Thank you so much for your interest in Four Seasons, The Care You Trust. Our over 42 years of experience as a provider of serious illness care and our unique research and innovation team have established Four Seasons as a nationally recognized non-profit organization with incredible resources for education and news media. We would be honored to be included in your list of resources for interviews, guest articles or appearances and invite you to reach out to us any time we can help.

We are very interested in providing education specifically about palliative care, hospice care, home care, grief counseling and helping people to navigate serious illness care. We have experts who are glad to help with a quick quote, interview or contributed article/feature. In addition, we are so very grateful for your consideration of our press releases.

If there is anything that our Marketing Team can do to help you in researching a story or finding a source, please reach out to us any time. I have included our information below and look forward to working with you to bring serious illness care education to Western North Carolina.

Sincerely and with Best Regards,

Heidi Tweed
Director of Marketing

CONTACT US
FOR STORIES, SOURCES, RESEARCH, QUOTES, HIGH RES PHOTOS, & B-ROLL VIDEO

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Although our headquarters are in Flat Rock, NC, we serve 13 counties in Western, North Carolina: Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, and Transylvania Counties.
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Why We Serve ..................13
Four Seasons is an award-winning, nationally recognized non-profit organization serving Western North Carolina with serious illness care since 1979. From our beginning as a hospice organization in Henderson County, Four Seasons has grown to offer five service lines and serve 13 counties in North Carolina.

A locally trusted organization, Four Seasons is a leader in high-quality person-centered care, proven by our consistent rank in the top 10% of service providers for family satisfaction.

Our Mission: Co-Creating the Care Experience


Our Values: Compassion Balance Respect Integrity Gratitude Humility Teamwork Excellence Resilience

Together, these values create the acronym CBRIGHTER. At Four Seasons, We CBRIGHTER, and use these values as a beacon which helps us co-create the very best care. These illuminating values also help our beloved team grow and thrive.
Who We Are.

Four Seasons Leadership

Dr. Millicent Burke-Sinclair, Ed.D, MBA, MLAS, SPHR®, SHRM-SCP  
President & Chief Executive Officer  
“For over 42 years, Four Seasons has provided trusted serious illness care to Western North Carolina. We are nationally-recognized for advancements in care provision and high-quality care wherever one calls home. We provide reliable access and support through services in Care Navigation, Home Care, Palliative Care, Hospice Care, and Grief Services. We are so grateful to serve our community and remain dedicated to continuing to provide the very best care to all!”

Paige Wheeler, CLE  
Chief Development Officer & Foundation Executive Director  
“As the region’s largest nonprofit serious illness provider, we rely upon the generosity of our donors and customers. You can continue to help us make care possible through your donations of monetary gifts or items given to our Home Store, through Home Store purchases and by volunteering. Four Seasons is the Care You Trust because you care enough to support us and make our organization strong.”

Dr. Janet Bull, MD, MBA, FAAHM, HMDC  
Chief Innovations Officer & Chief Medical Officer Emerita

Rikki Hooper, MBA, MLAS, MSN, FNP, ACHPN  
Chief Clinical Officer

Dr. Ruth Thomson, DO, MBA, HMDC, FACOI, FAAHPM  
Chief Medical Officer

Sue Ann Hamby  
Vice President of Quality and Organizational Development

Lauren Purdy  
Vice President of Employee and Volunteer Solutions

Monica Watts, CLE  
Vice President of Technology and Administration
Who We Are.

Four Seasons Clinical Leadership

Dr. Janet Bull, MD, MBA, FAAHPM, HMDC
Chief Innovations Officer & Chief Medical Officer Emerita
“Four Seasons, The Care You Trust has been providing innovative, high-quality, patient-centered care for individuals throughout western North Carolina for more than forty years. The honors Four Seasons has received recognize the spirit of innovation interwoven into the fabric of Four Seasons and our approach to excellent care delivery.”

Rikki Hooper, MBA, MLAS, MSN, FNP, ACHPN
Chief Clinical Officer
“Our staff embrace the opportunity to provide consistently excellent care to our patients and families throughout their journey with Four Seasons, and are truly grateful that members of our community trust us to do that. They remain committed to continue this important work in the realm of serious illness care and serve our communities across Western North Carolina.”

Dr. Ruth Thomson, DO, MBA, HMDC, FAAHPM, FACOI
Chief Medical Officer
“Four Seasons is the most trusted provider of serious illness and end of life care in Western North Carolina. With decades of experience and unparalleled expertise, our team of highly trained professionals strives to provide exceptional care to all we are privileged to serve.”

