

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
SVP of Marketing
+ Public Relations



Audrey
CASSELL
Director of Marketing
+ Communication



Sydney
HALL
Graphic Designer



Amber
KORNREICH
Printing + Graphics
Coordinator

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

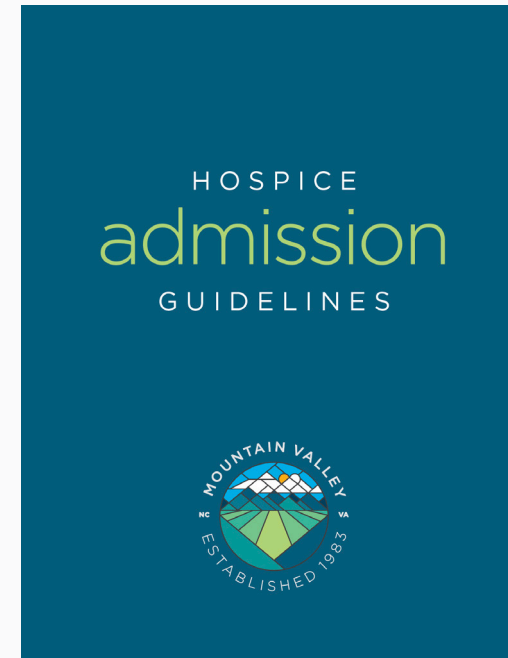


training guides

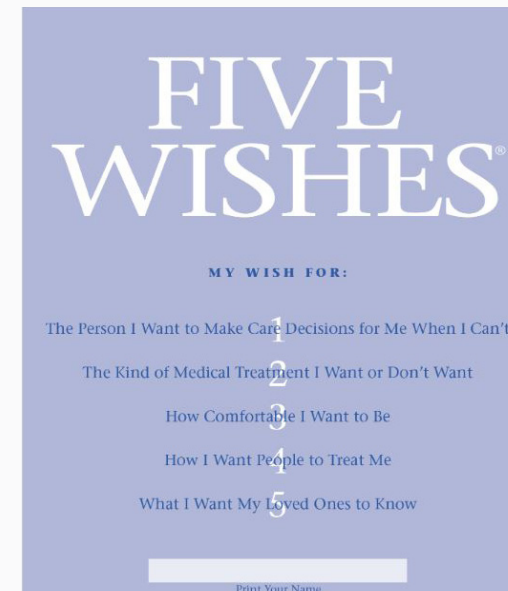


booklets

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

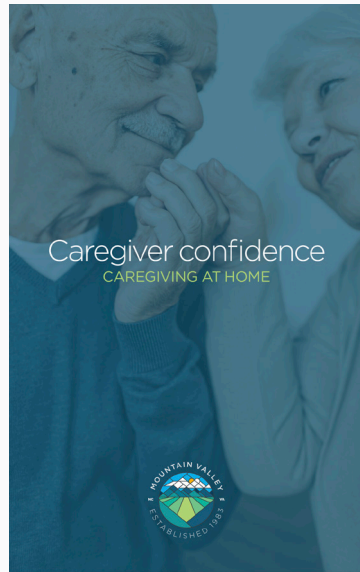
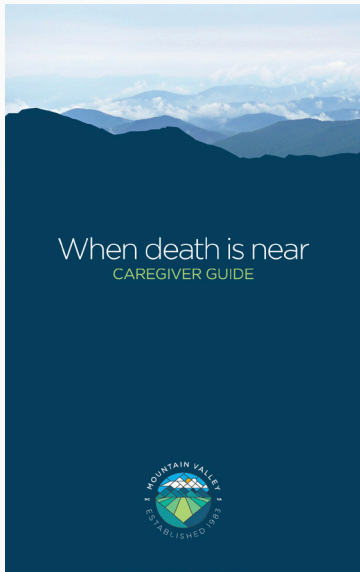


