

# Connections

*Care Dimensions was founded in 1978 as Hospice of the North Shore*

Newsletter for Families and Friends

## The Name Is New. Our Commitment to Patients and Families Continues.



### BEHIND OUR NEW NAME AND BRAND IDENTITY

By now, you've probably seen a newspaper or a billboard or heard a radio or TV commercial proclaiming our new name - Care Dimensions. Since this is such a noteworthy change, we wanted to share with you the reasons and rationale behind it. In January, we changed our name to Care Dimensions, but we remain dedicated to our mission and the people we serve by providing the highest quality, compassionate hospice, palliative care and support services.

Hospice care, in general, and our organization specifically, have grown dramatically over the past 35 years. Over time, we outgrew our name. Hospice of the North Shore & Greater Boston didn't accurately reflect who we were, the range of our care and where we provided services.

The time was right to change to a name that reflected our true dimensions —sophisticated medical expertise delivered with compassion.

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## LETTER FROM THE PRESIDENT

Dear Friends:

It's been an exciting time since we launched Care Dimensions in January. Our new brand reflects a positive advance in how we think about the care we deliver, how we describe ourselves to various audiences and how we market our services. What has not changed is our commitment to enriching the quality of life for those affected by life-limiting illness, death and loss by providing exceptional care, support, education and consultation.

In essence, our new name reflects the many dimensions of our care, our expanded services and the growing number of communities we serve. Care Dimensions honors our mission, represents the full range of our services, simplifies our name and distinguishes us from others.

Because we want you to be an informed and integral part of our rebranding program, you will find inside this publication some practical information on what to say when asked questions about our new name and even some tips on how to use social media to help us spread the word about our new name.

Thank you for your commitment to our patients, our family of supporters and our colleagues. I hope you will be as proud as I am to proclaim, "I am Care Dimensions."

Sincerely,

Diane T. Stringer  
President and CEO

## QUICK FACTS

As a friend of Care Dimensions, there may be situations over the coming months where you will be asked questions about our new name and brand. The following will help you answer these correctly.

### Exactly how much is changing?

Care Dimensions only changing its name and logo. It remains true to its mission and the people it serves.

### Why did they change the name?

As the company has grown, they've added more services (palliative care, comprehensive bereavement services, community and professional education) and new territories. The old name did not reflect this growth.

The new name clearly communicates the extent of the services they provide to patients and families. Because advanced illness requires many aspects of care, they need to be responsive to each aspect of this multi-dimensional experience.

An additional benefit of the new name is that it is shorter, easier to say, and doesn't confine them to a specific geography.

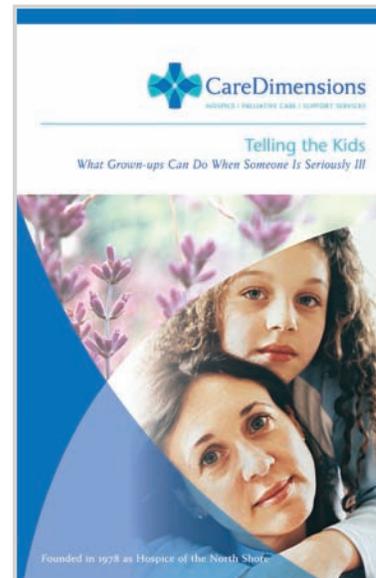
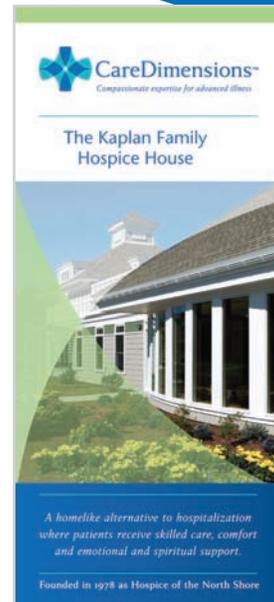
## COMPREHENSIVE AND DEDICATED EFFORT

Throughout 2013, a dedicated brand strategy team comprised of members of the board and our members of the executive operations team worked with brand strategy consultants, Denneen & Company, to research and develop the brand positioning and strategic plan. We solicited input and advice from senior administration, board members, patients, family members, volunteers and many other stakeholders. To confirm and enhance the information we gleaned, we then conducted market research with referral sources and family members to establish how we are viewed in the marketplace using on-line surveys and focus groups.