Dr. Elaina Ori-Honeycutt, DO
Assistant Medical Director

Harvey Nix, PA-C
Regional Director of Palliative Care

Chari Price, AGNP
Regional Director of Palliative Care
Who We Are.

Awards & Accolades

Four Seasons is grateful to have been awarded these honors as evidence of our commitment to providing the highest quality of care.

HOSPICE HONORS
Hospice Honors is a prestigious, national program that recognizes hospices providing the highest level of quality as measured from the caregiver's point of view. Award criteria were based on the Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey results for an evaluation period of October 2020 through September 2021. Award recipients were identified by evaluating performance on a set of 24 quality indicator measures. Hospice Honors recipients include those hospices scoring above the HEALTHCAREfirst National Performance Score on 20 of the evaluated questions.

JOINT COMMISSION GOLD SEAL OF APPROVAL
The Gold Seal of Approval is awarded by the Joint Commission, a non-profit healthcare accreditation organization and requires an on-site evaluation. The evaluation assesses compliance with the Joint Commission’s standards and verifies improvement activities. After earning accreditation, health care organizations receive The Gold Seal of Approval.

MODERN HEALTHCARE’S BEST PLACES TO WORK
This award program identifies and recognizes outstanding employers in the healthcare industry nationwide. Modern Healthcare partners with the Best Companies Group on the assessment process, which includes an extensive employee survey.

HOME CARE PULSE AWARDS
These prestigious awards are granted only to top-ranking home care providers, based on client satisfaction scores gathered by Home Care Pulse, an independent satisfaction research firm for home care. Four Seasons Home Care is recognized among a select few home care providers across the country who have proven their ability to provide outstanding care. In fact, Four Seasons Home Care is one of two home care agencies in Western North Carolina to have received all three awards and one of only nine across the whole state.

CIRCLE OF LIFE AWARD
Presented to Four Seasons by the American Hospital Association, the Circle of Life Award recognizes excellence in providing palliative and hospice care.
In addition to our Service Lines, Four Seasons is one of the only organizations in the area with a hospice organizations nationwide that contributes to clinical research studies and trials. We provide care to people of all ages, including children and teenagers through our Pediatric Care program.

In addition our Four Seasons Foundation was created to help us provide care services to everyone, regardless of their ability to pay.

**Our Services**

**CARE NAVIGATION**
Providing support and guidance for individuals and families as they navigate the aging journey, helping them evaluate their current and anticipated needs to ensure that a full range of support and safeguards are in place. Our services provide peace of mind to you and your loved ones by building a support system providing education and virtual guidance.

**HOME CARE**
Offering you and your loved ones caring assistance to help with life's daily routines including grocery shopping, errands, bathing, dressing, light housekeeping, meal prep, laundry, mobility, medication planning services, remote safety monitoring, and taking you on provider visits. These services are available wherever you call home from an hour a day to around the clock care.

**PALLIATIVE CARE**
Palliative Care is an extra layer of support for those with serious illness. Palliative Care is focused on providing patients of all ages, including pediatric patients, with relief from the symptoms, pain and stress of a serious illness like cancer, COPD, Parkinson’s, kidney failure and more. Palliative Care can be provided together with curative treatment, working with your current care team.

**HOSPICE CARE**
Hospice is specialized care provided to patients with a terminal illness, with patient comfort as the primary goal. Each dedicated hospice team provides pain and symptom management, as well as patient and family support and spiritual comfort. Hospice Care is available to anyone with a life-limiting illness, including pediatric patients, and can be received in your home, a facility or at our inpatient unit.

**GRIEF SERVICES**
Four Seasons' Grief Services provides compassionate care for those in our community who grieve the loss of a person due to death. Our professionally trained clinicians provide individual and group counseling for children, adolescents, and adults, regardless of hospice involvement. Funded by generous donations, these services are available at no cost to you.

In addition to our Service Lines, Four Seasons is one of the only organizations in the area with a RESEARCH AND INNOVATION Team. Our team is revolutionizing care and treatments for you or your loved ones living with a serious illness through innovative research studies, grants, and advanced practices.
## What We Do.

