



Kate Colburn Named Executive Committee Member-at-Large of Hospice & Palliative Care Association of New York State

White Plains, NY – (June 18, 2010) – Kate Colburn, M.A., executive director for Hospice & Palliative Care of Westchester (HPCW), was recently named an Executive Committee member-at-large for Hospice & Palliative Care Association of New York State (HPCANYS), the organization representing hospice and palliative care programs, allied organizations and individuals interested in the development and growth of quality, comprehensive end-of-life services.

HPCANYS' mission is to promote the availability and accessibility of quality hospice and palliative care for all people in New York State confronted with life-limiting illness.

"In appointing Ms. Colburn to the Executive Committee, the Board recognizes her dedication and strong commitment to Association's mission," said Kathy A. McMahon, President and CEO, HPCANYS.

In addition to her appointment, Colburn recently presented at HPCANYS' 30th Annual Meeting in Albany. In her presentation, *Increasing Admissions Through Creative Feedback*, Colburn addressed a field study designed by HPCW to assess information, feedback and reinforcement in meeting the agency's monthly admissions and referral goals.

HPCW's collaborative and team efforts fostered a strong sense of fulfillment on the part of its staff members, which enabled the staff to meet 100 percent of its referral goals for 26 months and 100 percent of its admissions goals for 23 out of 26 months. These numbers represent an increase in referrals of 32 percent in the last two years.

"This study demonstrated to us that with the right tools, ongoing encouragement and a team that's dedicated to being second to none, we were able to meet our goals and objectives while continuing to provide top-notch service to our patients and their families," said Kate Colburn.

Hospice & Palliative Care of Westchester is located at 311 North Street, Suite 204, White Plains, NY. For additional information, visit www.hospiceofwestchester.com or call 914.682.1484.

About Hospice & Palliative Care of Westchester: Hospice & Palliative Care of Westchester is a private, not-for-profit healthcare agency that provides skilled, compassionate and comprehensive end-of-life home care to patients with any diagnosis and gives support to their families and loved ones.

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