



ANA HAYS OF HOSPICE OF THE VALLEY, SAN JOSE CA ELECTED TO CALIFORNIA HOSPICE AND PALLIATIVE CARE ASSOCIATION BOARD OF DIRECTORS

San Jose CA – February 25, 2011 - The California Hospice and Palliative Care Association (CHAPCA) has elected Ana Hays to their board of directors. Ms. Hays will serve as a voting member of the board of directors of CHAPCA representing Region V, which includes Monterey, San Benito, San Luis Obispo, San Mateo, Santa Clara and Santa Cruz Counties. CHAPCA is a not-for-profit organization that represents hospice and palliative care providers and members in California and Nevada and advocates for individuals facing life-limiting illness by promoting availability and access to quality end-of-life care. Ms. Hays is the director of marketing communications and community education for Hospice of the Valley, San Jose CA.

As a CHAPCA board member and Region V director, Ms. Hays brings over 20 years of experience in strategic alliances and collaborations that includes developing and implementing educational programs, board leadership, fund development, as well as marketing communications, community education and outreach expertise.

“Ana’s solid leadership in building strategic relationships and program development and implementation will serve CHAPCA and Region V well,” said Sally Adelus, President and Chief Executive Officer and a Past President of CHAPCA. “Her expertise in marketing communications and her effectiveness as a communicator is a true asset to all,” Adelus stated.

“I echo Sally’s sentiments as well,” said Susan Negreen, CAE, President and Chief Executive Officer of the California Hospice and Palliative Care Association. “Ana’s leadership and skill set is most welcomed and we look forward to her board stewardship.”

“I’m honored to serve on the CHAPCA board of directors and represent Region V,” said Ana Hays. “I look forward to working with the board and the hospice and palliative providers and members in Region V and keeping them engaged and apprised of trends and changes in our industry.”

Previously, Ms. Hays worked in academia where she led executive education programs and fund development events at the University of Chicago Booth School of Business as the associate director of conferences and special events and at Stanford Law School as the director of executive education. At Hewlett-Packard Company and Agilent Technologies, she managed the internal employee volunteer fundraising campaigns raising over \$18 million in employee/corporate contributions for a multitude of charities. She is a member of the Silicon Valley American Marketing Association (SVAMA), the Association of Fundraising Professional (AFP), and a member of the Peninsula Volunteers, where she serves on the marketing committee.

About CHAPCA

California Hospice and Palliative Care Association (CHAPCA) is a not-for-profit organization that represents hospice and palliative care providers and members; Residential Care Facilities for the Elderly; and healthcare professionals in California and Nevada. CHAPCA advocates for those facing life-threatening illness by promoting availability and access to quality end-of-life care. For information, visit calhospice.org or call 916.925.3770.

About Hospice of the Valley

Hospice of the Valley, a leading provider and educator in advancing palliative end-of-life and community grief-care, affirms dignity and hope for those facing serious illness. Hospice of the Valley's team, experts in palliative, hospice and grief care, is comprised of physicians, nurses, social workers, chaplains, hospice aides, grief counselors, and volunteers who assist patients, their caregivers and families in their end-of-life care and goals. Founded in 1979, Hospice of the Valley is the first not-for-profit hospice and grief care organization to serve the community of Santa Clara County. Hospice of the Valley's Community Grief and Counseling Center provides individual and loss specific group grief care and is available to anyone experiencing a loss. A Children's Grief Counseling program specializes in age-appropriate counseling for children and teenagers from ages 4 through 18. The *Transitions Program*, a volunteer-based community service sponsored by Hospice of the Valley and funded by community grants and donations, is designed to enhance the quality of life for individuals and their families facing advanced-illness through emotional support, education, and practical assistance. Additionally, Hospice of the Valley sponsors a community resource website—seriousillness.org/santaclaracounty—for caregivers and families who are caring for someone with serious illness. Hospice of the Valley, a member of the California Hospice and Palliative Care Association and the National Hospice and Palliative Care Organization, is licensed by the State of California and is Medicare and Medi-Cal certified. Services are covered by Medicare, Medi-Cal and most private insurance plans. Hospice of the Valley is committed to serving its diverse communities and honors all cultures, beliefs, values, and traditions, and provides equitable access to care for all patients and families—regardless of their financial ability. For information, call 408.559.5600 or visit hospicevalley.org.

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