

MARKETING REQUEST
catalog



Meet your Marketing team!

Our team helps communicate our mission, vision, and values through many touchpoints:

BRANDING

Purpose + Strategy + Positioning + Personality + Voice
Communications, messaging strategy, design, brand integrity

TV + RADIO + PRINT + DIGITAL

TV, radio, online ads, print ads, billboards
Facebook, Instagram, LinkedIn, YouTube, Twitter
Web + blogs

PRINT

Printed collateral (brochures, fliers, guidebooks, newsletters, etc.)

PUBLIC RELATIONS

Press releases and press events



Jan
BULLARD
VP of Marketing
+ Public Relations



Mark
TIRRELL
Director of Brand
+ Design



Sherry
GIBSON
Marketing Traffic
+ Print Manager



Audrey
CASSELL
Digital Media
Manager



Sydney
HALL
Junior Designer

THINGS TO REMEMBER:

You are the face of Mountain Valley every day

Become familiar with our website and social media accounts

Use Form M06 located on Teams in Forms for your request.

Email marketingrequests@mtnvalleyhospice.org for any questions

Refer all media inquiries to the PR department at (888) 789-2922.

Employees are not to speak to media or schedule interviews under any circumstances.



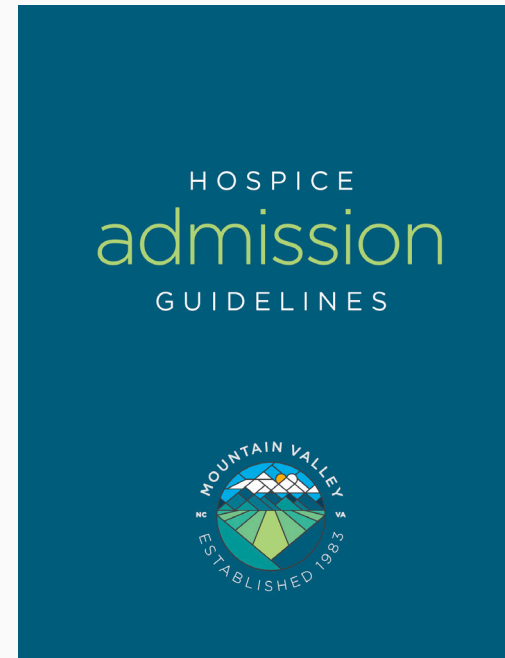
PAGE OF contents

- booklets
- brochures
- cards
- certificates
- fliers
- labels
- letterheads
- NPHI
- patient progress
- provider cards
- training guides

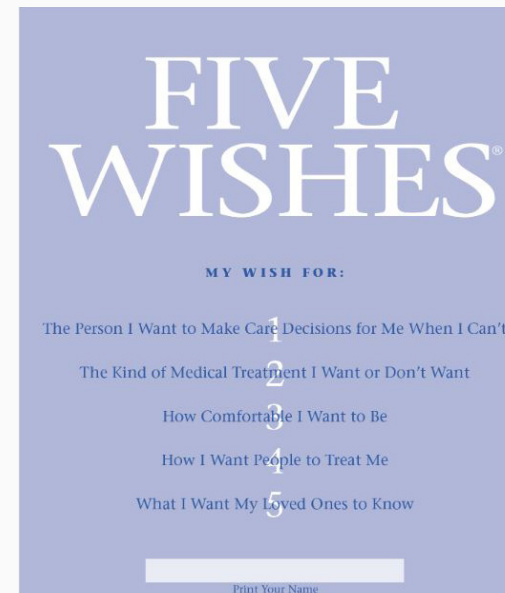


booklets

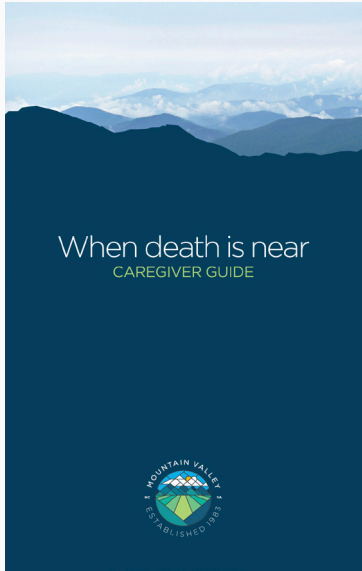
- Admission guidelines
- 5 wishes
- Adult caregiving
- Quality of life
- Adult bereavement
- Child bereavement



ADMISSION
GUIDELINES

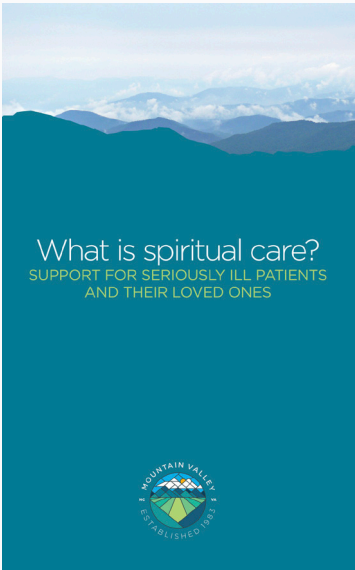
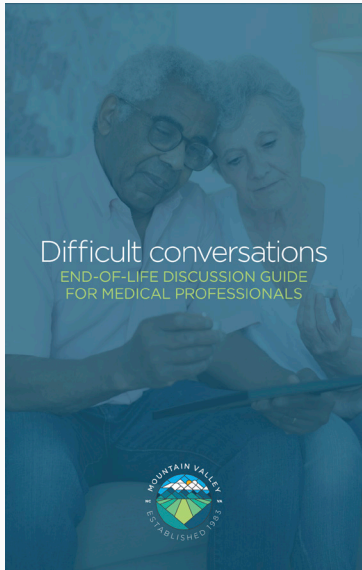