ADMISSION GUIDELINES



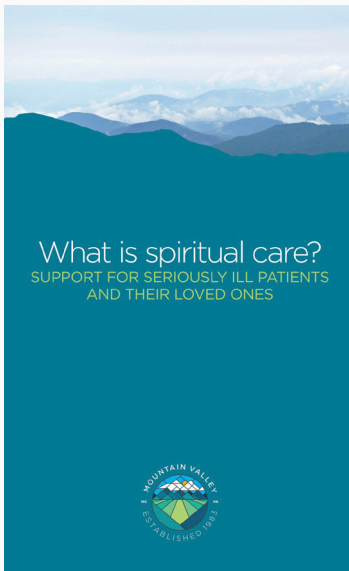
5 WISHES

English
Spanish



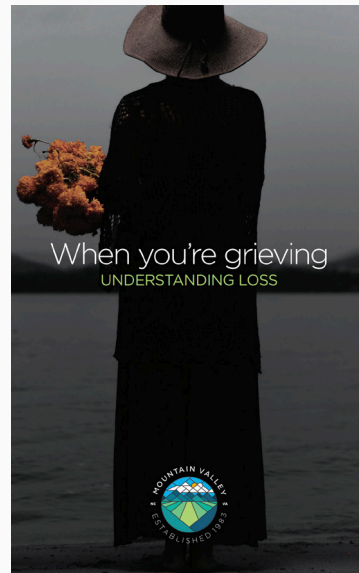
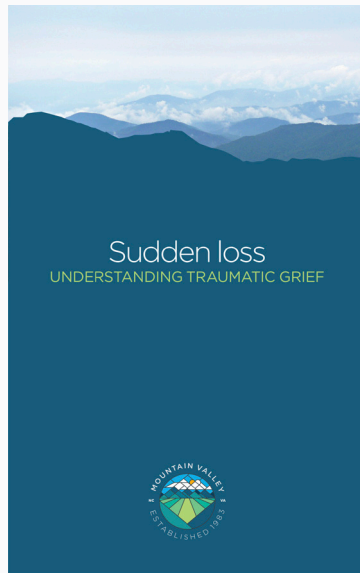
ADULT CAREGIVING

When death is near
Caregiving confidence



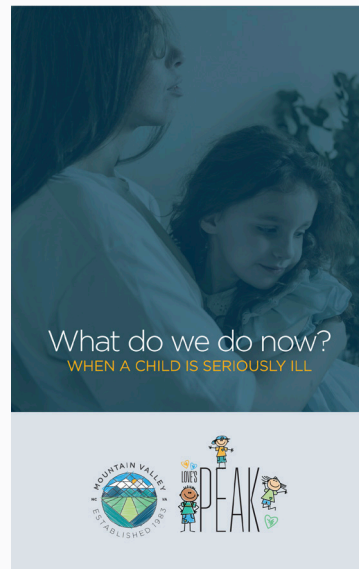
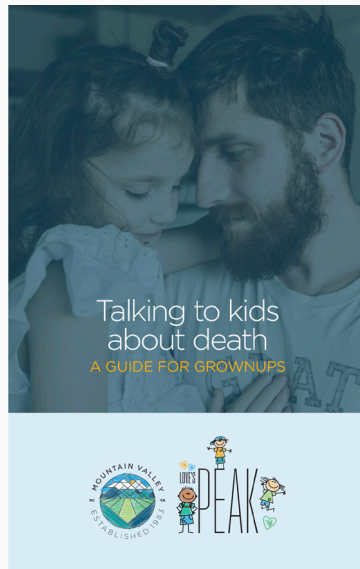
QUALITY OF LIFE

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 | ● When home health is not enough |
| ● Serious Illness Specialists | ● PAC dementia |
| ● We Honor Veterans | ● PAC dementia sundowning |
| ● Volunteer services | |
| ● Love's PEAK | |



