

# Director of Home Care

**Community Hospice of Northeast Florida**

Jacksonville, Florida

*Serving most of St. Johns, Duval, Clay, Baker and  
Nassau Counties*

## A Position Profile





For 37 years, **Community Hospice of Northeast Florida** has served the Greater Jacksonville Metropolitan Area, assisting nearly 1,000 patients daily and more than 6,000 patients per year. Formed in 1979, Community Hospice was the first hospice program in Northeast Florida and one of a few that was licensed in 1981 when the state began granting hospice licenses. This hospice program provides services to 90 percent of the Greater Jacksonville, Florida, market, which includes Duval, St. Johns, Clay, Baker and Nassau counties.

**2 years in a row**

**Top 2% in  
the United States  
Hospice Honors Elite**

**1300+ Patients**

**Cared for Daily**

**Community  
PedsCare**

**Served 1000+ children**

For almost 40 years, Community Hospice of Northeast Florida has been at the forefront of providing innovative care and support to individuals and families, focusing on a quality of life, comfort and choice. This organization has earned Hospice Honors Elite Status — one of only 38 hospices in the nation. They have received this distinction two years in a row.

Community Hospice's compassionate and highly skilled care team reaches patients in their homes, nursing homes, assisted-living facilities and in area hospitals. The organization also has seven "Centers for Caring."

## **Community Hospice Centers for Caring**

**Earl B. Hadlow Center for Caring**, a 38-bed center on Sunbeam Road in Jacksonville's Mandarin area

**George and Margaret Morris Center for Caring**, a 16-bed center in the Pavilion at UF Health Jacksonville

**Dr. Gaston J. Acosta-Rua Center for Caring**, a 16-bed center on Ramona Blvd. on Jacksonville's Westside

**Anne and Donald McGraw Center for Caring**, a 16-bed center on Mayo Clinic's west campus near the beaches

**Bailey Family Center for Caring**, a 12-bed center on the campus of Flagler Hospital in St. Augustine

**Center for Caring at St. Vincent's Riverside**, a 10-bed center on the fourth floor at St. Vincent's Riverside

**Jane and Bill Warner Center for Caring**, an eight-bed center on the campus of Baptist Medical Center Nassau

## Award-Winning Care

Community Hospice's full spectrum of services include a complete medical team of physicians, advanced registered nurse practitioners, pharmacists, nurses, nursing assistants and aides; psychosocial counselors who address social, economic, emotional and mental health needs; chaplains to provide spiritual support; volunteers who offer comfort and company; and technicians who deliver supplies and durable medical equipment.

In addition to providing comprehensive, high-quality hospice care, the organization offers several programs that help improve quality of life through relief of suffering in the Jacksonville area community, such as Community PedsCare®, a nationally recognized pediatric palliative and hospice program for children with life-threatening and life-limiting conditions. This program was developed in collaboration with Wolfson Children's Hospital, Nemours Children's Clinic and the University of Florida. In 2008, PedsCare was a recipient of the Quality in Palliative Care Leadership Award, which is "presented annually to recognize organizations that have enhanced their palliative care services by implementing the palliative care principles supported by the National Consensus Project for Quality Palliative Care and the National Quality Forum".

## Community Hospice Leadership



Susan Ponder-Stansel  
President and Chief Executive Officer

Ms. Susan Ponder-Stansel serves as the Chief Executive Officer and has been associated with Community Hospice of Northeast Florida since 1986. She began working for Community Hospice as a volunteer social worker in 1985. Her previous experience has been with the Council For The Aging in St. Augustine, Fla., Florida Community College in Jacksonville, and the Triple A Agency for Aging in Tallahassee, Fla.

Ms. Ponder-Stansel also serves on the National Home Care and Hospice Association Board of Advisors, the Florida Hospice and Palliative Care Association Board of Directors, the Flagler Hospital Board of Trustees, and is the current president of the Florida Council on Aging Board of Directors as well as chair of the board of the Northeast Florida Regional Health Planning Council. She serves on the Florida Council on Aging Board of Directors and currently serves as its president.

A graduate of Florida State University, she has a master's degree with focus on gerontology, is a board certified licensed clinical social worker, a member of the Academy of Certified Social Workers and is an Advanced Certified Hospice Executive.

21

Doctors on Staff

317

Nurses on Staff

940

Valuable Employees

930

Committed Volunteers

# Community Hospice Has A Proven Record

Community Hospice's main office is located in Jacksonville, with administrative offices in Orange Park, Gateway Center, St. Augustine and Yulee, Fla.