5 WISHES



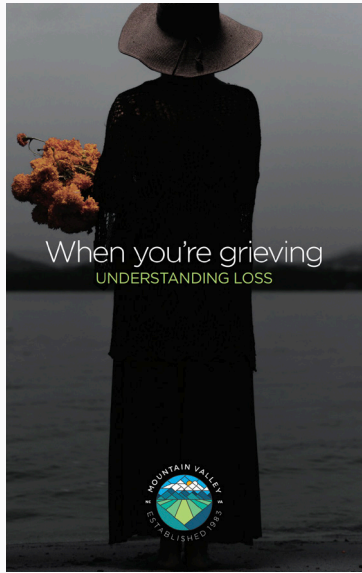
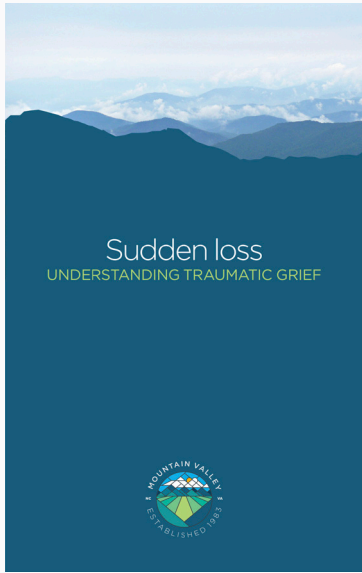
ADULT CAREGIVING

When death is near
Caregiving confidence



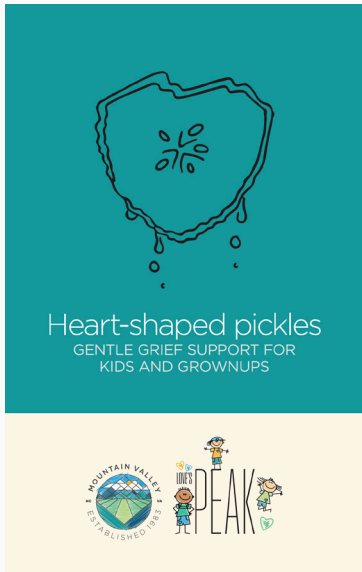
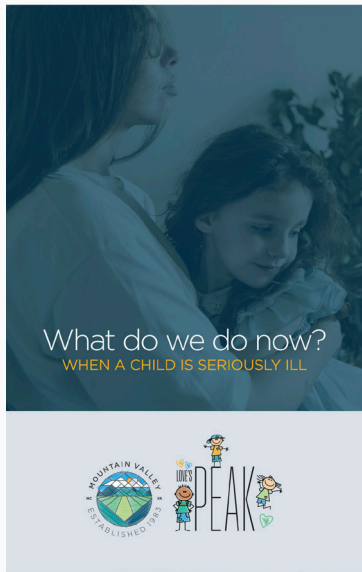
QUALITY OF LIFE

Difficult conversations
Hospice can help
What is spiritual care?



ADULT BEREAVEMENT

Sudden Loss
When you're grieving

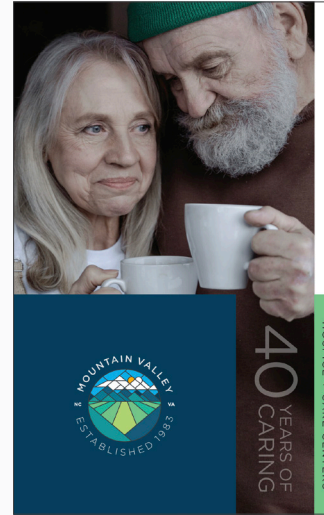


CHILD BEREAVEMENT

Talking to kids about death
What do we do now?
When teens are grieving
Heart-shaped pickles

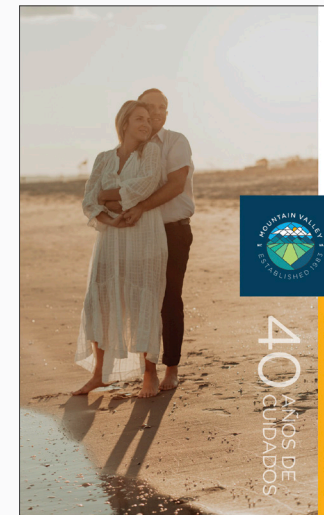
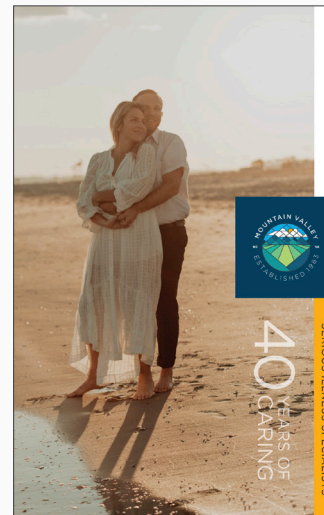
brochures

- Hospice + care centers
- Serious Illness Specialists
- We Honor Veterans
- Volunteer services
- Love's PEAK
- When home health is not enough