<table>
<thead>
<tr>
<th>Who?</th>
<th>Care Navigation</th>
<th>Home Care</th>
<th>Palliative Care</th>
<th>Hospice Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clents and Caregivers who want options and information for optimal and realistic care given the client’s needs, preferences, finances, and support resources.</td>
<td>Clients who require anything from intermittent assistance to 24 hour care with daily routine tasks.</td>
<td>Patients living with a life limiting, serious illness who are still seeking curative, life prolonging treatment.</td>
<td>Patients with a life expectancy of 6 months or less who are no longer seeking curative, life-prolonging treatment.</td>
<td></td>
</tr>
<tr>
<td><strong>What?</strong></td>
<td>• Navigate through the health care system  • Assist with life transitions  • Provide community resources  • Advocacy and Planning  • Educating options, accepting your choices</td>
<td>• Case Management  • Personal Care  • Assistance with daily activities, such as bathing, dressing, eating, toileting, mobility, meal preparation, laundry, medication reminders, grocery shopping, running errands, and light housework  • Remote Passive Monitoring Powered by Zemplee</td>
<td>• Holistic approach to Care  • Coordination with Primary Care Physicians  • Clinical Evaluation  • Supportive Care  • Social Work Support  • Pain and Symptom Management  • Assistance with Advance Care Planning</td>
<td>• Case Management  • On Call Nurse and CNA Services  • Clinical Evaluation  • Pain, Symptom and Medication Management  • Social Work Support  • Durable Medical Equipment  • Access to Music Therapy, Spiritual Care, Chaplain, Volunteer Support  • Respite level of care when caregivers at home need a break</td>
</tr>
<tr>
<td><strong>When?</strong></td>
<td>Care Navigation will help you to craft plans for the &quot;what if&quot; and &quot;what will be&quot; providing expertise, guidance, and support for clients through advocacy, education, and on-site assistance when the need arises.</td>
<td>Home Care is available when you or a loved one can no longer do it all and need additional support. From an hour a day to around the clock care, trusted support is available.</td>
<td>Palliative Care is a valuable option when you’ve been diagnosed with a serious illness, and are still seeking curative treatment but looking for a holistic, person-centered approach complemented by additional resources for supportive while receiving curative care</td>
<td>Hospice is appropriate when you or a loved one are diagnosed with a serious illness and are no longer seeking curative treatment. On average hospice patients come to Four Seasons when they have a life expectancy of six months or less.</td>
</tr>
<tr>
<td><strong>Where?</strong></td>
<td>Our team is happy to meet you wherever is convenient to answer questions and together create a plan to collaborate on your care needs and goals. Service is currently being provided in Buncombe, Haywood, Henderson, Madison, Polk, and Transylvania counties.</td>
<td>Private Residence, Assisted Living Community, Skilled Nursing Center. Service is currently being provided in Buncombe, Henderson, and Transylvania counties.</td>
<td>Home, Clinic, Assisted Living Community, Skilled Nursing Center, Hospital. Service provided in Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, and Transylvania counties.</td>
<td>Home, Hospital, Assisted Living Facility, Skilled Nursing Facility or the Four Seasons Inpatient facility, Elizabeth House. Service provided in Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, and Transylvania counties.</td>
</tr>
<tr>
<td><strong>Why?</strong></td>
<td>To navigate you to the RIGHT CARE at the RIGHT TIME.</td>
<td>• Provide needed assistance so patient may remain at home  • Reduce the risk of hospital admissions/re-admissions  • Maximize in-home support to increase quality of life  • Support patient goals and assist family/caregiver  • Significantly reduce fall risk and promote safety &amp; independence in the home</td>
<td>• Increase quality of life  • Support patient and family goals  • Assist with advance care planning documentation  • Manage patient symptoms  • Facilitate complex decision-making</td>
<td>• Support patient and family end-of-life goals and wishes  • Manage pain, symptoms, and medications  • Provide respite care to support caregivers  • Facilitate complex decision making through a supportive interdisciplinary team  • Bereavement Support and Spiritual Care for Family members</td>
</tr>
<tr>
<td><strong>How Is Service Paid For?</strong></td>
<td>• Private Pay  • Four Seasons Foundation</td>
<td>• Long Term Care Insurance  • Private Pay  • VA  • Four Seasons Foundation</td>
<td>• Commercial Insurance  • Medicare  • Medicaid  • Medications paid by commercial insurance or Medicare D  • Private Pay  • Four Seasons Foundation</td>
<td>• Commercial Insurance  • Medicare  • Medicaid  • Private Pay  • VA  • Four Seasons Foundation</td>
</tr>
</tbody>
</table>
Four Seasons Foundation supports families by securing donations and gifts that provide resources to those challenged by a serious illness in our community. Because of Four Seasons Foundation, no one is turned away for services due to inability to pay.