HOSPICE + CARE CENTERS

English
Spanish





SERIOUS ILLNESS SPECIALISTS

English
Spanish



WE HONOR VETERANS

English

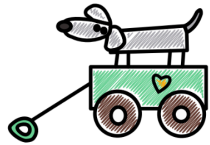


VOLUNTEER SERVICES

English



Caring for children coping
with illness or loss



LOVE'S PEAK

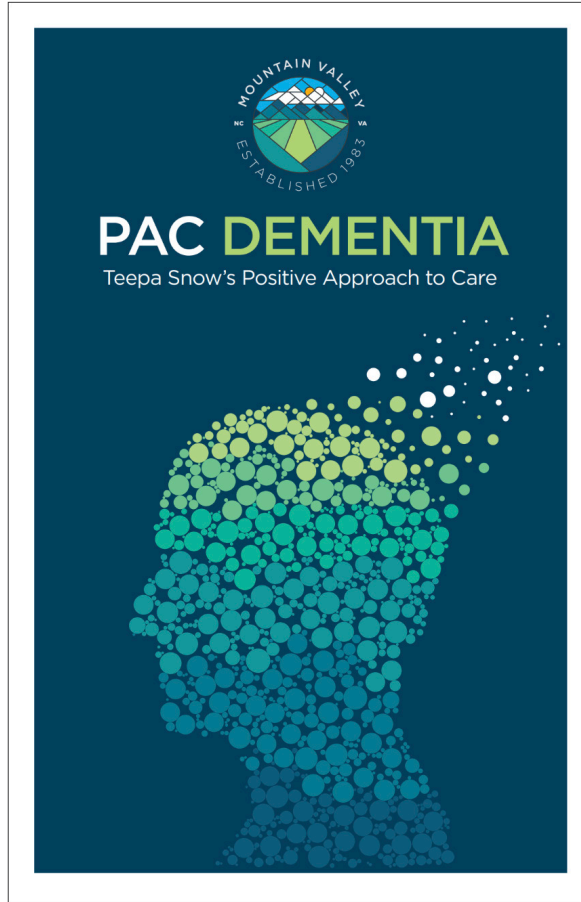
English

Spanish

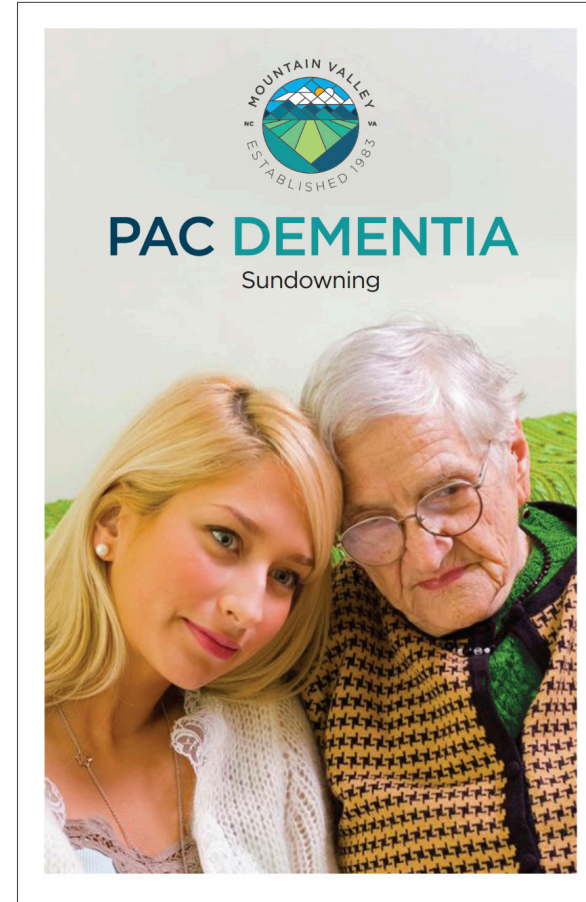


**WHEN
HOME HEALTH
CARE ISN'T
ENOUGH**

WHEN HOME HEALTH IS NOT ENOUGH











PAC DEMENTIA

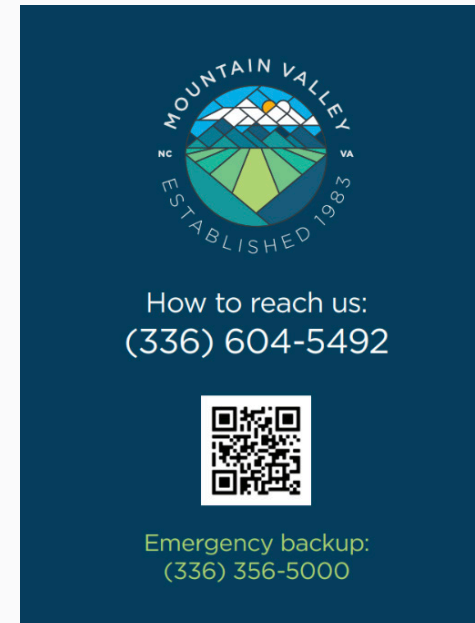


PAC DEMENTIA SUNDOWNING

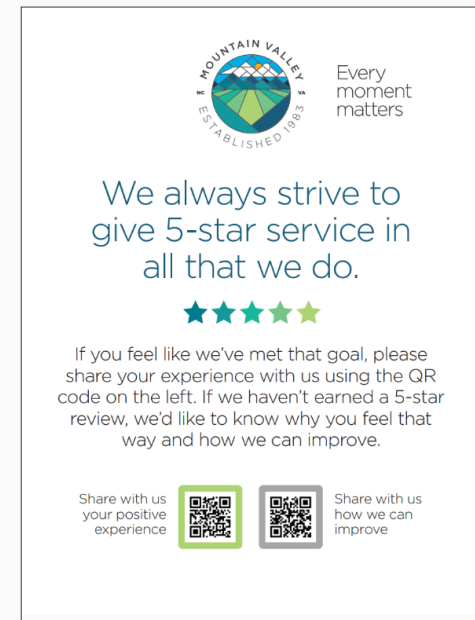
cards

- | | | | |
|--|-----------------------|---|-------------------------|
|  | Northern QR |  | Patient education video |
|  | Google review |  | Referral card |
|  | Delta card |  | IPU card |
|  | Note card | | |
|  | Patient birthday card | | |

