



Hospice of the Valley Promotes Kieran Shah to Executive Vice President of Business Development and Strategy

Executive nonprofit leader to expand healthcare relationships in Santa Clara County

SAN JOSE, Calif., Aug. 8, 2014 – Hospice of the Valley has promoted Kieran Shah to be executive vice president of business development and strategy.

Shah's responsibilities include developing new business strategies to enhance Hospice of the Valley's market and developing strategic relationships and partnerships with Santa Clara County healthcare professionals.

"Kieran brings a wonderful track record of expertise and experience to Hospice of the Valley," said Sally Adelus, president and CEO of Hospice of the Valley. "He is familiar with the rapidly changing healthcare landscape and will help us expand to meet the community's needs for the future."



He previously was the senior business development director at Hospice of the Valley. Before that, he was CEO/president of Shah Consulting, a healthcare consulting firm specializing in business development, referral generation, organizational growth, vertical integration and network partnership. Shah is also a faculty consultant for Hospice University, a national training university focused in hospice and healthcare marketing.

He previously was senior director of business development for Nathan Adelson Hospice, the largest nonprofit hospice in Southern Nevada. Shah was actively involved in the creation, development and implementation of the iRefer DR application for hospices nationally, helping advance hospice's marketability and technology-forward approach through iRefer DR.

Before that, Shah served as a recruiter for the Nevada Cancer Institute. He also was a former senior staffing consultant and division director at Robert Half International.

He received a B.A. in business management at Franklin & Marshall College.

"Hospice of the Valley has an excellent reputation as an industry leader and is having an amazing impact on end-of-life care," Shah said. "I wanted to learn from the best, and provide the best care."

About Hospice of the Valley

Celebrating nearly 35 years of service to our community, **Hospice of the Valley** is a nonprofit organization that exists to support patients and their families during one of life's most challenging – yet most meaningful – times. Hospice of the Valley 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. Established in July 2013, the **Palliative Care Center Silicon Valley**, the first independent, community-based, licensed 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 patients and families at seriousillness.org/santaclaracounty. 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.

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