HOSPICE +
CARE CENTERS

English
Spanish



SERIOUS
ILLNESS
SPECIALISTS

English
Spanish



WE HONOR VETERANS

English

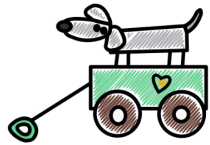


VOLUNTEER SERVICES

English



Caring for children coping
with illness or loss



LOVE'S PEAK

English

Spanish

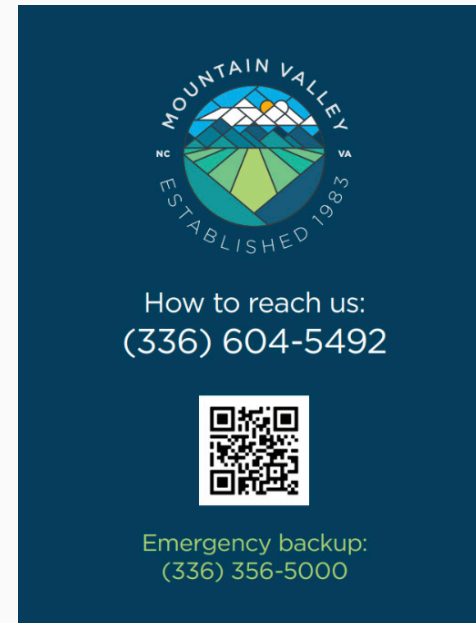


**WHEN
HOME HEALTH
CARE ISN'T
ENOUGH**

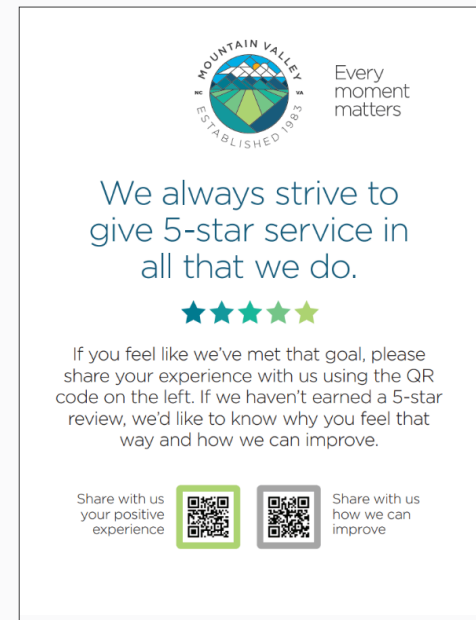
WHEN HOME HEALTH IS NOT ENOUGH

cards

- Northern QR
- Google review
- Boostlingo/5 gems
- Delta card
- Note card
- Patient birthday card
- Patient education video
- Referral card
- IPU card



NORTHERN QR



GOOGLE REVIEW

BOOSTLINGO

Go to Staff Login on Mountain Valley website.
Click Boostlingo tab for login info.

KEY WORDS at KEY TIMES

Constipation, Dignity and respect,
Emotional support, Help, Listen, Pain,
Restless, Sadness, Side effects,
Spiritual beliefs, Support, Training,
Trouble breathing



FIVE GEMS

- 1 Know the Most Involved Person (MIP)
- 2 Key words at key times (see other side)
- 3 Intentional visits at end of life
- 4 Bereavement check-in
- 5 How we make families feel

**BOOSTLINGO/
5 GEMS CARD**

Front + back



Hospice prescription payment card

Present this card to the pharmacist

Patient name _____

ID# DCMVH _____

(DCMVH + Medical record number = 13 characters)

Date of birth ____/____/____

Bin #020073 PCN: Not required Group: DCRX

**If you're a pharmacist with any questions or processing issues, please call DeltaCare Rx at (855) 830-6230.

Please do not call the hospice.

DELTA CARD



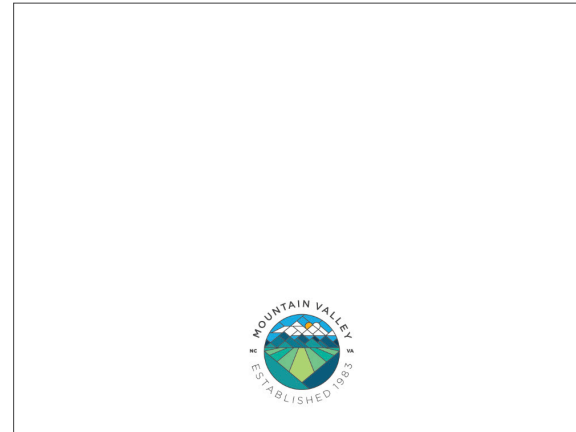
NOTE CARD

Front + back



PATIENT BIRTHDAY CARD

Front + back





PATIENT ED. VIDEO LIBRARY

Front + back

(888) 789-2922

WINSTON-SALEM, NC
MOUNT AIRY, NC
KING, NC
KERNERSVILLE, NC
SPECIALISTS
SERIOUS ILLNESS
YADKINVILLE, VA
MARTINSVILLE, VA
GALA, VA
YADKINVILLE, NC
DOBSON, NC
PILOTT MOUNTAIN, NC
ELKIN, NC
DOBSON, NC
AT HOME
HOSPICE CARE

HOSPICE HOMES

SECU HOSPICE HOME
OF YADKIN
YADKINVILLE, NC
JOAN & HOWARD
WOLTZ HOSPICE HOME
DOBSON, NC

Every moment matters

If you're a caregiver or someone with a serious illness, **WE CAN HELP.** Call us to review your care challenges and find out how we can assist you. **(888) 789-2922** Anyone can make a referral for someone to receive care.