Below are some of the ways Four Seasons Foundation served our communities in Western North Carolina in 2021. In addition to monetary donations and corporate gifts, Four Seasons also raises money through three Hospice Home Stores in Hendersonville, Arden and Brevard and through events like the popular holiday memorial event, Tree of Lights. For more information about the Foundation, visit [FourSeasonsFDN.org](http://FourSeasonsFDN.org).

Four Seasons provided services to thousands of individuals throughout Western North Carolina.

**FISCAL YEAR 2021**

**Care Navigation**
- 122 Clients

**Home Care**
- 101 Clients

**Palliative Care**
- 4,425 Patients

**Hospice Care**
- 2,807 Patients

**Grief Services**
- 3,400 Clients

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**Volunteer Services**
Our volunteers provided 25,480 hours of service, contributing to a cost savings of $711,971 to Four Seasons.

**Home Stores**
The stores generated nearly $1.3 Million in net revenue. Home Store #1 = 35,000 transactions; Home Store #2 = 12,000 transactions; a third Home Store opened in Brevard in October 2021.

**Foundation**
1,723 donors gave a total of $1.1 Million in financial contributions.

**Angel Fund**
Donations enabled us to serve 33 patients who had no other funding source.

**We Honor Veterans**
We recognized 104 Veterans with a pinning ceremony, making a total of 715 Veteran pinning ceremonies since the program began in 2014.

**Grief Services**
>3,400 individual sessions for adults and children/teens scheduled via Zoom. Nearly 4,000 quarterly support calls were made to the loved ones of those we serve in Hospice Care.

**Music Therapy**
Completed >5,000 Music Therapy visits.

**Compass**
52 children and teens participated in Camp Heart Songs.

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**Employee Solutions**
We hired >100 staff and turnover continued to be lower than industry standard at 21%. We ranked in the Top 50 Best Places to Work.

**Compass**
52 children and teens participated in Camp Heart Songs.

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**The Care You Trust**

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You may make your gift by using the enclosed envelope or by visiting www.FourSeasonsFdn.org.
Four Seasons is grateful to serve 13 counties in Western North Carolina. Most care services are provided wherever the patient calls home including a private home, skilled nursing center, retirement community, or hospital. Our Home Care Service is currently available in Buncombe, Henderson and Transylvania Counties with the Zemplee Remote Passive Monitoring available in all counties. The rest of our services are available throughout our service area.
Where We Serve.

**Private Homes**
We are grateful to be able to care for patients and support their loved ones in their own home.

**Communities & Centers**
Four Seasons also provides care to patients in retirement communities, assisted living communities, and skilled nursing centers.

**Wherever You Call Home**
We also provide care to the homeless, to those living in a hotel, and wherever home is to you.

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**Elizabeth House**

While most hospice care is provided at home, at times a patient receiving Hospice Care will have needs that cannot be managed at home and will require an in-patient stay at our Elizabeth House. Elizabeth House provides a home-like environment where care is provided to patients facing serious, life limiting illness. **In this setting our interdisciplinary team addresses challenging symptoms that cannot be managed elsewhere.**

Elizabeth House also provides up to 5-days of Medicare-eligible respite care for hospice patients that gives families or caregivers a much-needed break.

**At Elizabeth House, your loved one’s physical, emotional, and spiritual needs can be addressed by our compassionate team of hospice professionals.** Our team includes physicians, nurse practitioners, RNs, CNAs, Chaplains, Music Therapists, Healthcare Social Workers, Grief Counselors, and Volunteers. This incredible care, soothing atmosphere, and supportive environment provides relief for both patients and families during this difficult journey. **Elizabeth House is located at 581 South Allen Road, Flat Rock NC**

FourSeasonsElizabethHouse.org
When We’re Needed.

