healthcare reform through innovative care; it was the sole hospice and palliative care provider chosen to do so nationwide.

Currently, Four Seasons operates in eleven Western North Carolina counties, providing a variety of services in each.

Contact Information

571 South Allen Rd
Flat Rock, NC 28731

Local phone: (828) 692-6178
Toll Free: (866) 466 9734

Social Media

Facebook: <https://www.facebook.com/FourSeasonsCFL/>

Twitter: <https://twitter.com/fscfl>

YouTube: <https://www.youtube.com/user/FSCCompassion>

LinkedIn: <https://www.linkedin.com/company/four-seasons/>

Four Seasons' Mission, Vision, and Core Values

Mission

Co-creating the care experience

Vision

Innovative healthcare. Influence humanity. Impact life.

Values

CBRITER (see-brighter)

Compassion

Balance

Respect

Integrity

Teamwork

Excellence

Resilience

Informational videos for the mission and vision can be found at
<https://fourseasons.teleioscn.org/about-four-seasons/>

Four Seasons Tag Line: *The Care You Trust*

Leadership

Dr. Millicent Burke Sinclair- President and CEO

Established as President and CEO in 2017, Millicent (preferred) is driven by passion, excellence, and integrity. Millicent holds a doctorate degree that emphasizes adult learning/education, as well as a Master's degree in Business Administration. She also has an advanced certification in Business and Marketing Education and is further certified from both HRCI and SHRM with the designations of SPHR (Senior Professional in Human Resources) and SHRM-SCP (Senior Certified Professional). She is a learner, completing her second year in the Thayer Institute's Executive Healthcare Masters' Certification Program. As a published author on Adult learning and organizational improvement, she leverages data and resources ensuring that her workforce is committed to high performance as well as long-term strategic growth, innovation, and stewardship so excellence in care occurs at all times.

Prior to her current role, Millicent served as the Chief Operating Officer (COO) for the organization; the Chief Operating Officer for Palliative Care and Home Care; and the Vice President of Employee and Volunteer Solutions at Four Seasons. For nearly fifteen years, she has been a leader in non-profit serious illness healthcare, business operations, strategic marketing, and higher education industries.

Millicent's background is in manufacturing and she helped to improve each and every organization she was a part of. Millicent exudes peace and joy, qualities she instills in the work culture around her.

Dr. Janet Bull- Chief Medical Officer and Chief Innovation Officer

Dr. Bull holds a consultant assistant professorship at Duke University Medical Center and is a fellow of the AAHPM. She is board certified in hospice and palliative medicine and holds a hospice medical director certification. She has also authored or coauthored several papers on palliative care and quality data reporting.

She helped develop the QDACT (Quality Data Assessment Collection Tool) which is now used across multiple national sites to benchmark data and collaborate on quality reporting through the Global Palliative Care Quality Alliance.

Dr. Bull currently directs the research department at Four Seasons and has served as the Principle Investigator on over 45 clinical trials in hospice and palliative medicine. She is Program Director of the Palliative Care Immersion Course and a principal of Four Seasons Consulting Group, which offers consulting services in hospice, palliative care, and research.

Dr. Bull has received many awards including the Sharon O. Dixon Award in 2007, the Cuniff-Dixon Hastings Award in 2012, and the Josephino Magno Distinguished Physician Award in 2013. In 2014, she was recognized as one of the Top 30 Visionaries in the Field award by the American Academy of Hospice and Palliative Medicine (AAHPM) and is the Principal Investigator on a 2014 Center of Medicare Innovations Grant demonstrating the value of palliative care. She is the current President of the American Academy of Hospice and Palliative Medicine.

Christopher Morrisette- COO of Palliative Care

Christopher's career began over 20 years ago working as a nursing assistant/personal caregiver in a behavioral group home serving adults with developmental disabilities. He believes this experience was crucial in understanding the needs of complex populations. Christopher holds an MBA in Healthcare Administration and an undergraduate degree in Ministry. He is passionate about healthcare and believes that hospice and palliative care is his true calling.

Christopher's hospice career began at in the Midwest where he served as a part of the executive team that expanded the continuum of care from a single location into a 3-state area throughout the Region. Christopher built strategic partnerships within the regional market and led the growth in census from 30 to 350 patients within two years; laying the foundation for Four Seasons' current average daily census of over 1,000 patients.

Christopher joined Teleios Collaborative Network as Chief Operations Officer of Palliative Care in 2017. Christopher works in tandem with the CMO of Palliative Care in implementing operational and clinical Palliative Care Models where they partner to serve over 2,500 palliative care patients through excellence and innovated care delivery. Christopher has worked to expand the role and standard of community based palliative care, demonstrating the transformative role of Palliative Care in the care continuum.