- Advance care planning
- Hospice care in your home or other setting
- Serious Illness Specialists (palliative care)
- Pain and symptom management
- Grief support

mtvalleyhospice.org (888) 789-2922

REFERRAL CARD

Front + back

Please visit our **PATIENT EDUCATION VIDEO LIBRARY** to learn more about our hospice and palliative care mtvalleyhospice.org/videolibrary (888) 789-2922



JOAN & HOWARD WOLTZ HOSPICE HOME
945 Zephyr Rd, Dobson, NC 27017
(336) 356-5000

SECU HOSPICE CARE CENTER OF YADKIN
243 N Lee Ave, Yadkinville, NC 27055
(336) 677-1692

IPU CARD

Front + back

certificates

● CE certificate

● Certificate of participation

● Relias CE certificate

CE CERTIFICATE

Title

(#) Contact hours
have been awarded to:

Date: _____
CPU # 136

Mountain Valley Hospice & Palliative Care is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Mountain Valley
PO Box 325
Dobson, NC 27007



CERTIFICATE OF PARTICIPATION

Title

Certification of participation
1.0 hour has been awarded to

Recipient's name

Date: _____

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Mountain Valley
PO Box 325
Dobson, NC 27007



RELIAS CE CERTIFICATE


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Mountain Valley
PO Box 325
Dobson, NC 27017



fliers

- Hospice services
- Service area
- Professional development
- ELNEC



Hospice services

Those living with a serious illness have a variety of physical, spiritual, emotional, and social needs. End-of-life care is unique, so the goal of the hospice team is to be sensitive and responsive to the special requirements of each individual and family.


Our full array of services at Mountain Valley include:

Nursing services
A hospice nurse makes home visits to assess the patient's condition and takes care of the patient, working to manage symptoms such as pain, nausea, vomiting, and constipation. How often the nurse visits depends on the patient's condition and physician recommendations. The nurse is in regular contact with the patient's physician and can arrange for special equipment and supplies.

Social work services
Mountain Valley medical social workers are available to provide emotional support, counseling, and resources to our patients and families. Social workers help navigate complex medical, emotional, and social issues; facilitate communication between patients, families, and healthcare providers; and assist with end-of-life planning and decision making. They also help connect patients and families with community resources and support services.


Hospice aides
Our aides visit the home at regular intervals to give baths and shampoos, to help make and change the bed, to help maintain cleanliness of the patient area, and to help with other types of personal care. The aides also provide companionship to the patient, as needed.

Spiritual care services
Our hospice chaplains provide spiritual and emotional support to our patients and families, regardless of spiritual beliefs. They offer pastoral care, comfort, and guidance, respecting the diverse spiritual and cultural backgrounds of individuals. The primary role of the chaplain is to listen, offer presence, and provide spiritual companionship.



(888) 789-2922


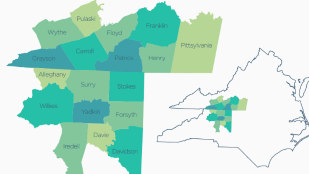
We provide hospice services to patients of any age, religion, race, or illness. While Medicare, Medicaid, and private insurance cover the cost of most hospice services, Mountain Valley provides care to all terminally ill patients and their families, regardless of their ability to pay.



Hospice services (cont.)

Volunteers
Volunteers are available to assist the rest of the hospice team in providing care to our patient and families. If desired, a specially-trained volunteer will be assigned to provide such services as companionship, respite for family members, and occasional help with errands. Our volunteers are good listeners and are available to offer emotional support. They may also help with Mountain Valley office duties and fundraising events.

Bereavement services
Our bereavement coordinators support you and your family by providing grief support, support groups, and resources to help cope with grief and loss. We provide education about the grieving process and offer ongoing support for the first year by providing compassionate care and guidance as you navigate this difficult journey. Our support is also available to anyone struggling with grief and loss in our communities.



(888) 789-2922

We provide hospice services to patients of any age, religion, race, or illness. While Medicare, Medicaid, and private insurance cover the cost of most hospice services, Mountain Valley provides care to all terminally ill patients and their families, regardless of their ability to pay.

HOSPICE SERVICES

Front + back



NORTH CAROLINA

Alleghany
Ennice
Glade Valley
Grassy Creek
Piney Creek
Roaring Gap
Sparta

Davidson
Denton
Lexington
Linwood
Midway
Southmont
Thomasville
Tyro
Walburg
Welcome
Siloam

Dave
Advance
Bermuda Run
Coolermece
Harmony
Mocksville

Forsyth
Clemmons
Beliefs Creek
Kernersville
Lewisville
Pittsford
Rural Hall
Tobaccoville
Walkertown
Winston-Salem

Iredell
Barium Springs
Harmony
Houstanville
Love Valley
Mooreville
Olin
Scotts
Statesville
Trotman
Turnersburg
Union Grove

Stokes
Danbury
Germanton
King
Lawsonville
Pine Hall
Sandy Ridge
Tobaccoville
Walnut Cove

Surry
Ararat
Dobson
Elkin
Lowgap
Mount Airy
Pilot Mountain
Pinnacle
State Road
Thurmond
Toast
Westfield

Wilkes
Boomer
Ferguson
Hays
Laurel Springs
McGrady
Millers Creek
Moravian Falls
North Wilkesboro
Purlear
Roaring River
Ronda
Traphill
Wilkesboro

Yadkin
Boonville
East Bend
Hamptomville
Jonesville
Yadkinville

VIRGINIA

Carroll
Austinville
Cana
Dugspur
Fancy Gap
Hillsville
Lambsburg
Laurel Fork
Willis
Woodlawn