Once we finalized the brand positioning, we evaluated more than 100 name candidates until we found the name that defined the true essence of our company and brand. Then we retained the services of a team of brand implementation experts including marketing consultants, designers, copywriters, advertising experts and website developers to help us implement the launch of the new name and brand.

## INTEGRATED ANNOUNCEMENT CAMPAIGN

Beginning on January 1, Care Dimensions came to life and was rolled out through a multi-media advertising campaign, which included outdoor billboards, website banners, cable TV, radio and newspapers throughout our service area. The campaign had a heavy concentration through March, but advertising will continue periodically through the rest of the year. We also produced a new suite of marketing materials including stationery, brochures, patient education materials and promotional items. The website was refreshed with the new branding, but a completely new website is planned for later in the year.



### Was the company bought or have they affiliated with another organization?

No. Care Dimensions is still the same community-based, independent organization it has been for 35 years. The name change does not reflect any change in its business or governance structure. They have the same management team and clinical staff.

### Will the mission change?

Care Dimensions will continue its proud history of enriching quality of life for those affected by life-limiting illness, death and loss by providing exceptional care, support, education and consultation.

# Multi-Media Advertising Campaign

## WHAT TO SAY ABOUT THE NEW NAME

Social media is an increasingly important and prominent part of our lives – and we need your help in using all the social media tools to let the world know about our new identity.

There are key messages about Care Dimensions we'd like you to express through social media outlets. Here are some tips on how to do this:

- Like or share the posts on our company Facebook and Twitter accounts.
- Link your post to the video on the home page of our website. (<http://www.youtube.com/watch?v=teOAOJrCJG0>)
- **Sample Twitter Post:** "Hospice of the North Shore & Greater Boston is now @Care\_Dimensions providing compassionate, expert care for advanced illness management."



- **Facebook Wall Post Suggestion:** Take a picture of the new logo or Care Dimensions sign with your smartphone and share it on Facebook or LinkedIn, writing:

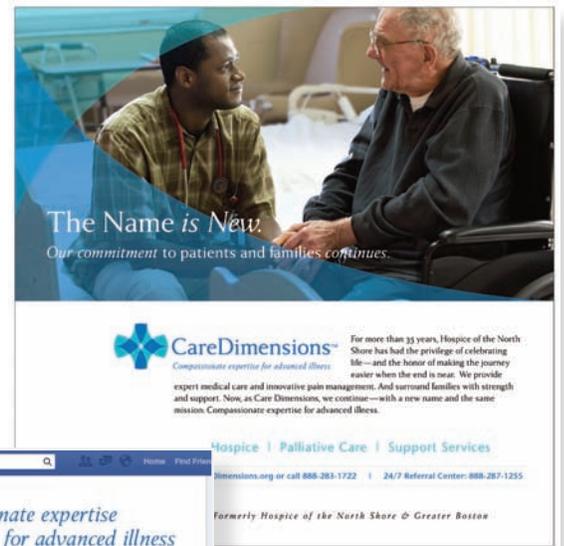


"I am a proud supporter of Care Dimensions who has been providing hospice, palliative care and support services as Hospice of the North Shore for 35 years! Check out their new brand as it continues to roll out."

## Outdoor Billboard



## Print Ad



## Facebook Page



## Web Banner Ad



## TV Commercials

<http://tinyurl.com/Care-Dimension-TV-Ad-1> &

<http://tinyurl.com/Care-Dimensions-TV-Ad-2>

# Community and Employee Events Announced our New Name

We announced our new name to our employees and more than 400 supporters at a series of events in November 2013. As a part of the public celebration, we honored several longtime supporters with a “Dimensions in Caring” Award. The evening emceed by Susan Wornick culminated in a video of staff explaining the reasons for the name change and why Care Dimensions is so appropriate for the work we do. To see the video, please visit <http://tinyurl.com/CareDimensionsNewName>



*Dimensions in Caring Awardees | L-R: Peter Sherwood, Chair, Board of Directors for Care Dimensions; Susan Wornick of WCVB-TV Channel 5; awardee Paul Lanzikos, Executive Director, North Shore Elder Services; awardee Gail Thompson, Care Dimensions Volunteer; awardee Alan Smith, MD, MS, President, Brigham & Women's Physicians Organization; and Diane Stringer, President & CEO, Care Dimensions.*

# Healing Connections

## RESOURCES FROM CARE DIMENSIONS GRIEF SUPPORT PROGRAMS

### THE POWER OF LAUGHTER

Watch any group of children, and you'll find laughter. Children, who view life as a joyful, happy and care-free experience, laugh about 400 times a day. Adults, on the other hand, only laugh about 25 times a day – that's just a little more than five percent of the laughing children do.