NORTHERN QR



GOOGLE REVIEW





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



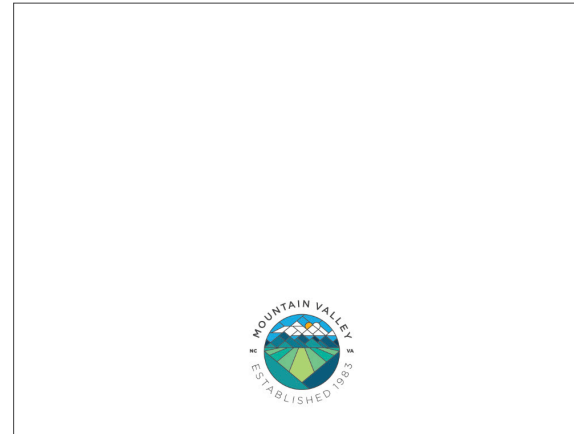
NOTE CARD

Front + back



PATIENT BIRTHDAY CARD

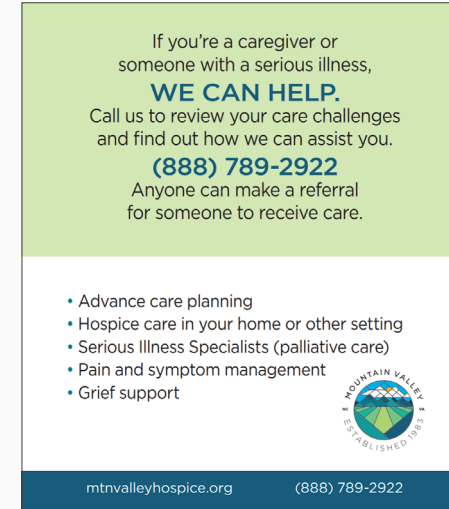
Front + back





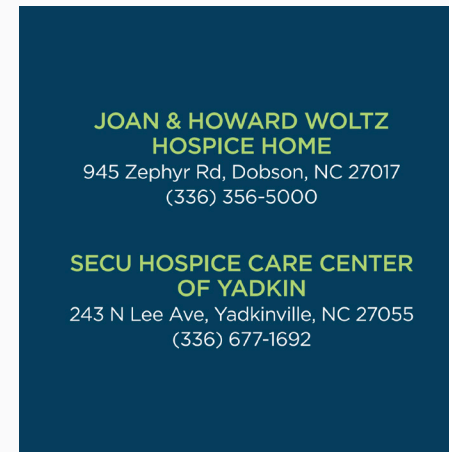
PATIENT ED. VIDEO LIBRARY

Front + back



REFERRAL CARD

Front + back



IPU CARD

Front + back

certificates

● CE certificate

● Certificate of participation

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



CE CERTIFICATE

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



CERTIFICATE OF PARTICIPATION

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

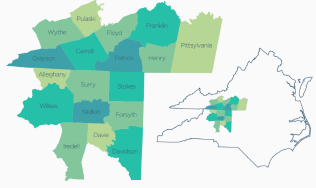
We provide hospice services to patients of any age, religion, race, or illness. While Medicare, Medicaid, and private insurance cover the cost of most hospice services, Mountain Valley provides care to all terminally ill patients and their families, regardless of their ability to pay.




