



## History of Hospice By The Bay in Sonoma County

- 1974 The first hospice in America is established in Connecticut, modeled on the groundbreaking work of Dame Cicely Saunders at St. **Christopher's Hospice in England** and writings about death and dying by Elisabeth Kübler-Ross.
- 1975 Hospice of Marin (now Hospice By The Bay) is founded as a community, non-profit hospice, the second hospice in the U.S. and the first in California. Led by volunteers, Medical Director Dr. William Lamers, Jr., the Rev. John Thorton and community advocate Barbara Hill, HOM provides terminally ill patients with compassionate hospice care at home, care that minimizes pain and suffering to improve quality of life.
- 1978 Sonoma resident and volunteer hospice nurse, Mary Taverna, RN, is named Hospice of Marin Executive Director (later changed to CEO). Hospice of Marin is a pioneer and leader in the **nation's** growing hospice care movement, training physicians around the U.S. HOM also joins the grassroots effort lobbying Congress for hospice funding through Medicare that would minimize the financial burden on families caring for seriously ill loved ones.

Sonoma community members and physicians interested in starting a hospice view a presentation by the HOM Medical Director. Dr. Paul Harrison and the grassroots Hospice Committee ask the Sonoma Valley Hospital District to open a hospice program.

- 1979 Sonoma Valley Hospital District founds Valley of the Moon Hospice as part of Sonoma Valley Hospital. Services help terminally ill patients with medical, practical and informational needs. Family members also receive support and grief counseling. Care is provided by four paid staff and eight volunteers.

SVHD appoints a Hospice Advisory Committee made up of Sonoma residents, SVHD board members and SV Hospital staff. The committee includes: Alice Allen; Marie Cherms; Dain Engelman, RN; Paul Harrison, MD; Marjorie Hunter; the Rev. Martin Knutsen; Charles Laird; Don Martin, MD; Sue Penn; Peggy Savage, RN; Mitcham Stroud; Lorraine Wedekind and Debbie White, RN.

Hospice Coordinator Carole Peccorini, Alice Allen and Dr. Paul Harrison attend a Hospice of Marin training about hospice care, then train the first VOMH Patient Care Team. On September 17, VOMH accepts its first patient. Services are free of charge.

- 1982 Congress passes the first Hospice Medicare Benefit, which is made permanent by Congress in 1986. Hospice agencies are now reimbursed at a fixed, per diem rate for such essentials as skilled nursing care, medical social services, counseling, home health aide services, prescriptions and needed medical equipment.
- 1984 VOMH begins charging hospice patients for care. Those who cannot pay may apply to The Jack D. Brown Hospice Family Fund (later The Jack D. Brown Sonoma Hospice Auxiliary, Inc.), which accepts donations to cover charity care. No one is turned away for lack of funds.

1992 Sonoma Valley Hospital's **Board of Directors** votes unanimously to relinquish the Valley of the Moon Hospice due to budget concerns. Since opening in 1979, VOMH served 600 patients and their families.

Hospice of Marin is chosen to run the program, renamed Valley of the Moon Team of Hospice of Marin. HOM Executive Director Mary Taverna says that expanded grief counseling and HOM resources will benefit Sonoma patients and families.

HOM continues the VOMH tradition of an annual, community tree-lighting ceremony in Sonoma Plaza and participation in the *Hit The Road, Jack! Wine Country Run*.

2001 Former Sonoma Valley Hospital Chief of Medicine Dr. Clinton Lane joins the Valley of the Moon Team of the Hospice of Marin as Medical Director. Before retiring in 2007, Dr. Lane was on several Hospice of Marin boards. He continues on **HBTB's** Board Operations Council.

2003 HOM merges with Hospice by the Bay in San Francisco, opening a new office and becoming a tri-county provider of hospice care.

2005 U.S. Senator Barbara Boxer presents the 2005 Healthcare Champion Award to HOM for its work with diverse populations in the Bay Area and for serving as a model for hospice care around the country.

2006 Hospice of Marin is renamed Hospice By The Bay to better reflect the **agency's regional** service area – the counties of Marin, San Francisco and Sonoma. In 2009, HBTB also offers care in Northern San Mateo County.

2007 HBTB acquires VITAS Innovative Hospice Care® of the North Bay to enhance services to its patients throughout Sonoma County.

2008 Chief Operating Officer Sandra Lew, LCSW, is named CEO of Hospice By The Bay.

2009 Mary Taverna retires and continues on the HBTB Board of Directors as President Emeritus.

2012 Hospice By The Bay celebrates its 20<sup>th</sup> Year of Quality Care in Sonoma County. **HBTB's** Sonoma County base of hospice and grief counseling services continues to be its office at 109 W. Napa St., Sonoma. The office serves more than 85 patients and families daily with a professional staff of 25 and the support of trained community volunteers.

To better serve its Sonoma County patients and families, and for the convenience of its traveling staff, Hospice By The Bay also leases a satellite office. The HBTB Santa Rosa drop-off site is located at 3550 Roundbarn Blvd., Suite 208, Santa Rosa.

Throughout its service area, HBTB has a professional staff of 260 and more than 500 active volunteers. It offers hospice and palliative care and grief support for all ages. Hospice teams care for more than 350 patients daily in family residences, long-term care facilities and hospitals. The non-profit provider continues to stand by its policy: Regardless of their ability to pay, HBTB offers compassionate end-of-life care to everyone who needs it.

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