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HOSPICE OF MARIN CHANGES NAME TO “HOSPICE BY THE BAY”

New Name Reflects Geographic Area of Hospice and Palliative Care and Grief Support Services

LARKSPUR, CA – Hospice of Marin, the second oldest hospice care provider in the country, has changed its name to *Hospice By The Bay*. Its new name reflects the organization’s ongoing commitment to both hospice and palliative care within an expanded geographic span throughout the Bay Area. The new name also reflects an expansion of end-of-life services including palliative care consultation, grief counseling, an expansion of bereavement groups targeted for specific demographics and needs and a retooled website (www.hospicebythebay.org) designed as a comprehensive resource and support to all community members.

“We felt that it was time to make our name more inclusive of the entire Bay Area, rather than imply a geographic exclusivity,” said Mary Taverna, President and CEO of Hospice By The Bay and Foundation. “We will continue to function as the same organization with the same mission, but with a new name that better defines the geographic base we serve.”

Taverna, who also serves as Chairman of the National Hospice and Palliative Care Organization’s Board continued, “We also intend to use this name change as a way to reintroduce palliative care to the communities we serve, as we see a national trend toward more and more families seeking palliative care nationwide. Palliative care, simply stated, is beginning hospice care at an earlier stage of illness for both the patient and the family. We want our community members to better understand the scope of end-of-life services that our organization provides. In October 2005, we initiated a palliative care program for the patients at Marin General Hospital that has far exceeded our expectations. Physicians, staff and patients are fully utilizing all of the specialized services we contracted to provide. This successful program validates the commitment this organization has always had to palliative care.”

Founded in 1975, Hospice of Marin responded to the growing need for its services in regions beyond Marin County due, in part, to the overall aging of the population. To address increased demand, Hospice of Marin joined forces with Valley of the Moon Hospice in 1992, expanding its services to southern Sonoma. In 2003, the organization announced its acquisition of Hospice By The Bay, serving patients and families in San Francisco and northern San Mateo County. Today, Hospice By The Bay serves all of Marin, Sonoma and San Francisco Counties..

Additionally, Hospice By The Bay recently moved into its new headquarters in Larkspur enabling it to consolidate its Marin County operations under one roof and accommodate an increase in requests for its services. According to Taverna, “We’ve seen a significant increase in patients and families receiving hospice care and bereavement services. In Marin and Sonoma, our daily census has doubled over the past three years.”

“As the second oldest hospice in the country, Hospice By The Bay is in a unique position to truly understand and effectively address the growing needs of our communities,” notes Jerry Peters, Chairman of the Hospice By The Bay Board. “To support this growth, the Foundation’s mission has become increasingly important to ensure that our services and programs will continue to be available when they are needed most.”

New Logo Accompanies New Name

In conjunction with its new name, Hospice also unveiled its new purple and blue logo which stylistically illustrates an all-encompassing embrace. The symbol featured in the logo conveys the compassion and support that lie at the core of hospice care. (See attached.) The Hospice By The Bay name and logo will be incorporated in all collateral materials, stationery and signage for Hospice of Marin, Valley of the Moon Hospice in Sonoma and Hospice By The Bay in San Francisco, all operated under the aegis of Hospice By The Bay. Hospice of Marin Foundation will assume the name Hospice By The Bay Foundation, with its offices located at the central headquarters in Larkspur.

Hospice By The Bay Foundation’s mission is to fund quality, compassionate hospice and palliative care and to provide educational programs on end of life issues. The care and services provided by Hospice By The Bay are partially funded through the Foundation from funds donated by community members, businesses and corporations. For more information, visit the website at www.hospicebythebay.org

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