Danville, VA

Floyd
Copper Hill
Floyd
Indian Valley
Pilot
Willis

Franklin
Boones Mill
Burnt Chimney
Callaway
Charity
Ferrum
Glade Hill
Hardy
Henry
Penhook
Redwood
Rocky Mount
Union Hall
Wirtz

Galax, VA

Grayson
Elk Creek
Fries
Independence
Mouth of Wilson
Troutdale
Whitetop

Henry
Axtton
Bassett
Collinsville
Fieldale
Ridgeway
Spencer
Stanleytown

Martinsville, VA

Patrick
Ararat
Claudville
Critz
Meadows of Dan
Patrick Springs
Stuart
Vesta
Woolwine

Pittsylvania
Blairs
Callands
Cascade
Chatham
Danville
Dry Fork
Gretna
Hurt
Java
Keeling
Long Island
Pittsville
Ringgold
Sandy Level
Sutherland

Pulaski
Belspring
Draper
Dublin
Hiwassee
Newbern
New River
Parrott
Pulaski

Wythe
Austinville
Barren Springs
Cripple Creek
Crockett
Ivanhoe
Max Meadows
Rural Retreat
Speedwell
Wytheville



SERVICE AREA

(888) 789-2922 mtnvalleyhospice.org

SERVICE AREA



Professional development opportunities
For more information or to schedule a class, call (888) 789-2922

Mountain Valley is committed to providing professional development opportunities that enhance knowledge and quality of care provided to patients and families at the end of life.

Educational classes can be created and customized to meet your educational needs.



Hospice 101
Explanation and overview of hospice including the history and philosophy, the Medicare Hospice Benefit, eligibility criteria, levels of care, the interdisciplinary team, and signs and symptoms of the dying process.

Pain Management at the End of Life
Overview of how pain is managed and identifying the barriers often associated with appropriate pain control at the end of life. We will discuss the components of a thorough pain assessment along with pharmacological and nonpharmacological therapies to help relieve the patient's pain.

Nutrition and Hydration at the End of Life
We will identify and educate on the benefits and burdens of nutrition and hydration at the end of life and their various delivery methods. We will discuss recognizing the appropriateness of artificial hydration as it relates to the goals of care and comfort measures at the end of life.

Caring for Patients with Dementia at End of Life
Overview of the definition of dementia and how to recognize when a patient with dementia is appropriate for hospice care. We will identify common causes of discomfort for patients with dementia at the end of life and how to treat symptoms appropriately.


Advanced Care Directives
Overview of different types of advanced directives and education to help direct patients and families in advance care decision making.

End-of-Life Education Consortium (ELNEC)
Core courses provide education to help improve palliative and end-of-life care practices. Modules include: Palliative Care, Pain Management, Symptom Management, Communication, Cultural and Spiritual Considerations, Ethical Issues, Final Hours and Loss, Grief and Bereavement, Pediatric and Veteran specific modules are also available.

Mountain Valley is an approved provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

There may be a nominal fee required for processing CEs.

PROFESSIONAL DEVELOPMENT



ELNEC
End-of-Life Nursing Education Consortium

Designed to educate nurses and healthcare professionals in end-of-life care for patients and their families

Core ELNEC
All meetings are on Fridays from 8:30 - 5:00
Choose a date to attend:
Jan 19th, March 15th, May 24th, July 19th, Sept 27th, Nov 22nd

Microsoft Teams meeting or in person at 105 N Crutchfield St, Unit 2, Dobson, NC 27017


\$100 fee
8 CE hours for nurses

Register and pay at:
mtnvalleyhospice.org/ELNEC

Who should attend:

- o Nurses
- o Nurse Practitioners
- o Social Workers
- o DNPs

For more information, contact:
Kendra Gwyn
kgwyn@mtnvalleyhospice.org
(888) 789-2922



Veterans' ELNEC
Friday, Nov 15th, 8:30 - 3:30

Microsoft Teams meeting or in person at 105 N Crutchfield St, Unit 2, Dobson, NC 27017

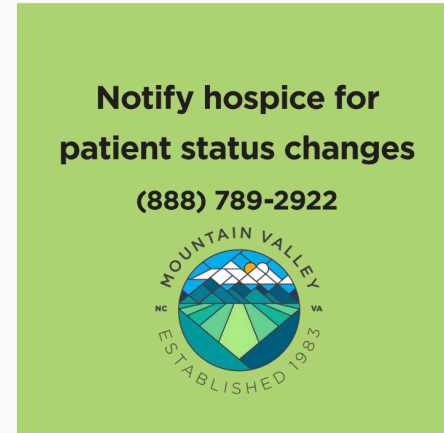
\$100 fee
7 CE hours for nurses

Register and pay at:
mtnvalleyhospice.org/VeteranELNEC

ELNEC

labels

- Facility
- Gates pharmacy
- Electronics
- Mailing label
- Mountain Valley stickers
- Shipping labels