As we become older, most of us let go of the opportunities to laugh frequently and hardily. Yet studies have shown that there are numerous physiological benefits to laughter. Chuckle and you'll reduce your blood pressure while increasing the oxygen in your blood. You'll feel a burst of energy, and an increase in the endorphins in your system, which promote a sense of well-being. Laughing boosts your immune system, which increases disease-fighting antibodies and improves pain relief. Overall it reduces stress hormones.

One of the earliest believers and advocates for the connection between laughter and healing, author Norman Cousins believed so profoundly in the power of positive thinking, that he could actually promote a deep and pain-free sleep by engaging in a few hearty belly laughs. In his book, *Anatomy of an Illness as Perceived by the Patient*, he writes how he decided to partly treat his serious and debilitating illness by watching Marx Brothers movies and reruns of *Candid Camera*. Amazingly, he was eventually cured.

Laughing is also beneficial when people are grieving a loss. Oftentimes people are almost afraid to laugh when they are grieving, fearing it will signify a lack of caring or that they are forgetting the deceased. But we're learning that laughter is a powerful force that can encourage the healing of a broken heart.

Laughter is a powerful force that can encourage the healing of a broken heart.



How can you bring more laughter into your life? Try a few of these ideas, and you'll find that laughing becomes infectious and increasingly easier. Don't worry if it feels false or forced at first. Keep practicing and soon it will seem natural and even welcome.

- Look for humor even in difficult situations.
- Read cartoons.
- Watch a funny movie.
- Watch tapes of stand-up comics.
- Visit friends who make you laugh.
- Try smiling. Then laughter is not far behind.
- Practice laughing five minutes a day. Fake it if you must. Your body will take over eventually.
- Wave at yourself whenever you see a mirror.
- Try to do at least one silly thing a day.
- Watch children to see what brings them delight.

Life can be a very serious matter for most of us, yet more than ever we need the healing effects of humor. If you can learn to incorporate some of these activities into your life on a regular basis, you will find that you are smiling and laughing more and more.

#### Resources:

- *Serious Laughter: Live a Happier, Healthier, More Productive Life* by Yvonne Conte and Anna Cerullo-Smith
- *The Healing Power of Humor* by Allen Klein
- *Laughter Therapy: How to Laugh About Everything in Your Life That Isn't Really Funny* by Annette Goodheart

### SAVE THE DATE FOR CAMP STEPPING STONES

Saturday, July 12 & Sunday, July 13, 2014

A summer event open to children and families who have experienced the death of someone in their lives.

To register or to learn more about volunteering at Camp, call 855-774-5100 or visit [www.CareDimensions.org/camp](http://www.CareDimensions.org/camp)





# 2014 Spring Bereavement Calendar

## WORKSHOPS

**Newly Bereaved Workshop**  
*(a one-time workshop for loss of 1-3 months)*  
**Tuesday, May 13, July 8 or September 9**  
*(6 – 8 p.m.)*  
70 Walnut St., Wellesley

**GROUNDING INTO SELF: An Evening of Relaxation and Guided Meditation Practice**  
**Tuesday, May 20 (6 – 8 p.m.)**  
*First Parish in Lincoln, 14 Bedford Road, Lincoln*  
RSVP to 781-373-6570 by May 13

**WALK WITH ME: Compassionate Ways to Companion and Support the Bereaved**  
**Thursday, May 22 (6 – 8 p.m.)**  
*First Parish in Lincoln, 14 Bedford Road, Lincoln*  
RSVP to 781-373-6570 by May 14

**HEALING HANDS AND HEARTS: Tending to Caregiver Grief**  
**Thursday, June 5 (6 – 8 p.m.)**  
*First Parish in Lincoln, 14 Bedford Road, Lincoln*  
RSVP to 781-373-6570 by May 28