Four Seasons' Care Services

Care Navigation- provides trusted guidance for families and patients throughout the care process

Home Care- provides in-patient home assistance in conjunction with any other care service

Palliative Care- provides an extra layer of healthcare in home, assisted living, or hospital care

Hospice Care- provides end of life comfort in hospitals, private residences, assisted living, Elizabeth House, etc. for patients no longer seeking curative treatment with 6 months or less to live

Grief Services- provides post-death counseling for family members at no charge. This service is also available to anyone in the community who is experiencing grief due to loss of a person, even if the deceased was not cared for by Four Seasons.

Compass Program- a subservice of grief services specifically designed for children and teens experiencing grief due to loss of a person, free of charge, regardless of whether the deceased was served by Four Seasons.

Services Provided by County

Buncombe and Henderson County

-All services

Haywood, Swain, Graham, Cherokee, Clay, Macon, Jackson, Transylvania, Counties

-palliative care, hospice care, grief services


Polk County

-home care, palliative care, hospice care, grief services

Donation Fund Infographic

The included infographic outlines the Four Seasons Foundation's various charitable funds for those interested in donating.

FOUR SEASONS FOUNDATION DONATION FUNDS



Angel Fund

Ensures no hospice patient is turned away due to an inability to pay




We Honor Veterans

Covers the special needs of veterans and their families including ceremonial pinnings




Compass

Covers bereavement services for youth and adolescents experiencing grief due to the loss of a person, even if the deceased was not served by Four Seasons



Elizabeth House

Four Seasons' 12 bed in-patient hospice house which provides 24 hour end of life care for patients no longer seeking curative treatment, given 6 months or less to live



Palliative Care

Ensures all patients can receive the individualized care they need, regardless of their ability to pay

To donate online visit fourseasonsfdn.org
Check donations can be made out to Four Seasons and mailed to:
211 N Main St
Hendersonville, NC 28792
(828) 513-2440

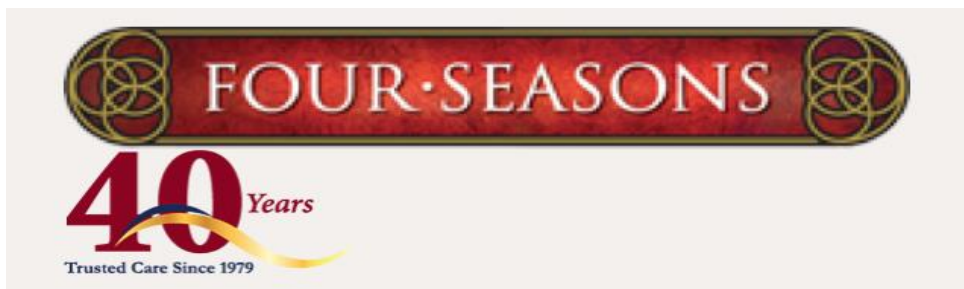
Logos and Photos for Publication



Hospice Home Store- located in downtown Hendersonville, the Home Store is an upscale resale shop that directly supports the mission of Four Seasons



Elizabeth House- Four Seasons' 12 bed in-patient facility, specially designed to manage symptoms 24/7 when they are no longer seeking curative treatment



Four Seasons' 2020 logo.



Four Seasons Foundation's logo. The Foundation is the fundraising arm of the organization.

FAQs

How many counties in Western North Carolina does Four Seasons serve?

Four Seasons serves 11 counties and is licensed to serve in 15.

Who should I contact to begin care for myself or a loved one?

You can call (828) 696-0946 anytime; 24/7 we are available to help navigate your care.

How is Four Seasons funded so that no one has to pay for care?

Four Seasons accepts private pay, long term care insurance, and VA benefits. Medicare and Medicaid is accepted for some services, but does not cover all. The Four Seasons Foundation is the fundraising arm of the organization and raises money to cover the cost of care that insurance and benefits do not. Thanks to the generous donations given by our community, no one is turned away from Four Seasons' care because of an inability to pay.

What is the Hospice Home Store?

The Home Store is a branch of the Foundation. It is an upscale resale shop located in downtown Hendersonville and is opening a second location at the end of March on Long Shoals Road in Arden. All proceeds from the Home Store go directly to supporting the mission of Four Seasons.

How can I help support Four Seasons?

There are several ways to support Four Seasons! Almost 8% of Four Seasons is made up of volunteers across each service arm and we're always looking for more willing volunteers to join our team! You can also donate to the Foundation or donate items to the Home Store.

Is Four Seasons hiring?

Yes, we are! You can find a list of current openings [here](#). Come join our team and help us co-create the care experience!

References

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