FACILITY



GATES
PHARMACY



ELECTRONICS

Laptop

Phone



MOUNTAIN VALLEY 2.5" STICKERS

Logo

Mission tagline

Every
moment
matters

Mountain Valley
PO Box 325
Dobson, NC 27017

MAILING
LABEL

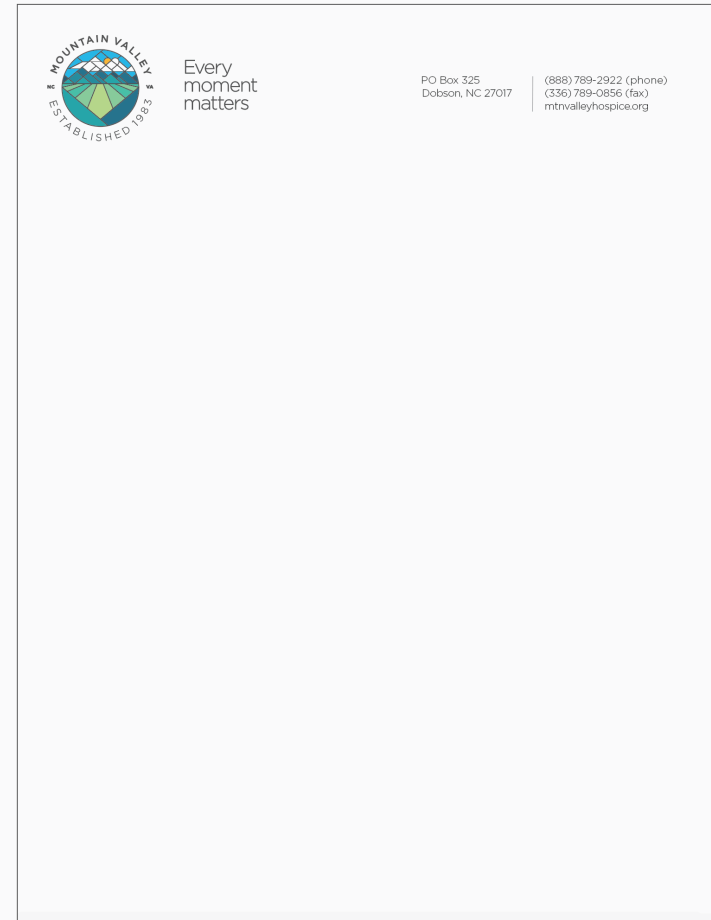


PO Box 325
Dobson, NC 27017

SHIPPING
LABEL

letterhead set

- Letterhead
- Envelopes
- Business card



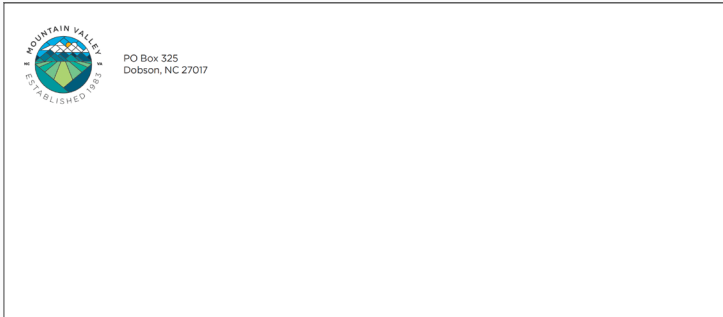
LETTERHEAD

Dobson
WHH
SECU
SIS



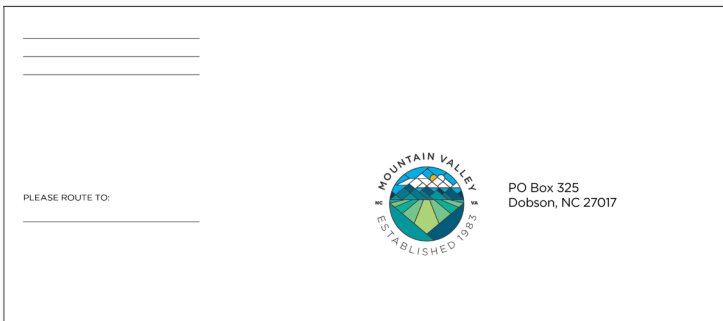
BULK NO. 10 ENVELOPE

Dobson only



NO. 10 ENVELOPE

All offices



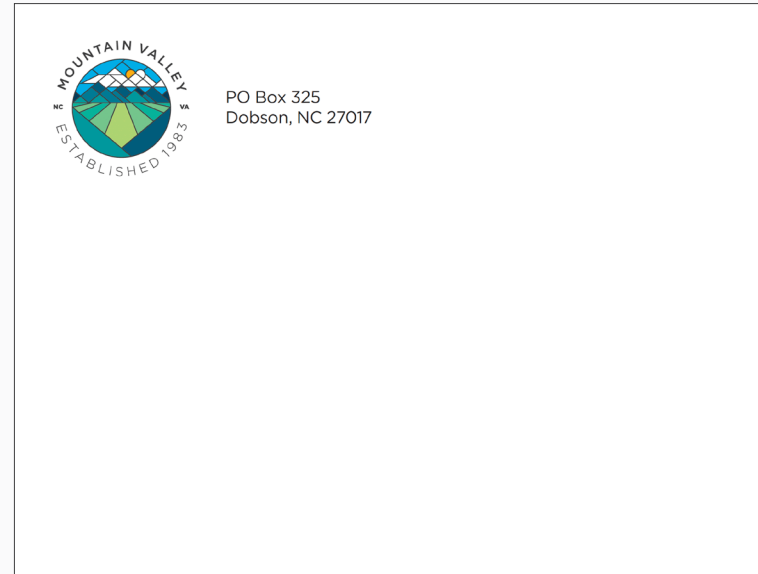
NO. 9 ENVELOPE

All offices
Billing
Development



6 X 9 ENVELOPE

Dobson only



A2 ENVELOPE

Dobson only

Mountain Valley
Title in Bold
name@mtnvalleyhospice.org
(888) 789-2922 (main)
(336) 000-0000 (mobile)