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




SERVICE AREA

NORTH CAROLINA

Alleghany
 Ennice
 Glade Valley
 Grassy Creek
 Piney Creek
 Roaring Gap
 Sparta
Davidson
 Denton
 Lexington
 Linwood
 Midway
 Southmont
 Thomasville
 Tyro
 Walburg
 Welcome
 Pinnacle
 Siloam
Dave
 Advance
 Bermuda Run
 Cooleemee
 Harmony
 Mocksville
Forsyth
 Clemmons
 Belview Creek
 Kernersville
 Lewisville
 Pfafftown
 Rural Hall
 Tobaccoville
 Walkertown
 Winston-Salem
Iredell
 Barium Springs
 Harmony
 Houstonsville
 Love Valley
 Mooresville
 Olin
 Scotts
 Statesville
 Troutman
 Turnersburg
 Union Grove

Stokes
 Danbury
 Germantown
 King
 Lawsonville
 Pine Hall
 Sandy Ridge
 Tobaccoville
 Walnut Cove
Surry
 Ararat
 Dobson
 Elkin
 Lowgap
 Mount Airy
 Pilot Mountain
 Welcome
 Siloam
 State Road
 Thurmond
 Toast
 Westfield
Wilkes
 Boomer
 Ferguson
 Hays
 Laurel Springs
 McGrady
 Millers Creek
 Moravian Falls
 North Wilkesboro
 Purler
 Roaring River
 Ronda
 Traphill
 Wilkesboro
Yadkin
 Boonville
 East Bend
 Hamptonville
 Jonesville
 Yadkinville

VIRGINIA

Carroll
 Austintown
 Cana
 Dugspur
 Fancy Gap
 Hillsville
 Lottsburg
 Laurel Fork
 Willis
 Woodlawn
Danville, VA
Floyd
 Check
 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
 Axton
 Bassett
 Collinsville
 Fieldale
 Ridgeway
 Spencer
 Stanleytown

Martinsville, VA
Patrick
 Ararat
 Claudville
 Critz
 Meadows of Dan
 Patrick Springs
 Stuart
 Vesta
 Woolwine
Pittsylvania
 Blair
 Callands
 Cascade
 Chatham
 Danville
 Dry Fork
 Gritna
 Hurt
 Java
 Keeling
 Long Island
 Pittsville
 Ringgold
 Sandy Level
 Sutherlin
Pulaski
 Belspring
 Draper
 Dublin
 Hiwassee
 Newbern
 New River
 Parrott
 Pulaski
Wythe
 Austintown
 Barren Springs
 Cripple Creek
 Crockett
 Ivahoe
 Max Meadows
 Rural Retreat
 Speedwell
 Wytheville

(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 Thursdays from 8:30 - 5:00
 Choose a date to attend:
 Mar 20th, Apr 17th, May 15th, Jun 19th, Jul 17th, Aug 21st, Sept 18th, Oct 30th, Nov 20th, Dec 18th

Microsoft Teams™ meeting
\$100 fee
 7.5 CE hours for nurses
Register and pay at:
mtnvalleyhospice.org/ELNEC


Who should attend:
☐ Nurses
☐ Nurse Practitioners
☐ Social Workers
☐ DNP's
☐ CNAs

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

Veterans' ELNEC
 Thursday, Nov 6th, 8:30 - 3:30
Inperson at 105 N Crutchfield St, Unit 2, Dobson, NC 27017
\$100 fee includes lunch, snacks, and 6.25 CE hours for nurses
Register and pay at:
mtnvalleyhospice.org/VeteranELNEC

ELNEC

labels

-  Facility
-  Electronics
-  Mountain Valley stickers
-  Mailing labels
-  Shipping labels

