



something special every day.

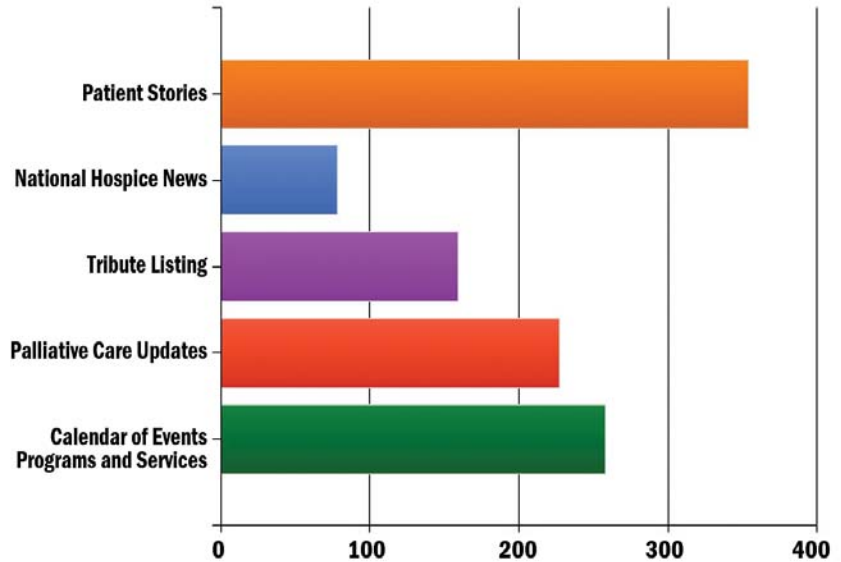
Journeys Readers Praise New Format

A big THANK YOU to hundreds of you that completed our Journeys Readership Survey last issue. We are delighted that 98% (n=438) of our 447 respondents affirmed that the newsletter keeps you up to date with what is happening at Hospice Buffalo. We had 111 people give us comments to our question about the new newsletter format, with the majority confirming that you not only liked the new design, but you also found it more reader-friendly: "Very nice and easier to read," wrote one reader. "My dad is legally blind and this one he could see. Thank You." Another reader wrote: "I like the new newsletter, and once I'm completely done with it, I am going to leave it at my next doctor's office magazine rack."

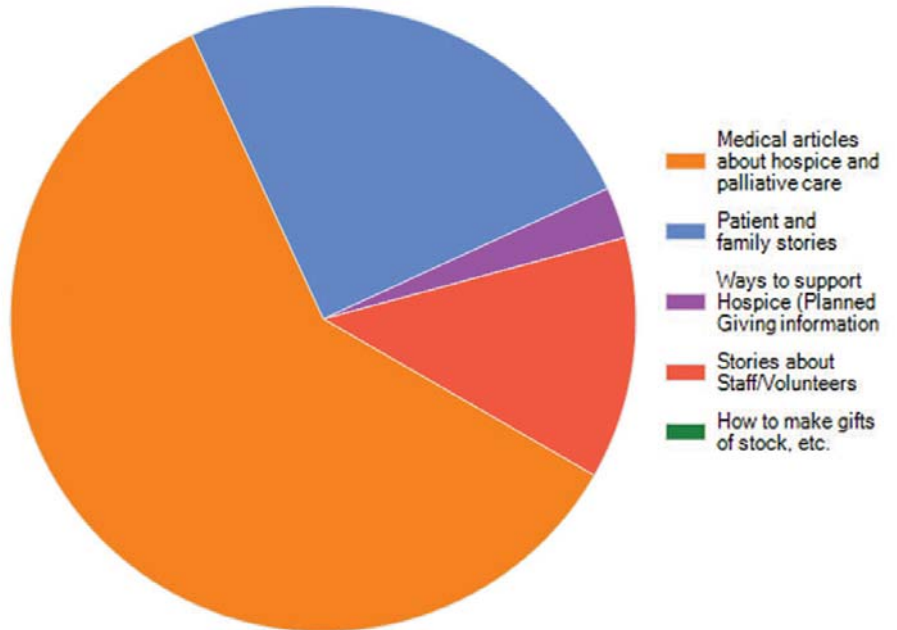
Several readers expressed that they liked the smaller (8.5x11) size of former newsletters: "I liked the 8 1/2 x 11 size better. It is easier to file and save. I usually keep the copies for about 1 year." "I do like the format and the new name of the newsletter and that it is done quarterly. I think 8 1/2 x 11 sized newsletter is easier to handle while reading than this new larger sized paper format." *

In addition, readers commented on the "Make Your Own Peace Dove" activity in the last issue and about the new design of the newsletter: "The 8 1/2 x 14 paper allows more articles to be printed entirely on one page - I hate having to

What articles/features do you like best? Check all that apply.