First Last

BUSINESS CARD

Front

Back

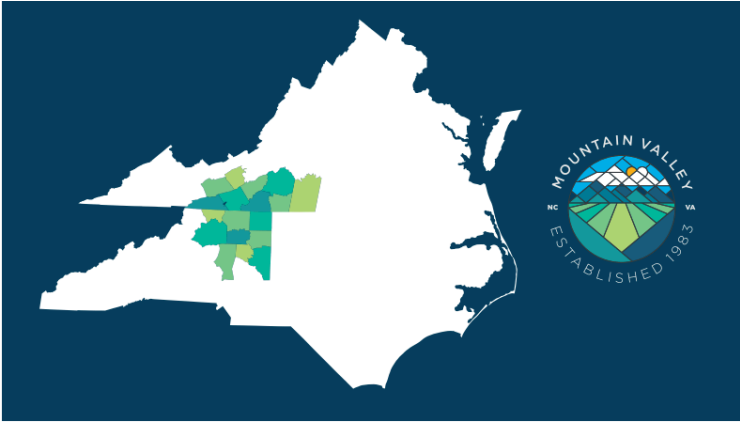


Every
moment
matters

Mountain Valley
Title in Bold
 name@mtnvalleyhospice.org
 (888) 789-2922 (main)
 (336) 000-0000 (mobile)



First Last




Every moment matters

VA

NC

Service AREA
 (888) 789-2922

Map labels (VA): Wythe, Pulaski, Floyd, Franklin, Grayson, Carroll, Patrick, Henry, Pittsylvania

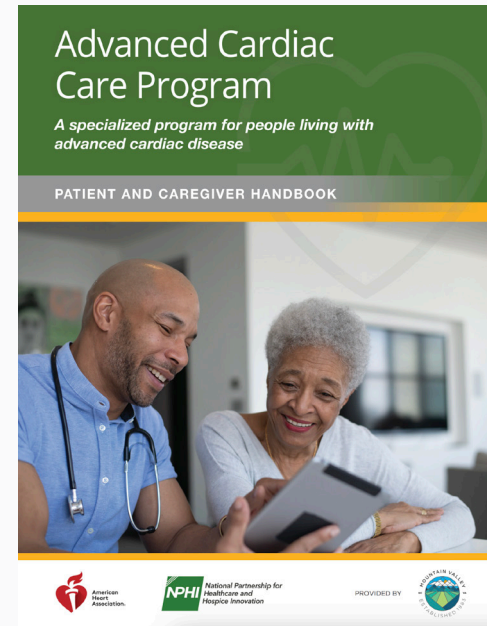
Map labels (NC): Alleghany, Surry, Stokes, Wilkes, Yadkin, Forsyth, Iredell, Davie, Davidson

BUSINESS CARD-GROWTH TEAM

- Front
- Back
- Middle

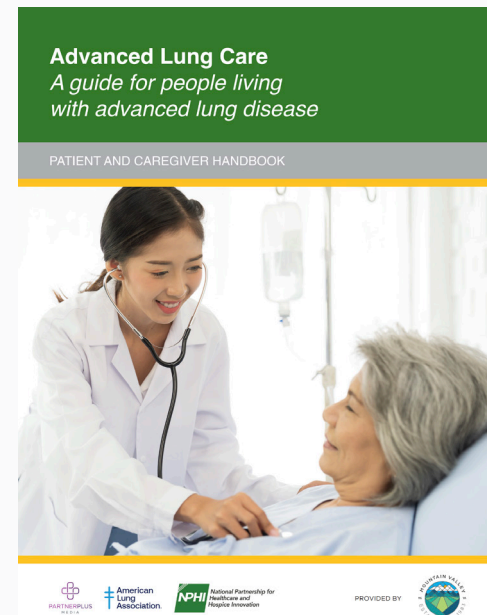
NPHI

- Cardiac handbook
- Lung handbook
- Dementia care guide
- Veteran guide



CARDIAC HANDBOOK

English
Spanish



LUNG HANDBOOK

English



DEMENTIA CARE GUIDE

English

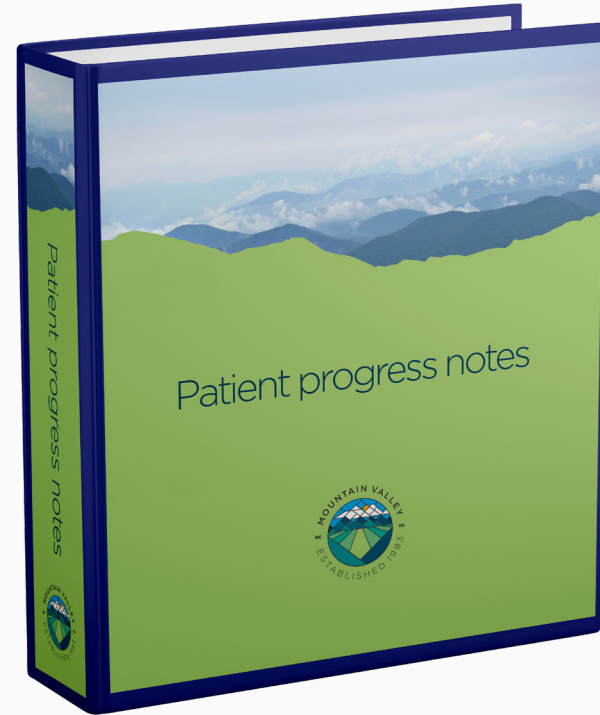


VETERAN GUIDE

English

patient progress

- Patient progress notes



PATIENT
PROGRESS
NOTES

provider cards




Palliative



Hospice


Your palliative provider team

Glenn Golaszewski, MD Chief Medical Officer		Kristie Szarba, MSN, ARNP-BC, ACHPN Senior VP of Practice Management	
Kelley Waite, ARNP-C		Victoria Hunt, MSN, FNP-BC, ACHPN	
Ronda Blevins, MSN, FNP-BC		Amy Poindexter, MSN, FNP-BC	
Traci O'Dell, MSN, FNP-C		Hannah Creed, MSN, FNP-BC	
Amanda Holt, RN		Renee Snow, Practice Manager	
Emily Evans, Medical Administrative Coordinator		Meagan Gardner, Medical Administrative Coordinator	