Community Hospice provides compassionate care and knowledgeable guidance every step of the journey including:

- In-home nursing care
- Physician services
- Palliative care
- Psychosocial services
- Spiritual support
- Certified Nursing Assistant (CNA), home health aide services
- Medical equipment and supplies
- Drugs for symptom management and/or pain relief
- Bereavement counseling and support
- Physical and occupational therapy
- Music, speech, massage and pet therapies
- Dietary counseling
- Special services, if needed:
  - Short-term inpatient care
  - Short-term respite care
  - Specialized care for veterans
  - Specialized care for those of the Jewish faith
- Children's programs—Community PedsCare® and Camp Healing Powers®
- Family caregiver support
- Advance care planning—Honoring Choices® Florida
- Pet services—Pet Peace of Mind®

## Partner Level 2

**Veteran's "We Honor Program"**

**Proudly serving veterans with a staff with advanced training to serve veterans' needs**

## Certified Music Program

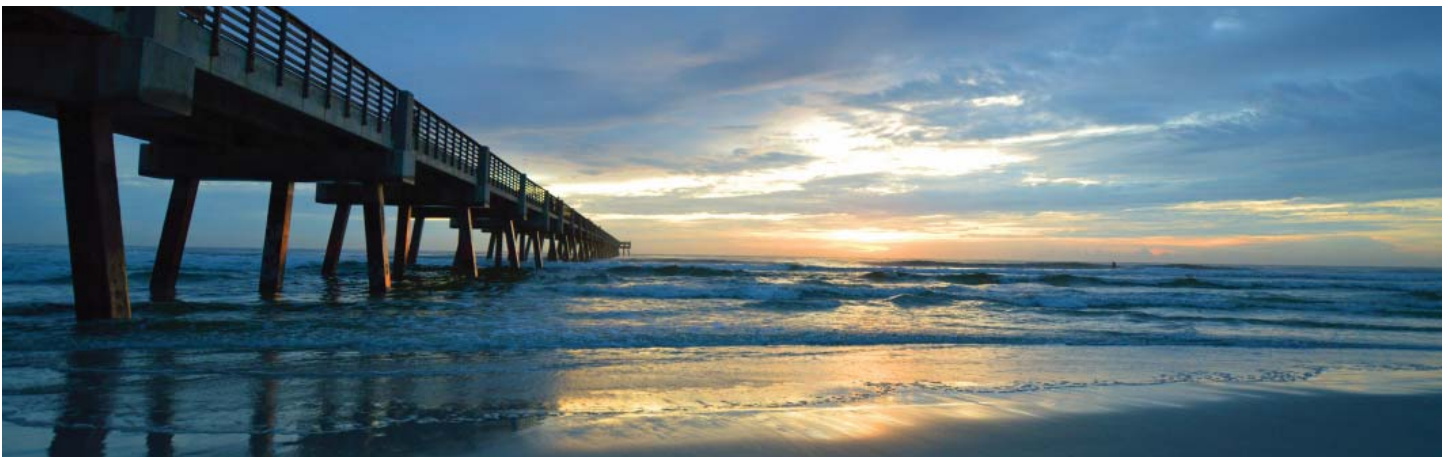
**Northeast Florida's only certified music program**

## 50 certified dogs

**Provide joy in the Pet support program**

## Community Palliative Consultants

**available in six hospitals and in patients' homes**



Nearby Jacksonville Beach on the Atlantic Coast

# Community Hospice Locations



Jane and Bill Warner Center for Caring



Bailey Family Center for Caring



Earl B. Hadlow Center for Caring



Anne and Donald McGraw Center for Caring



Community Hospice Center for Caring at St. Vincent's Riverside



George and Margaret Morris Center for Caring



Dr. Gaston J. Acosta-Rua Center for Caring

## Administrative Offices

Main Office/Organizational Headquarters  
4266 Sunbeam Road  
Jacksonville, FL

Orange Park/Clay County Office  
728 Blanding Blvd, Suite 1  
Orange Park, FL

St. Augustine/St. Johns County Office  
525 State Road 16, Suite 112  
St. Augustine, FL

Northside Office  
13453 N. Main Street, Suite 403  
Jacksonville, FL

Yulee/Nassau County Office  
96084 Victoria's Place  
Yulee, FL

# The Jacksonville Florida Area

Jacksonville is the largest city in the state of Florida and the twelfth most populous city in the United States. It is centered on the banks of the St. Johns River, about 25 miles south of the Georgia state line. The Jacksonville Beaches communities are adjacent to the Atlantic Coast.