**FINDING YOUR BALANCE: A Creative Self-Care Workshop for Mourners**  
**Monday, June 30 (6 – 8 p.m.)**  
70 Walnut St., Wellesley  
RSVP to 781-373-6570 by June 23

## MONTHLY SUPPORT GROUPS

**Newly Bereaved**  
**1st Thursday of every month**  
*(6:30 – 8:30 p.m.)*  
78 Liberty St., Danvers

**Sharing our Losses: A Circle of Caring**  
**1st Monday of every month**  
*(10:30 – 11:30 a.m.)*  
*Putnam Farm, 9 Summer Street, Danvers*

**Coping with Grief & Loss**  
**3rd Friday of every month (10:30 – 12 noon)**  
*Torrigan Community Life Center*  
79 Central St., Peabody

## SUPPORT GROUPS

**Loss of Spouse/Partner**  
**Tuesdays, May 13 – July 1**  
*(6:30 – 8 p.m.)*  
78 Liberty St., Danvers

**Loss of Spouse/Partner**  
**Mondays, April 14 – June 9**  
*(1 – 2:30 p.m.)*  
70 Walnut Street, Wellesley  
RSVP to 781-373-6570 by April 7

**Loss of a Parent**  
**Mondays, May 12 – June 25**  
*(6 – 7:30 p.m.)*  
70 Walnut St., Wellesley  
RSVP to 781-373-6570 by May 5

**Peer-Led Loss of Spouse/Partner**  
**Tuesdays, May 22 – June 26**  
*(6:30 – 8 p.m.)*  
75 Sylvan Street, Danvers

**Children’s Bereavement Support Groups**  
**6 – 7:30 p.m.**  
*Holy Trinity United Methodist Church, Danvers*

**Biweekly Drop-in Children’s Support Groups**  
*(Two Groups: Ages 4-8 or Ages 9-13)*  
**1st and 3rd Wednesday of each month through June 4**

**Monthly Drop-in Children’s Group**  
*(Two Groups: Ages 4-8 or Ages 9-13)*  
**2nd Wednesday of each month through June 11**

*\*Please Note: Children must have attended a Care Dimensions kids group prior to joining this group.*

**Adults Raising Grieving Children**  
**Occurs at 6:15 – 7:15 p.m. during Children’s Bereavement Support Groups**

**Spring Services of Remembrance**  
**Sunday, May 4 at 2 p.m.**  
*Second Congregational Church, Beverly*  
**Wednesday, May 7 at 6 p.m.**  
*Watertown Free Library, Watertown*  
For more information, call 855-774-5100.



*Advanced registration is required for all groups and workshops, Dates and times are subject to change. Although there is no charge for most support groups, donations are appreciated. For more information or to register call 978-774-5100 or email [grief@CareDimensions.org](mailto:grief@CareDimensions.org)*

# Updates & Announcements

## NEW DIRECTOR OF BEREAVEMENT AND PROGRAM DEVELOPMENT

We are pleased to announce that **Nate Lamkin, LICSW, ACHP-SW**, has been promoted to **Director of Bereavement Services & Program**



**Development.** Nate was previously a social worker in our Wellesley office for three and a half years. In his new role, he is responsible for the planning, development, implementation, and evaluation of our grief support programs and services, as well as managing the development of our pediatric and Jewish hospice programs. Under Nate's leadership our Jewish hospice and bereavement programs have grown to include specialized training for all Care Dimensions staff and volunteers so that they may care for Jewish patients in a manner that is consistent with their beliefs and traditions. In addition, Nate has partnered with many community synagogues, Rabbis and spiritual leaders to develop community education programs that explain how hospice fits into the Jewish tradition and highlights our expertise in key end-of-life issues. He previously worked at Dana-Farber Cancer Institute, where he served as a clinical social worker and social work manager as well at Kindred Healthcare, Wingate Healthcare and Beacon Hospice.

## WELCOME TO OUR NEW BOARD MEMBERS

**Jane Alpers** - As Executive Vice President at the growth strategy consulting firm Denneen & Company, Jane



works with clients across many industries to help sharpen their marketing and branding strategy and execution. A Cambridge resident, she holds an MBA in general management from Stanford University, and received her Bachelor's degree in biomedical ethics from Brown University. In 2013, Jane led the Denneen team that helped develop our business strategy, branding positioning and selection of the Care Dimensions name.