 Every moment matters

PALLIATIVE PROVIDER CARD

Front + back

 Every moment matters

Our primary goal is patient comfort

Comfort-focused care
Mountain Valley provides specialized medical support for people with a serious, advanced illness. Our goal is to improve quality of life for the patient and family. Services of this nature are sometimes referred to as palliative or comfort-focused care.

Team approach
Our palliative care team works with the patient's current specialists and primary care providers for consult services and as an added layer of support for patients and families. We help manage distressing symptoms and provide valuable expertise during complex decision making and goals of care discussions. Patients may continue with aggressive medical care, in-home care, skilled nursing, physical therapy, and other specialized care, with no interruption to those services. We accept Original Medicare Part B, Medicaid, or private insurance (co-pays may apply).

(888) 789-2922

Your hospice provider team

Glenn Golaszewski, MD
Chief Medical Officer



Kristie Szarpa, MSN,
ANP-BC, ACHPN
Senior VP of Practice
Management

Alex Waite, DO
Medical Director,
Inpatient Units



Don Bivins, MD
Medical Director, VA

Rohini Kanniganti, MD,
MSPH, HMDC



Mike Capriola, MD

Kelley Waite, ARNP-C



Victoria Hunt, MSN,
FNP-BC, ACHPN

Ronda Blevins, MSN,
FNP-BC



Amy Poindexter, MSN,
FNP-BC

Traci O'Dell, MSN,
FNP-C



Linda Hicks, MSN,
FNP-BC

Hannah Creed, MSN,
FNP-BC



Every
moment
matters



Every
moment
matters

Our primary goal is patient comfort

Hospice

Hospice is a specialized type of care for people experiencing an advanced serious illness. Care is provided by a team of professionals including a medical team, a social worker, and a chaplain. This team will work with the patient and family to meet our primary goal of patient comfort.

Hospice care centers


Our care centers offer a warm and secure homelike setting. A transition to one of our care centers is beneficial when there's a need for symptom management or acute medical support. Respite services can also be provided when caregivers need a period of rest.

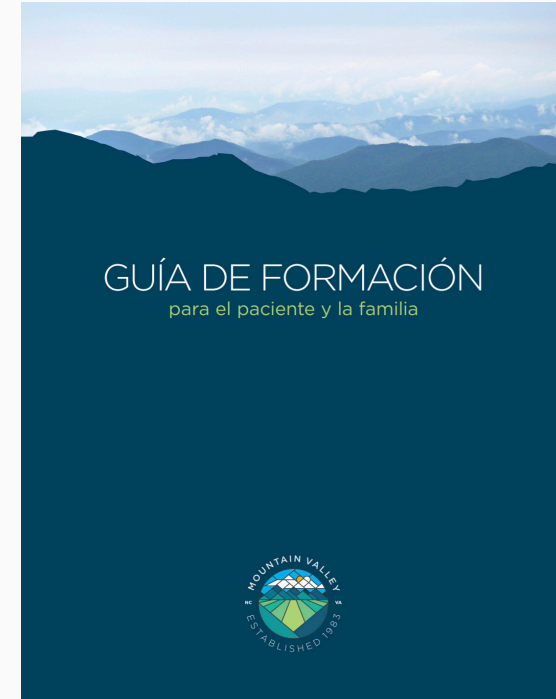
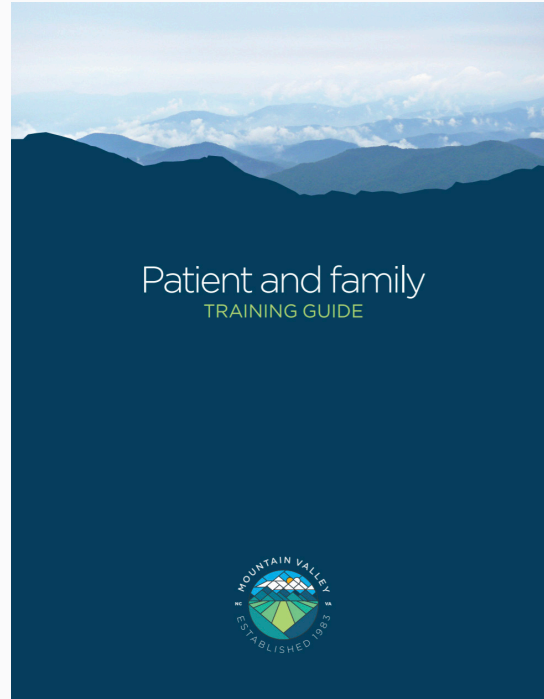
(888) 789-2922

HOSPICE PROVIDER CARD

Front + back

training guides

 Patient and family



PATIENT
AND FAMILY

English
Spanish