What articles would you like to see more of?



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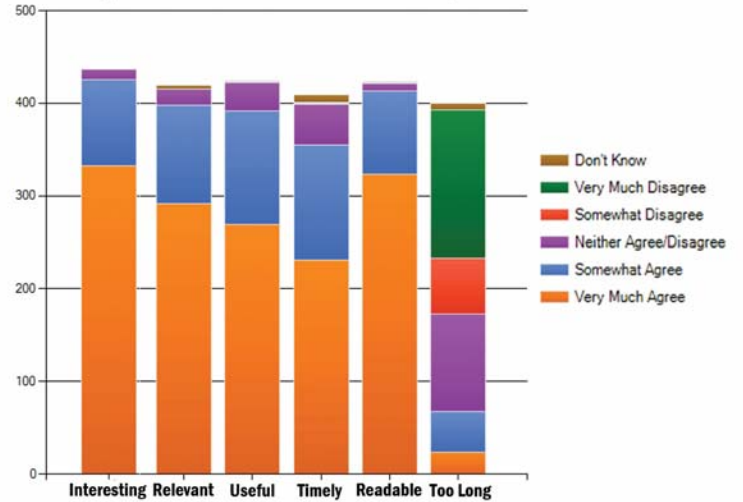
search to find the end of an article. I also LOVE the staff/volunteer articles and there should be many more of those to spotlight all the wonderful folks associated with Hospice Buffalo." "I enjoyed the newsletter. Thought it was well laid out, colorful & bright. It's good to know about up coming events and that you included phone numbers and e-mails so we know how we can join these events. My daughter liked the instructions for the peace dove. We have them everywhere."

More than 350 of you liked patient stories the best in the newsletter, followed by the calendar of events/programs and services, palliative care updates, tribute listing and national hospice news. More than half of the respondents (59.8%) answered that they would like to see more medical articles about hospice and palliative care, followed by more patient and family stories (25.1%) and stories about staff/volunteers (12.5%) and ways to support Hospice (2.7%).

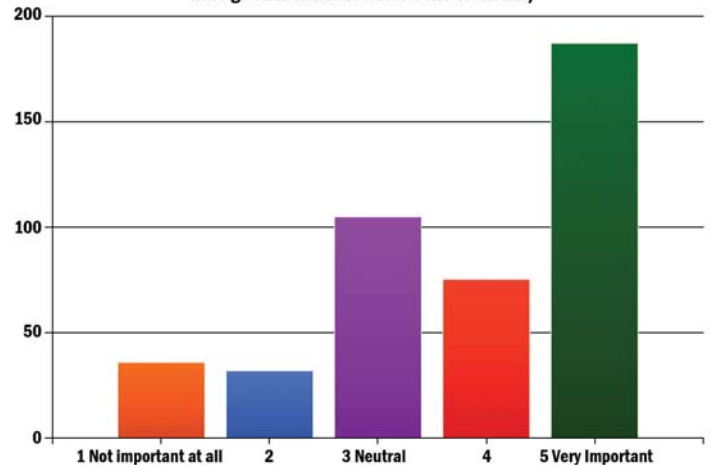
A great number of readers (94.5%) responded that they read the newsletter cover to cover or read most of the articles while more than 76% (n=332) very much agree that articles are interesting or relevant (69.5%) Only 6% of respondents (24) felt the articles were too long.

All in all, we are happy to learn that readers enjoy the Hospice newsletter and look forward to its arrival in the mail. We will strive to bring you relevant, timely and useful content that enlightens and draws you closer to our Hospice family. ■

Overall, I find the articles in the Hospice Newsletter are...



On a scale between 1-5, how important do you think it is to include a list of tribute gifts in every issue of Journeys? (The Tribute gifts are the list of names of people who have given in honor of a loved one or friend.)



*Editor's Note: The majority of readers liked the new 8.5" x 14" size and some expressed concern that the larger size may be more costly to print. We are happy to report that our new larger size actually saves more than \$1,300 as it is a standard size for a printing press. We elected to go to a larger version to achieve better readability, larger photos and new design elements. Keeping our former smaller size would have meant increasing pages and costs- something we wanted to avoid. Thankfully, many of our Journeys readers are loyal donors who use the enclosed donor envelope inside each newsletter to help support Hospice.

If you prefer to receive your newsletter by email, please send us your request along with your full name, address and telephone number to info@palliativecare.org. Thank you.

