

Adaptive Business Leaders Organization Honors Palliative Care Center Silicon Valley for its Innovative Approach to Healthcare Delivery

SAN JOSE, Calif. – Jan. 6, 2014 - The Adaptive Business Leaders (ABL) Organization recently presented Sally Adelus, president and CEO of Hospice of the Valley, with the 2013 *Innovation in Healthcaresm* ABBY Award for its innovative approach to healthcare delivery and making quality healthcare accessible with the opening of the Palliative Care Center Silicon Valley™ last summer. The Center is the first licensed independent, community-based, outpatient center of its kind in California specifically dedicated to providing palliative care to patients and their families living with serious illness.

Adelus accepted the award on behalf of the Palliative Care Center Silicon Valley in the “Innovative Approach to the Delivery Healthcare” category during the ABBY award event held on Dec. 4 in Long Beach, Calif.

Palliative care is expert medical care dedicated to relieving the pain, distress and other symptoms that can accompany serious illness. The Palliative Care Center Silicon Valley offers medical care and case management including physical, emotional, social, spiritual and practical support to people living with serious illness and their caregivers in Santa Clara County.



Sally Adelus is congratulated by Mimi Grant

Adelus, nationally recognized as a thought leader in hospice and palliative care, has dedicated her career to creating innovative and comprehensive palliative and chronic pain programs that have transformed common practice. Her seminal work centered on patient inequities and disparities in the provision of care, fostering equitable access while advocating an approach that is patient-centered versus system-centered.

“For over 14 years, ABL’s *Innovation in Healthcaresm* ABBY’s have been awarded to *organizations* like the Palliative Care Center Silicon Valley, whose approaches and technologies are truly providing equitable access to quality care while lowering the cost of healthcare, and to *individuals* like Sally Adelus, who have brought new concepts to patients that can enable them to enjoy a higher quality of life,” said ABL president Mimi Grant. “ABL is particularly pleased to honor the Palliative Care Center Silicon Valley with this award because, as California’s first licensed independent outpatient center for palliative care of its kind, they not only provide an ‘innovative’ service that can relieve

the pain, emotional and physical suffering of those who are *directly* dealing with serious illnesses, but also help relieve the anxiety faced by their family members who love and care for them.”

“We are truly honored to be one of this year’s esteemed ABBY Award recipients and pleased with the recognition of our Palliative Care Center Silicon Valley,” Adelus said. “Our hope is that anyone with a serious illness can receive the additional medical care and support they need from our Center.”

About Hospice of the Valley

Hospice of the Valley is a nonprofit organization in Silicon Valley that provides serious illness and end-of-life care programs and services, including palliative and hospice care, grief counseling for adults, children and families, and emotional support, education and practical assistance. The organization also provides individual counseling and loss-specific support groups to anyone who has experienced the loss of a loved one. Established in July 2013, the Palliative Care Center Silicon Valley™, the first independent, community-based, outpatient center of its kind in California for seriously ill patients and their families, is a division of Hospice of the Valley. Hospice of the Valley also provides a community resource website for caregivers and families at seriousillness.org/santaclaracounty. Serving Santa Clara County since 1979, Hospice of the Valley honors all cultures, beliefs, values and traditions and is committed to serving its diverse community and providing equitable access to care for all regardless of financial ability. For more information, call 408.559.5600 or visit hospicevalley.org.

About the Adaptive Business Leaders (ABL) Organization

ABL supports the needs of its member Healthcare CEOs by providing a place for top-level executives to draw on the experience, knowledge and skill sets of their industry peers in a vertical industry, personal advisory board setting. Members meet monthly in Round Tables, as well as in frequent workshops and conferences, to hear from cutting-edge experts, to exchange ideas, and connect with other chief executives. ABL's Healthcare CEO Round Table program is offered throughout California: in Greater Los Angeles, Orange, San Diego, San Francisco, and Santa Clara counties. More information can be found at abl.org.

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