**Ellen Smith** - Ellen is Associate Professor and Director of the graduate Hornstein Jewish Professional Leadership Program



at Brandeis University. She also serves on the faculties of the Department of Near Eastern and Judaic Studies, and the MBA and MPP Programs in the Heller School of Social Policy and Management. She was the founding Planning and Development Director of the Mind/Body Medical Institute at Harvard Medical School. Ellen is a graduate of Oberlin College and did her Ph.D. work at Boston University. Care Dimensions cared for Ellen's father who lived in her Newton home in 2011.

**Phil Cormier** - Phil is the Chief Operating Officer for Beverly Hospital and Addison Gilbert Hospital, members of the Lahey Health



System. Phil understands and appreciates the critical need of patients and their families for hospice and palliative care, both from his hospital administration and personal experience. Phil, a resident of Reading, previously served on our board from 2003 to 2006, and has served on the Finance Committee since 2006. He is currently the treasurer of the corporation.



*Patrick and Patrick spend their days fulfilling often unrecognized needs for refuge, unconditional love and compassion.*

## RICK VESCOVI AWARD WINNER



*Pictured (l-r) are Vice President and COO Judy Cranney, Maureen Burge, Children's Program Coordinator and Diane Stringer, President.*

At our staff appreciation event we honored Maureen Burge, MS, CCLS, our Children's Program Coordinator, with the annual Rick Vescovi Memorial Award. The award was established in memory of Care Dimensions Social Worker, Rick Vescovi, who passed away in 2007. President Diane Stringer and COO Judy Cranney, announced Burge as the winner saying that she epitomized the qualities that Vescovi was known for including: a collaborative work style; a friendly, open and accepting manner; a humble and unassuming nature; loyalty; and a good sense of humor. Burge, a Salem resident, has been with the Care Dimensions for 10 years. In addition to providing support to pediatric hospice and palliative care patients and their families, she leads children's bereavement support groups and provides individual counseling for children with family members receiving hospice care. Burge also runs Camp Stepping Stones, an annual camp for grieving children and their families.

## NORTH SHORE ELDER SERVICES SELECTS CARE DIMENSIONS' DUO FOR HEALTHCARE AWARD

The annual We Give Thanks Healthcare Award, given by North Shore Elders Services, was bestowed upon our very own therapy dog Patrick and his amazing volunteer Patrick Cranney. Since September 2012, the team of Patrick and Patrick have been bringing joy, support and friendship to more than 200 hospice patients and their families. Ninety-five percent of the patients visited say that they were more relaxed and happier after a visit from this special duo. For his part, Mr. Cranney says his primary concern revolves around improving the quality of a patient's day, the number of smiles he evokes and the happy memories of childhood pets that are raised. He adds that it is his privilege to deliver the wonderful experience of being loved, even for a few minutes, by a sweet and gentle Golden Retriever named Patrick.

The team travels far and wide, visiting anywhere a patient calls home. During daily visits to the Kaplan House, Patrick and Patrick provide distraction to families sitting vigil with their loved one. Receiving a visit from Patrick has been likened to opening the door to a flower delivery or the "surprise" feeling at an unexpected birthday party. Pictured are Patrick Cranney (right) and his brother Ted with Patrick, therapy dog.

## CARE DIMENSIONS FEATURED ON THIS AMERICAN LIFE

Care Dimensions clinical staff were the recent subjects of an episode of This American Life, a public radio show that broadcasts on more than 500 stations and to about 2.1 million listeners around the world. In February, producer Nancy Updike shadowed nurses, physicians, chaplains, social workers and hospice aides as they went about their daily work with patients, family members and other Care Dimensions staff. The show's theme focused on the end-of-life experience from the caregiver perspective. Updike is one of the founding producers of the show, which has won many broadcasting awards. The broadcast is set to air at the end of April. Please check our Facebook page and web site for the link to the program.



*Kaplan House Nurse Patti Burnham with Nancy Updike, producer.*

# Celebrating 26 Years of

On Sunday, September 22, 2013, families, friends, students, parents and community volunteers gathered on the campus of St. John's Prep in Danvers to remember the special lives that had touched their own. In spite of a rainy morning, nearly 3,500 people celebrated the lives of their loved ones at the 26th Walk for Hospice, raising \$230,000 to support essential programming and care not covered by insurance.

