



HOUSTON HOSPICE
Life Matters

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**Houston Hospice Receives \$100,000 Grant to Expand
Compassionate Care in El Campo, Texas, and Surrounding Areas**

Funding Supports a Marketing Strategy to benefit Terminally Ill Patients and Their Families

(HOUSTON, TX) - Houston Hospice has received a \$100,000 grant from Hospice Support Inc., a nonprofit organization that supports high-quality hospice care for terminally ill patients and their families in El Campo, Texas, and surrounding areas who have limited or no payor source. Funds will support a marketing strategy to increase awareness of hospice care in the region so more patients and families will take full advantage of this compassionate end-of-life care option.

As part of this marketing initiative, a “hometown” marketer who knows the community well will be hired to build relationships with referral sources and educate the local community about the benefits of selecting hospice care. Hospice care is a 6-month benefit covered by Medicare/Medicaid and private insurance. Coverage is provided by an interdisciplinary team that may include physician, nursing, social work, chaplain, and volunteer services. By choosing hospice care early in the course of a patient’s illness, families have more time to make the most of every day they have left with their loved ones, rather than spending that precious time in an antiseptic, often chaotic, hospital setting.

“Houston Hospice is most grateful to Hospice Support, Inc. for its commitment to this strategy for increasing the number of patients and families who receive compassionate end-of-life care,” said Rana McClelland, President & CEO, Houston Hospice. “Upon choosing hospice care, patients can spend their final days surrounded by family and friends and attend to the physical, emotional, spiritual and social aspects of the end of life for greater closure and peace of mind.”

About Houston Hospice

Houston Hospice is a 501(c)(3) nonprofit organization that provides uncompromising, compassionate, end-of-life care to all patients and families across 13 counties in the Greater Houston Area, regardless of their ability to pay. Established in 1980, the organization is the oldest, largest, independent, nonprofit hospice in Houston and a member of the Texas Medical Center.

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