Due to its deep water location, being the largest deepwater port in the South, Jacksonville provides major military and civilian ports and is one of the leading locations for automobile imports. It is home to two U.S. Navy bases and the Port of Jacksonville, Florida's third largest seaport. Its naval bases, Blount Island Command and the nearby Naval Submarine Base Kings Bay form the third largest military presence in the United States. The local economy includes banking, insurance, healthcare and logistics. As with much of Florida, tourism is also important to the Jacksonville area, particularly tourism related to golf.

According to Forbes' rankings in 2007, Jacksonville ranked 3rd in



Downtown Jacksonville



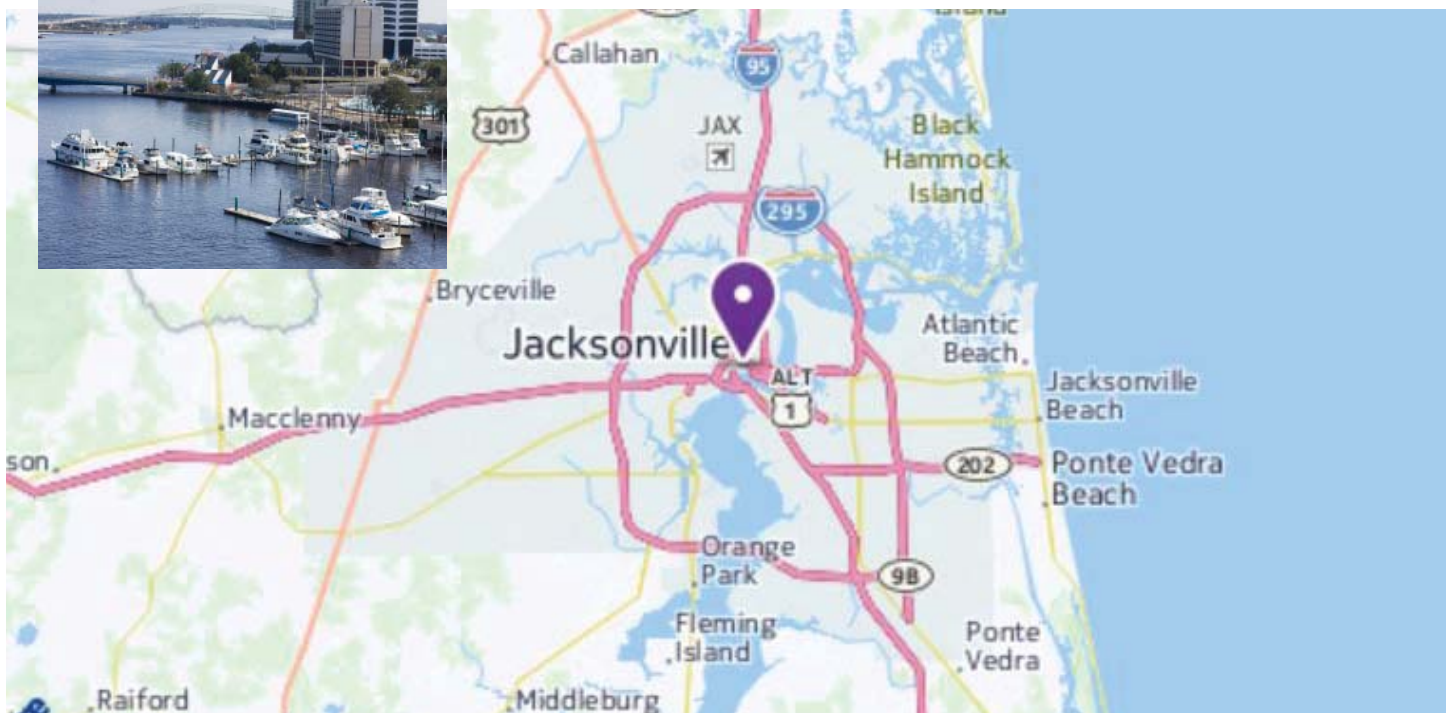
Historic Flagler College in adjacent Saint Augustine, Florida

the top ten U.S. cities to relocate to find a job. Jacksonville was also the 10th fastest growing city in the U.S. Jacksonville is home to many prominent corporations, including the headquarters of four Fortune 500 companies: CSX Corporation, Fidelity National Financial, Fidelity National Information Services and Southeastern Grocers.

The Jacksonville Jazz Festival, held downtown, is the second-largest jazz festival in the nation. Jacksonville is home to one major league sports team, the Jacksonville Jaguars of the NFL with home

games at EverBank Field. The city also operates the largest urban park system in the country, providing facilities and services at more than 337 locations on more than 80,000 acres. Many parks provide access for people to boat, swim, fish, sail, jetski, surf and waterski.