## TOP FUNDRAISING

### TEAMS (Alpha Order)

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Eastern Bank  
Electric Insurance Company  
Greenheads  
Mickey's Team Terrific  
Sam's Girls  
St. John's Preparatory School  
Team Cindy  
Team Higgins

We gratefully acknowledge the support of our sponsors

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Electric Insurance Company  
Emerson Hospital  
Family Medical Associates  
Thomas Glover  
Edward McColgan  
Salem Five Charitable Foundation  
Solomon Metal Corp.  
The Zampell Companies



## SAVE THE DATE - SUNDAY, OCTOBER 5, 2014

Mark your calendars and join us for the 27th Annual Walk for Hospice on Sunday, October 5, 2014. Each year our Walk brings together families, friends and colleagues who want to celebrate the memory of a loved one while supporting the compassionate care that Care Dimensions offers at end of life. Proceeds of the Walk ensure that Care Dimensions has the vital resources to provide comprehensive services including our grief support, complementary therapies, Camp Stepping Stones, and an enriched volunteer program. The event takes place on the campus of St. John's Preparatory School in Danvers.

# Going the Extra Mile



4



5



6



7



8



9



10



12

1. Mary's Mighty Ducks,  
2. Team Peggy's Pride,  
3. Eastern Bank Team,  
4. All sorts of Tee  
Shirts, 5. Over 3,000  
walkers turned out on  
Walk Day, 6. Roberta's  
Rebels, 7. Gram's Gang,  
8. Copyright Clearance  
Center, 9. Sam's Girls,  
10. Riverside Elementary  
School, Danvers, 11. State  
Senator Joan Lovely,  
emcee Kim Carrigan and  
Care Dimensions CEO  
Diane Stringer, 12. Dr.  
Rob Warren with his  
daughter



11



CareDimensions

# Support from the Community

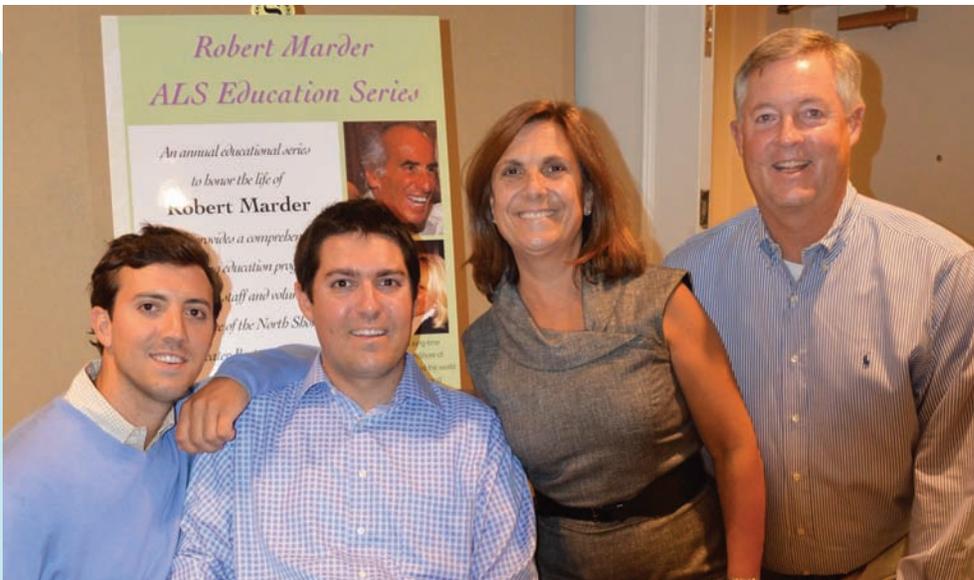
## Quilts for Kids

Thank you to members of the “Quilts for Kids” group that meets at North Shore Community Baptist Church in Beverly. They donated 15 cheerful handmade quilts for our pediatric hospice patients.



## Made with Love

Children at the YMCA Metro North's afterschool program in Stoneham made holiday cards and Valentines for hospice patients in long-term care facilities. Preschool and elementary school kids enthusiastically created cards, jewelry and letters that Care Dimensions social worker Stefanie Catella and her colleagues delivered to grateful patients.



