



FOR IMMEDIATE RELEASE
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**Hospice By The Bay & Foundation
Long-Term President & CEO Announces Retirement;
Sandra Lew Assumes Leadership**

LARKSPUR, CA – Mary Taverna, long-term President & CEO of Hospice By The Bay & Foundation (formerly Hospice of Marin), has announced her retirement from the non-profit, effective April 1, 2008. Sandra Lew, who has served as the organization’s Vice President of Clinical Operations, succeeds Taverna. Lew’s appointment was announced by Dennis Gilardi, Chair of the Hospice By The Bay Partners Board of Directors. Taverna will consult with Hospice By The Bay and remain on the governing boards, and will continue her volunteer work on the state and national hospice levels.

“The results from the recently completed Stanford Alumni Consulting Team assessment indicated that we are clearly embarking on a new era in the healthcare environment,” said Lew. “I’m honored by the distinction to lead Hospice By The Bay into this challenging arena. Mary and I have worked very closely over the years, and we share the same devotion and passion for the goals of hospice and palliative care, so I feel confident that my leadership will open another positive phase in Hospice By The Bay’s history. As we continue our growth, one of my main goals is to expand our reach in San Francisco and Sonoma, particularly to diverse communities within those areas.”

Gilardi echoes Lew’s goals and confidence, “The board is beginning to strategize the implementation of long-term initiatives as we gear up to meet new challenges and opportunities in the evolving healthcare industry.” Praising founder Taverna, Gilardi adds, “Mary’s decision to retire was met by the Board with a tremendous amount of respect for her extraordinary leadership and guidance, which helped put this institution in

the national forefront of hospice and palliative care. We're delighted that she will continue to involve herself with our programs, our donor relations and clinical care."

"For 32 years, my life has revolved around Hospice By The Bay," said Taverna. "I continue to be devoted to the organization and will work with Sandra and the Board to enhance the future of Hospice By The Bay. It has been an incredible journey for me and I'm exceedingly proud of the legacy that has been created."

In the 1970s, Taverna was a volunteer who helped develop and establish Hospice of Marin. In 1975, it was licensed as the second oldest community-based hospice in the United States and the first on the West Coast. Three years later, Taverna was named CEO of Hospice of Marin, with responsibility for the overall management, development and delivery of hospice services. In 1997, Taverna assumed the additional role of president of the Hospice of Marin Foundation, which was formed to support services provided by Hospice of Marin. In 2001, she assumed the exclusive role of President, Hospice of Marin Foundation and in 2005 was named President & CEO of Hospice and its Foundation. Under her leadership, Hospice of Marin incorporated with a hospice branch in Sonoma County, formerly Valley of the Moon Hospice, and Hospice by the Bay, serving residents of San Francisco and San Mateo counties. In October 2006, Hospice of Marin changed its name to Hospice By The Bay, which reflected the organization's ongoing commitment to providing the highest quality hospice and palliative care in the expanded geographic region the organization has been serving since 1992. In July, 2007, Hospice By The Bay expanded its services through the acquisition of VITAS® Innovative Hospice Care® of North Bay, located in Petaluma.

Taverna's additional work on the national level has been admirable. In 2005, she assumed the role of Chair for the second time of the National Hospice and Palliative Care Organization Board of Directors, after serving two years as Vice Chair. In addition to her extensive work with the National Hospice and Palliative Care Organization, Taverna has been honored with the Founder's Award from the National Hospice Organization (1995), the Pierre Salmon Award from the California State Hospice Association (1997), and in 2002 was inducted into the Marin County Women's Hall of Fame (2002).

As Hospice By The Bay's Vice President, Clinical Operations, Sandra Lew had responsibilities for the day-to-day clinical services development and delivery of hospice care and related services in Marin, San Francisco, and Sonoma. Lew previously served Hospice of Marin as Chief Operating Officer for over two years. She brings over 25 years of health care experience, 13 of those directly working in the hospice field. She has additional skills in the field of aging in various leadership capacities with Catholic Charities and On Lok Senior Health Services in San Francisco, Kaiser Permanente Medical Center's Hospice Program in Oakland, and Hospice by the Bay in San Francisco. A licensed social worker by training, Lew has been active in the National Association of Social Workers, served as a member of the National Task Force on AIDS, HIV Education Project Advisory committee, the Academy of Certified Social Workers and the National Hospice Organization Council of Hospice Professionals. She lives in San Rafael.

Hospice By The Bay, which serves Marin, San Francisco and Sonoma, is dedicated to providing the highest quality of end-of-life care to patients and their families regardless of their ability to pay. Hospice By The Bay also serves people whose lives have been altered by the loss of a loved one through its community grief support program.

Hospice By The Bay is a 501(c) (3) nonprofit organization that has been serving the Bay Area since 1975. Hospice By The Bay programs are funded through healthcare reimbursement, and financial donations from community members, businesses and corporations to the Hospice By The Bay Foundation. For more information about Hospice By The Bay services, call (415) 927-2273, or visit: www.hospicebythebay.org.

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