**Notify hospice for
patient status changes**

(888) 789-2922



FACILITY



ELECTRONICS

Laptop

Phone



MOUNTAIN VALLEY 2.5" STICKERS

Logo

Mission tagline





MOUNTAIN VALLEY
1" STICKER

Mountain Valley
PO Box 325
Dobson, NC 27017

MAILING
LABEL



PO Box 325
Dobson, NC 27017

SHIPPING
LABEL

letterhead set



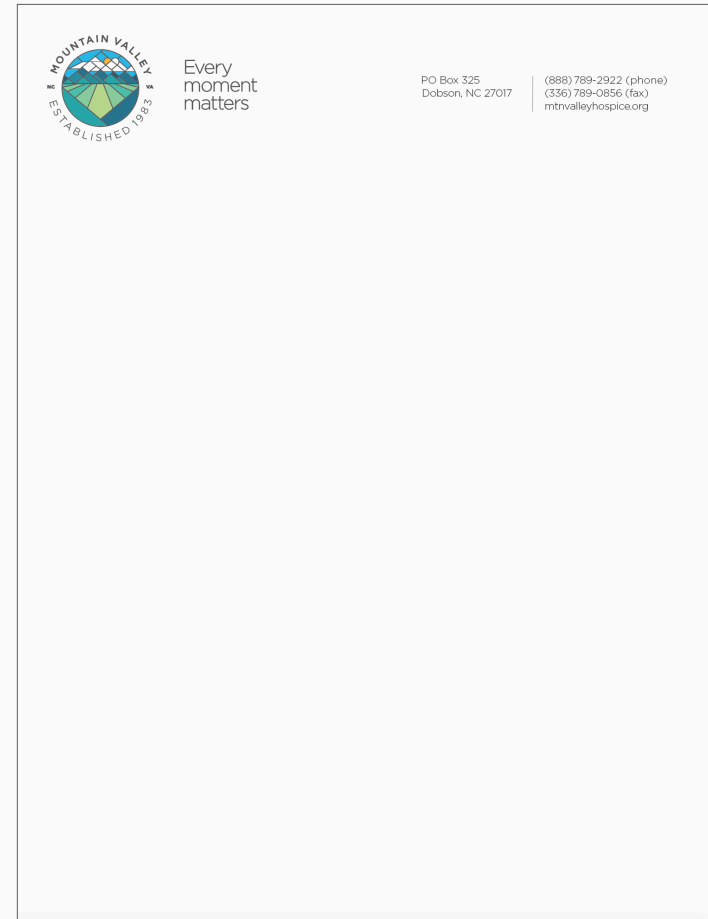
Letterhead



Envelopes



Business card



LETTERHEAD

Dobson

WHH

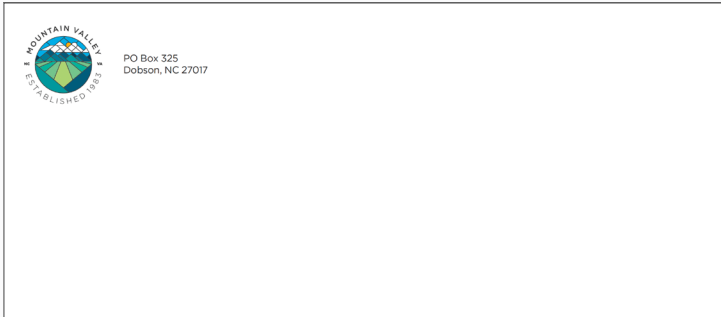
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SIS