## The Robert Marder Trust Supports ALS Education

The Robert Marder Trust continues to support our efforts to train staff on all aspects of care for patients with amyotrophic lateral sclerosis (ALS), often referred to as “Lou Gehrig’s Disease.” Gifts from the Trust will help us provide ongoing training, such as the one held in September 2013 featuring Robert Goldstein of the ALS Therapy Development Institute, Peggy Dellea from Spaulding Rehabilitation Hospital’s Assistive Technology Center, Jan Obermann and Margaret Ware of the ALS Association, Massachusetts Chapter and the Frates family of Beverly (pictured).



### *Gingerbread Castle Donation at Kaplan House*

The Kaplan House was the lucky recipient of an award-winning gingerbread castle that was donated by Carlene Covino in memory of her mother, a Care Dimensions home care patient. Charlene and her daughter, Allia wanted other patients and families to be able to enjoy the castle during the holidays. Allia also raised over \$100 for Care Dimensions.



### *East Boston Savings Bank Supports Veterans Program*

Care Dimensions received a \$5,000 grant from East Boston Savings Bank to enhance our veterans support and outreach program. Pictured at the awards ceremony is Richard J. Gavegnano, Chairman and CEO of East Boston Savings Bank and Care Dimensions' VP for Philanthropy Elizabeth Macomber.



### *Tree of Lights Ceremonies Lift Hearts and Spirits*

Hundreds of people attended our annual Tree of Lights ceremonies in December. The annual events serve as a tradition for families and friends to come together and celebrate their loved ones in a meaningful way.



### **SAVE THE DATE - BRICK DEDICATION**

The 2014 Brick Dedication ceremony will be held on Saturday, June 14 at the Kaplan Family Hospice House Garden of Remembrance. The morning ceremony creates an opportunity for family and friends to come together to honor their loved ones and celebrate their memory. To make a donation for a brick in honor of a loved one, please contact Heidi Hatch at 978-750-9318 or [hhatch@caredimensions.org](mailto:hhatch@caredimensions.org).



Photo credit: Helen Cogan

# Program updates

## PROVIDING THE VERY BEST QUALITY OF LIFE FOR OUR VETERANS

As a part of our ongoing efforts to recognize the unique needs of our veterans at end of life, Care Dimensions has partnered with the National Hospice & Palliative Care Organization (NHPCO) and the Department of Veteran's Affairs' (VA) We Honor Veterans Program for the past several years. In January, we received Level 4 designation, the highest level of recognition for this program and were the first nonprofit hospice in Massachusetts to achieve this recognition. According to NHPCO, Care Dimensions' efforts reflect a continued commitment and dedication to ensuring veterans have access to quality end-of-life care. For more information on the We Honor Veteran's national program visit [www.wehonorveterans.org](http://www.wehonorveterans.org).



WE HONOR VETERANS



## SAYING THANK YOU WITH OUR FREEDOM ROCK CEREMONY

Care Dimensions presents every veteran in our care with a Freedom Rock inscribed with the words, Freedom - In gratitude for your service to our country. In an emotional ceremony held recently, Chaplain Sharon Dunbar-Link presented a Freedom Rock to Cdr. Harold Gillam, retired Commander of the USS Salem and veteran of WWII, the Korean War and Vietnam War. Cdr. Gillam was surrounded by his sons, grandchildren, friends and staff from the Devereux House in Marblehead during the ceremony. Many of these presentations and ceremonies occur every week at the request of patients, families or the community.



## "PATRICK" STUFFED ANIMALS COMFORT DEMENTIA PATIENTS

A recent addition to our supply kit for volunteers working with dementia patients is a plush toy modeled after Patrick, our therapy dog. Volunteers use the items in the kit to assist with comforting patients, eliciting communication and creating memories. For many patients and their caregivers, the soft toy is a cheerful and cherished memento.

## SAVE THE DATES



*Dr. Ira Byock, Acclaimed Palliative Care Physician is Coming to Care Dimensions*

*Thursday, October 23, 2014*

*4:30 – 7:30 p.m.*

*St. John's Prep., Danvers*

*Friday, October 24, 2014*

*7:30 – 10:30 a.m.*

*Beverly Hospital, Beverly*

Join us in welcoming Dr. Ira Byock, one of the foremost palliative care physicians and speakers in the country to the Care Dimensions Community.

Dr. Byock's talk will focus on the premise that to ensure the best possible care for those we love—and eventually ourselves—we must not only remake our healthcare system, we must also move past our cultural aversion to talking about dying and acknowledge the fact of mortality. In so doing, we can live emotionally authentic, healthier, and more joyful lives.