It’s time to call Four Seasons when a patient or loved one has the following needs:

- **When things are overwhelming**, care decisions are daunting or a new diagnosis has you or your loved one needing trusted guidance, call our **Care Navigation team**.
- **If you or a loved one need some help with life’s daily tasks** like bathing, dressing, getting groceries, planning meals, or just need companionship and interaction, call our **Home Care team**.
- **As soon as you or a loved one have been diagnosed with a serious illness** like cancer, Parkinson’s Disease, dementia, Alzheimer’s Disease, heart failure, kidney failure, COPD and others, call our **Palliative Care team**. While you seek treatment for your disease, they can help you navigate your care, manage your medications to avoid interactions, provide relief for symptoms of the disease and the treatments and more. The Palliative Care team works WITH your current healthcare providers and is a welcome partner in providing relief while you seek curative care.
- **When a doctor tells you or a loved one that you have a life expectancy of six months or less**, call **Hospice** right away. Involving Hospice earlier means a better quality of life for you and your loved one.
- **If you, a child or a loved one has experienced a loss**, contact our **Grief Services team**. We provide group and individual counseling to adults, children and teens who have experienced the loss of a loved one. These services are provided at no cost to you.

Studies show that patients and families receiving hospice care experience better end-of-life treatment than those who did not, and that family satisfaction increased dramatically when patients were provided with a longer length of hospice care, rather than only receiving care in the last few days of life.
How to Serve.

Volunteer

In addition to hiring the best of the best to provide care to our patients and their loved ones, Four Seasons is grateful to involve our communities in co-creating the care experience. We are humbled by the service of hundreds of volunteers who work with our patients, behind the scenes in our offices, share their talents, help plan and host events, and contribute to the success of our Hospice Home Stores.

Donate

Whether it's a donation of furniture, clothing or decor to our Hospice Home Store, planned giving, an endowment, or a donation from a treasured community partner, your donation makes a difference. Four Seasons Foundation ensures that care is provided regardless of the ability to pay.

Purchase

Because a purchase at one of the three Hospice Home Store locations supports Four Seasons, you won't find bottom barrel, thrift store prices. Our goal is to raise funds and provide well-researched, value priced items for our customers. From furniture, home decor and collectibles to clothing, shoes and accessories, you'll find great deals, some rare treasures, and unexpected finds at our stores.
Bill Tankersley

After losing his wife, Robin, Bill Tankersley struggled to stand again. Despite the ongoing journey through his grief, he finds joy in volunteering, and “loving on everyone at Four Seasons, like they did for Robin. The care Robin received was superb. Managing her pain was a priority, the staff spoke softly, and their touch was gentle. Comfort, compassion, and understanding were given to Robin and me at Four Seasons.”

Nancy Bouvet

“Having Four Seasons care at home during the last months of my beloved husband’s life allowed me to feel I could cope with care issues and still be his wife/partner as I had been for many years. Having someone to call for support at any time day or night was a huge comfort and a gift to the whole family. We were guided along this last path by hospice professionals who knew the way.”

Henry Johnson & Family

“The awesome home care team from Four Seasons Hospice that was with us for the 15 months before Fair died made a huge impact. It was the wonderful intervention of professional medical care and support provided by a weekly nurse, monthly doctor, CNAs, chaplains, and other visits on the team by providing attention, equipment (walkers, bed sore mattress pads, etc.), meds, and much love. I could not have done it without that support, as I honored Fair’s oft-spoken desire in such a situation to stay at home and not be plugged into a nursing home or hospital. Her last 5 days were at Elizabeth House, actually to provide me with a respite getaway, though her slight cough on entry morphed into pneumonia in just a few days, and I was summoned back early to be at her side, which I was when she passed. Four Seasons Hospice care, home and Elizabeth House, was awesome throughout.”
Why We Serve.

Our Incredible Team

Shannon Mullis, RN
Regional Director of Clinical Services, North Region

“I love where I work because I love the people I work with. Their dedication, compassion, and how they genuinely care about one another and work together to provide the best care for our patients and families really inspires me. That is why I do what I do, and why I work at Four Seasons.”

Ebony Daugherty, CNA

“It is truly an honor to work at Four Seasons as a Hospice CNA. My 17 years here have taught me empathy, compassion, and resilience. I look forward to many more years at Four Seasons!”

Michael Wermuth
Spiritual Care Team Leader

“Four Seasons is committed to supporting its employees to achieve not only their personal goals, but also to provide the best care possible in our community. Every employee is challenged to be the best, and provide the best care possible – with that in mind, I can honestly say I work with the best!”

Sarah O’Dell, RN

“This is truly one of the best places to work. I love my team and leadership here and feel highly valued and appreciated for my contributions to our work. Having left Four Seasons for a brief period, I could not wait to come back when there was an open position again. This IS the best place I have ever worked.”