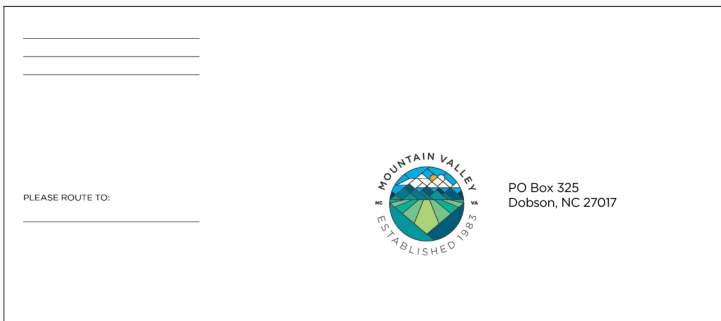
BULK NO. 10 ENVELOPE

Dobson only



NO. 10 ENVELOPE

All offices



NO. 9 ENVELOPE

All offices

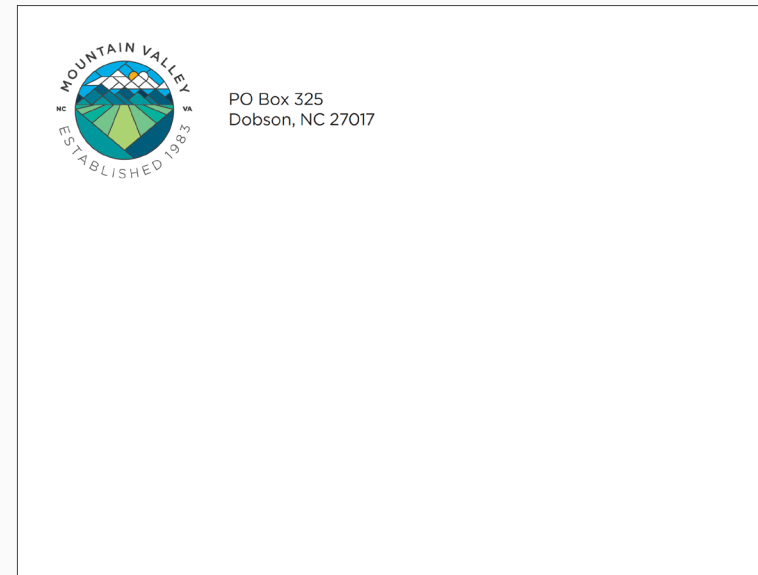
Billing

Development



6 X 9 ENVELOPE

Dobson only



A2 ENVELOPE

Dobson only

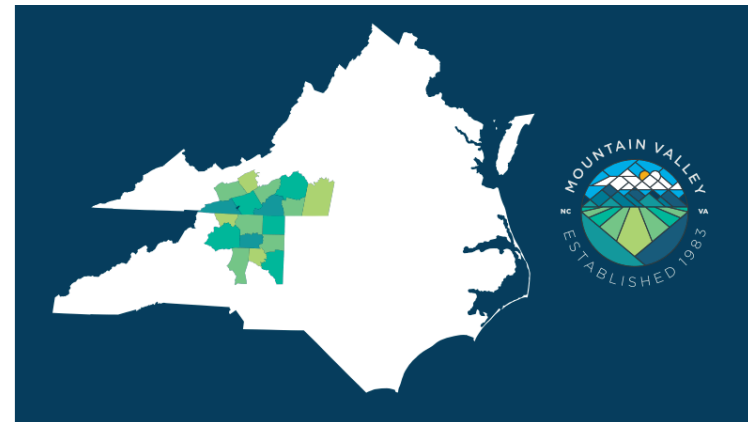


BUSINESS CARD

Front

Back

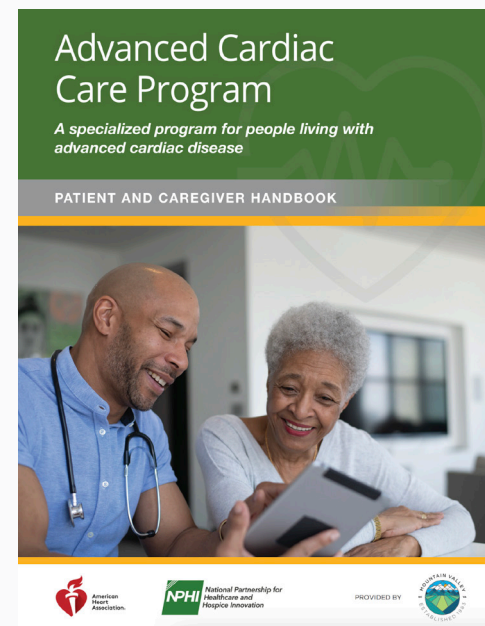




BUSINESS CARD-GROWTH TEAM

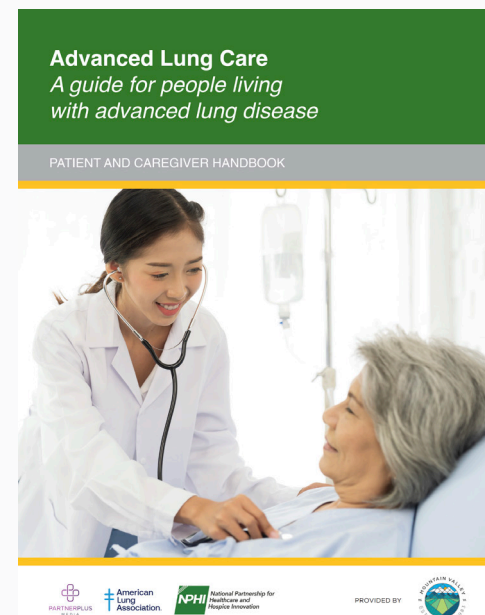
Front
Back
Middle

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



CARDIAC HANDBOOK

English
Spanish



LUNG HANDBOOK

English



DEMENTIA CARE GUIDE

English



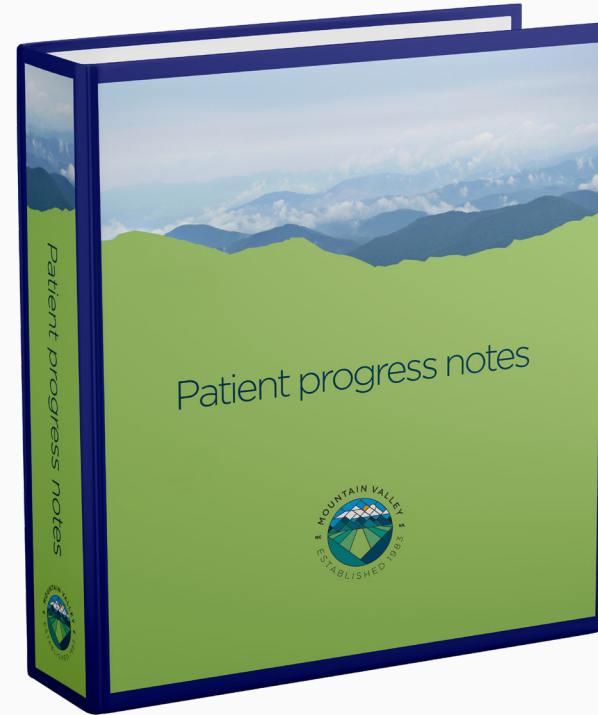
VETERAN GUIDE

English

patient progress



Patient progress notes



PATIENT
PROGRESS
NOTES

provider cards



Palliative



Hospice

Your palliative provider team

Glenn Golaszewski, MD Chief Medical Officer			Kristie Szarpa, MSN, ANP-BC, ACHPN Senior VP of Practice Management
Renee Snow, Practice Manager			Alyssa Buckenheimer, MD
