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Hospice of the Valley Bids Farewell to President and CEO Sally Adelus; Names Paula J. Alderson as Successor

*Ushering Hospice into new healthcare landscape and next evolutionary phase,
Adelus passes baton*

SAN JOSE, Calif., July 7, 2015– Hospice of the Valley, a leading provider in palliative and hospice care, grief counseling and education in Northern California, announces today that Paula J. Alderson has taken the helm of Hospice of the Valley as President and CEO. In doing so, Alderson brings her expertise as a national hospice leader to her new position. To Hospice of the Valley, she also brings a track record in establishing innovative programs as well as furthering clinical excellence and business growth.

As the organization enters its next evolutionary phase, former President and CEO Sally Adelus passes the baton to Alderson. In her new role, Alderson will lead Hospice of the Valley as it continues to develop new programs and services to accommodate today's dynamic healthcare landscape.

Prior to joining Hospice of the Valley, Alderson served as president of TrustBridge, a healthcare company formed from the merger of Hospice by the Sea with Hospice of Palm Beach County. She also served as president and CEO and a member of the board of directors for South Florida's Hospice by the Sea, a not-for-profit, community-based provider of hospice care, palliative care, caregiver support, bereavement counseling and home health agency services in South Florida's Broward and Palm Beach counties.

Adelus' departure comes as she establishes a new venture, Adelus Consulting, which specializes in operational and business strategy development in healthcare arenas, including pain management, hospice and palliative care. Adelus will continue to serve as Chair of Hospice of the Valley's Professional Advisory Board.

Under Adelus' leadership during its 12-year growth phase, Hospice of the Valley achieved a number of visionary milestones, including the opening of Hospice's Palliative Care Center Silicon Valley in 2013 and the approval of a formal agreement to unite with Sutter Care at Home. This agreement continues a legacy of high-quality programs and services dedicated to

those with serious illness or needing end-of-life care. It is expected to go into effect this August – pending approval from the California Department of Public Health.

“We are fortunate to have benefitted from Sally’s foresight and creative leadership,” said Jeff Strawn, Hospice of the Valley chairman of the board. “Uniting not-for-profits Hospice of the Valley and Sutter Care at Home is just one example of the impact that Sally has had on our organization – enabling us to reinforce our legacy of innovation and community service as the new healthcare landscape unfolds.

“Now, under Paula’s leadership, Hospice of the Valley will be well-prepared to enter the next phase of its day-to-day operations and growth,” Strawn added. “We are delighted to welcome her to the Hospice of the Valley family, have extreme faith in her abilities and look forward to her efforts in expanding our continuum of care.”

“It has been an honor to lead Hospice of the Valley – together we’ve witnessed a number of community-driven services and programs coming to life,” Adelus said. “I am confident that the organization, guided by Paula’s leadership and business philosophy, will continue to make a difference in serving thousands of patients and families in Santa Clara County with its positive spirit, personal integrity and compassionate care.”

“Hospice of the Valley’s rich history of hospice services and innovative offerings under Sally’s leadership – including its Palliative Care Center and Transitions program – made it an easy decision to join the organization,” said Paula J. Alderson, president and CEO of Hospice of the Valley. “I am excited to be part of Hospice of the Valley and feel privileged to lead the organization through new initiatives with Sutter Care at Home – always keeping in mind our foundation, mission and core values.”

“The timing is right for Hospice of the Valley to start the next chapter and Paula is the right one to walk the organization through even more growth,” Adelus said.

More About Adelus’ Leadership of Hospice of the Valley

With more than 25 years of clinical and administrative expertise, Adelus has accomplished significant achievements in hospice and palliative care. While CEO and President of Hospice of the Valley, Adelus received national and regional awards and Hospice of the Valley experienced:

- More than 700 percent growth of hospice’s average daily patient census
- Addition of new programs, including Transitions, a volunteer support program
- The exploration and formation of several strategic partnerships and Hospice of the Valley’s Professional Advisory Board
- The expansion of the Center for Grief and Loss to serve more in the community
- Involvement and thought leadership on the national and state level of hospice and palliative care
- A transformation to offer palliative care, opening the Palliative Care Center Silicon Valley in San Jose, the first licensed California facility of its kind. The opening of this center is a testament to her life's work to increase patient and family access to community-based palliative care.

Adelus has served on numerous national, state and regional boards, including the board of directors of the National Hospice and Palliative Care Organization, the Children's Hospice and Palliative Care Coalition, the California Hospice Foundation and the California Hospice and Palliative Care Association. She also served as Chairman of the California Hospice Foundation and California Hospice and Palliative Care Association.

More About Paula J. Alderson

For 10 years, Alderson led Hospice by the Sea with a focus on clinical excellence, business growth and expansion of the valuable services it provides for those in need in the community. Using creativity and leadership skills combined with many years of executive-level healthcare experience, she oversaw several innovations in hospice care, including adding palliative care services and an award-winning complementary therapies program that included massage, reiki, healing touch and music therapies.

Alderson has an extensive background in the healthcare delivery system, having held several leadership positions on a national, regional and local level.

While CEO and President of Hospice by the Sea, Alderson received several awards, including Most Influential Woman, CEO of the Year in Palm Beach County; Most Distinguished Leader, Outstanding Leadership and Innovation; and The Soroptimist International Soroptimist Ruby award for making an extraordinary difference in the lives of women. Alderson's hospice work in Ghana was recognized for having had a significant impact. To this day, this work continues to inspire and encourage women to give back to the world at large and their individual communities.

About Hospice of the Valley

Celebrating 35 years of service to our community, Hospice of the Valley is a non-profit 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. Since 1979, more than 35,000 friends and neighbors in Santa Clara County have received compassionate care and grief support from Hospice of the Valley. In 2014, Hospice of the Valley staff made nearly 40,000 visits to patients and families. 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 www.hospicevalley.org.

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