# Volunteer focus

## MUSIC AT THE BEDSIDE

We now have a volunteer-trained group of singers who can perform at the bedside of a patient. These singers visit patients in teams of two or three and provide comfort by singing to patients at end-of-life. The founder of Gentle Voices Bedside Singers, Bettina Turner says, “Being able to sing at someone’s bedside can be wonderful and even joyful. It puts me in touch with something we are all deeply



in need of – being in the moment, creating connection, and love.”

*Some of the members of the Gentle Voices Bedside Singers (l-r) Bettina Turner, Allyson Lawless and Lorraine Adams.*

## HELP US SPREAD THE WORD... VOLUNTEERS ARE NEEDED IN SEVERAL AREAS

Volunteers play a critical role in the lives of our patients. Each day we care for more and more patients and are looking for new volunteers to assist with these growing numbers. We care for patients in more than 90 communities in Eastern Massachusetts. If you or someone you know is interested in volunteering or in learning more about these special opportunities, please contact Sheryl Meehan, Volunteer Manager, at 978-750-9321 or email [SMeehan@CareDimensions.org](mailto:SMeehan@CareDimensions.org).

## VOLUNTEERS OFFER COMFORT WITH SHABBAT BAG DELIVERIES

Since last September, members of Congregation Shirat Hayam in Swampscott have been delivering Shabbat Bags to Jewish patients at the Kaplan Family Hospice House each Friday. The program, which was suggested by volunteer Ellen Frankel, was modeled after a Chicago-based hospice service that Frankel experienced when her own father was on hospice care. Each bag provides all the materials needed to help celebrate the weekly Shabbat prayer ceremony, including electric candles and grape juice donated by Congregation Shirat Hayam and individual challahs and cookies, donated by Newman’s Bakery in Swampscott, along with a prayer card in Hebrew and English. Nate Lamkin, Care Dimensions Jewish Hospice program director, sees this collaboration as extremely meaningful, saying, “The kind and thoughtful gesture of delivering a Shabbat Bag to a Jewish family at the Kaplan House transforms that room into a sukat shalom, a house of peace. Being able to participate in these rituals is deeply comforting to families.”



*Pictured are Shabbat volunteers Ellen Frankel (left) and Michele Tamaren.*

## OUR NEXT VOLUNTEER TRAINING SESSIONS:

### Danvers:

**Day Class: April 30 –**

**June 25, 9:30 – 11:30 a.m.**

*Kaplan Family Hospice House,  
78 Liberty Street*

**Evening Class: May 6 –**

**June 24, 6 – 8 p.m.**

*Care Dimensions Offices,  
75 Sylvan Street, Suite B-102*

### Wellesley:

**Evening Class: May 1 –**

**June 19, 6:30 – 8:30 p.m.**

*Care Dimensions Offices,  
70 Walnut Street*



We'd like to keep you informed, however, if you no longer wish to receive this newsletter or future fundraising requests to support Care Dimensions, formerly Hospice of the North Shore & Greater Boston, please contact the Development Department by email at [philanthropy@caresdimensions.org](mailto:philanthropy@caresdimensions.org) or call 978-225-9787.

## Please join us

- **North Shore Service of Remembrance**  
*Sunday, May 4 at 3 p.m.* Second Congregational Church, Beverly
- **Greater Boston Service of Remembrance**  
*Wednesday, May 7 at 6 p.m.* Watertown Free Library, Watertown
- **20th Annual Hospice Auction & Regatta**  
*Friday, June 13 & Sunday, June 15* Corinthian Yacht Club, Marblehead
- **Brick Dedication Ceremony**  
*Saturday, June 14 – 10:30 a.m.* Kaplan Family Hospice House, Danvers
- **Camp Stepping Stones**  
*Saturday, July 12 & Sunday, July 13* Glen Urquhart School, Beverly
- **27th Annual Walk for Hospice**  
*Sunday, October 5, at 8 a.m.* St. John's Preparatory School, Danvers
- **Care Dimensions Presents Dr. Ira Byock**  
*Thursday, October 23, 4:30 – 7:30 p.m.* St. John's Prep., Danvers  
*Friday, October 24, 7:30 – 10:30 a.m.* Beverly Hospital, Beverly