Kelley Waite, ARNP-C			Victoria Hunt, MSN, FNP-BC, ACHPN
Traci O'Dell, MSN, FNP-C			Amy Poindexter, MSN, FNP-BC
Amanda Holt, RN			Savannah Hall, RN
Hannah Creed, MSN, FNP-BC			Meagan Gardner, Medical Administrative Coordinator
Mary Kiger, Medical Administrative Coordinator			

Every moment matters



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

PALLIATIVE PROVIDER CARD

Front + back

Your hospice provider team

Glenn Golaszewski, MD
Chief Medical Officer



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

Alex Waite, DO



Don Bivins, MD

Rohini Kanniganti, MD,
MSPH, HMDC



Mike Capriola, MD

Alyssa Buckenheimer,
MD



Victoria Hunt, MSN,
FNP-BC, ACHPN

Kelley Waite, ARNP-C



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

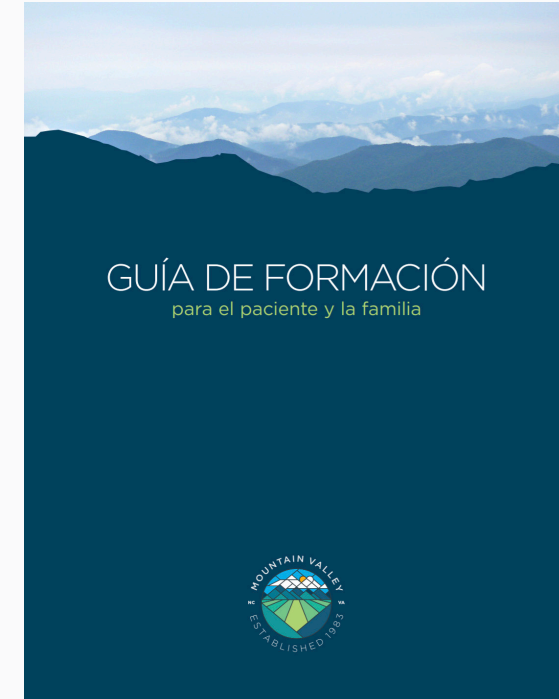
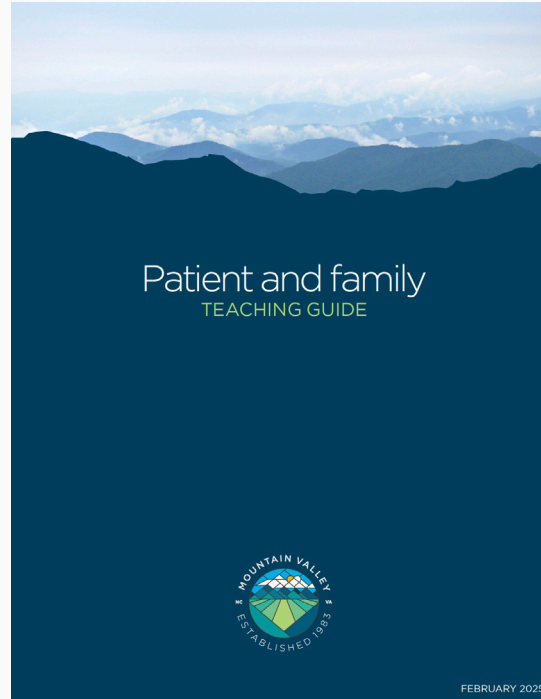
HOSPICE PROVIDER CARD

Front + back

teaching guides



Patient and family



PATIENT
AND FAMILY

English
Spanish