Jacksonville is home to the University of North Florida, Jacksonville University, Edward Waters College, and Florida State College at Jacksonville. The University of Florida has its second campus of the UF Health Science Center in Jacksonville. Flagler College is nearby in St. Augustine.



# POSITION DESCRIPTION

Join this team of caregivers for a well-established and successful hospice organization in Northeast Florida as Director of Home Care, who will be responsible for the for the day-to-day home care operations that include management of nursing practices, patient care delivery, the development of personnel, compliance with regulatory standards, strategic planning and the fostering of interdisciplinary collaborative relationships within various divisions within the organization. This position reports to the Senior Vice President of Hospice Operations.

Chief responsibilities will be in the recruitment, selection, hiring, counseling and terminating staff within the division. This individual will maintain quality staff via orientation, education, supervision and support and evaluates staffing availability based on census and patient location to best meet all patients' needs. This strategic planner will establish and manage goals and objectives to ensure continuity of care with quality of staff. As a very good communicator and listener, this employee will anticipate customers' needs, meet with center representatives to facilitate effective communication, and will seek ways to develop professional relationships and promotes the organization program within centers and community. Collaborates with divisional Medical Director and ARNPs to assure physician compliance with all federal, state and organizational standards, policies and procedures.

## Other Key Roles

- Collaborates with other organization personnel to develop effective models of quality care provision. Assists with budget preparation using organizational guidelines to ensure adequate resources for staffing, supplies and capital items needed for patient care
- Completes performance appraisals for all direct reports in accordance with organizational protocol; oversees completion and reviews performance appraisals of all nursing and divisional staff
- Educates divisional staff in hospice, home care and related topics
- Participates in public speaking, community relations and educational seminars

## QUALIFICATIONS:

Bachelor's degree in Nursing and/or Master's degree preferred

Active Florida RN license

Minimum of four years nursing management experience

Minimum of two years of hospice or home-care nursing experience

Thorough understanding of the principles and practices of hospice nursing, philosophy and standards, as well as hospice rules and regulations

Skilled at communicating and listening effectively, supervision of staff and computer usage

Community Hospice continues to attract some of the most experienced and compassionate professionals in Northeast Florida and provides these benefits:

- Medical Insurance, Dental Insurance, Life Insurance
  - Long-term Disability Insurance
  - 403(b) Retirement Plan, Flexible Spending Accounts
- Additional insurance options, such as vision, long-term care, short-term disability, and personal accident and injury, are offered at a group rate. Employees are eligible for benefits after only 60 days from the date of hire.

## About the Watershed Group



Patti Moore, RN, MSN, ARNP  
Founder and President

Every organization has its “watershed moments”: periods of transition and/or turning points that can either make or break a company. In 1999, Patti Moore founded a unique consulting firm to help organizations make the most of those turning point moments—transforming potential crises into organizational growth and financial stability. She called this firm The Watershed Group.

Since our launch, The Watershed Group has helped over 100 hospice care companies and other service organizations turn organizationally disruptive situations into opportunities for increased productivity, financial strength, and positive change. In short, we enable our clients to achieve meaningful results by aligning vision with mission.

Here at The Watershed Group, we are dedicated to supporting organizations and staff who provide end-of-life care to people and their loved ones in need. We specialize in helping hospice leaders to build thriving organizations focused on cultural alignment and financial success. Our clients benefit from Patti’s more than three decades of experience as an executive and consultant in the hospice care movement.

While many of our clients are involved in hospice care, our client list has expanded over the years to include a wide range of industries and types of organizations. Under Patti’s expert guidance, we combine our services — including consulting, talent management and acquisition, strategic advising for executives, and more — into customized packages to help any organization reach its full potential.

Patti brings a unique perspective to the recruiting process, as she spent more than 15 years as the executive director of one of the nation’s premier hospice organizations and for 15 years has conducted Executive Searches for hospices all across the United States. During that time, she learned first-hand how to fill executive leadership positions by matching candidates with organizations to provide both with delighted results.

To help her clients acquire the right talent, Patti conducts thorough assessments of the organization’s culture and then determines specific skill requirements for each open position. She then turns to her extensive network of contacts to identify strong candidates. Patti firmly believes that you can’t teach people to have a certain personality or specific values. As a result, it’s imperative that each new hire is naturally in sync with the organization’s culture from the onset.

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**Contact Patti Moore if you or someone you know may be interested  
in the Director of Home Care position at The Community Hospice of Northeast Florida  
serving the greater Jacksonville, Florida area**

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