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Hospice of Palm Beach County's David Fielding
Honored as *Ultimate CEO*

WEST PALM BEACH (April 27, 2007)--Hospice of Palm Beach County's President and CEO Dave Fielding received the Ultimate CEO Honor by *The South Florida Business Journal* at a ceremony held at The Kravis Center in West Palm Beach on April 26, 2007. Mr. Fielding, one of nine award recipients and the only executive from a non-profit organization, was recognized for his outstanding commitment to excellence, his successful leadership of Hospice of Palm Beach County, and his ongoing support of the community.



Dave Fielding, President and CEO, Hospice of Palm Beach County

“Receiving an award such as this is a tremendous honor,” said Fielding. “It acknowledges not only my work but that of the more than 900 Hospice of Palm

Beach County employees committed to making a difference in the lives of patients faced with advanced illness and their families.”

David Fielding joined Hospice of Palm Beach County as President and CEO in December 1998 and has since positioned Hospice of Palm Beach County as a leading provider of hospice and palliative care. Under his direction, programs and services were expanded to include five Hospice of Palm Beach County inpatient units in area hospitals that supplement the organization’s home care services and the main facility, the Charles W. Gerstenberg Center in West Palm Beach. He opened three regional team offices to locate staff closer to patients and an off site bereavement center. He oversaw the acquisition of The Medical Store, a company that improves access for patients and the community to the finest durable medical equipment. He created Hospice Partners On Call, a service whereby nurses answer the phones after-hours and weekends in lieu of an answering service. This program also provides services for The Treasure Coast Hospices. Realizing that there was no clinical data management system on the market that matched the needs of the organization, Mr. Fielding spearheaded the development of a new web-based system, LATIS, which allows direct access for clinicians in the field.

“My passion for hospice care is rooted in the fact that I’ve gone through caring for a loved one who was dying from cancer,” said Fielding whose father was diagnosed as terminally ill in the spring of 1987. “My father could’ve received better care then, and that difficult experience inspired me to pursue a career in hospice care to make a difference in not only the lives of patients and families but also the industry as a whole.”

Mr. Fielding holds a Bachelor of Arts degree in Organizational Behavior and Management with a dual major in Health Care from Brown University in Providence, Rhode Island and a Master of Science in Health Systems Management from Rush University in Chicago. He is a member of the National Hospice and Palliative Care Organization, The National Hospice Work Group, Florida Hospice and Palliative Care, Inc. and the National Association for Home Care. He resides in Jupiter with his wife Jennifer and their three daughters.

About Hospice of Palm Beach County: *Hospice of Palm Beach County offers a wide range of services and educational programs designed to meet the special needs of patients and families faced with advanced illness. Expert physical, emotional and spiritual care is provided wherever the patient is - the home, skilled nursing or assisted living facility, hospital or hospice inpatient unit, including the C.W. Gerstenberg Hospice Center in West Palm Beach, the Hospice and Palliative Care Unit at Pinecrest Delray, the Bethesda Memorial Hospice and Palliative Care Unit at Bethesda Memorial Hospital, the Hospice and Palliative Care Unit at Good Samaritan Medical Center, the Hospice and Palliative Care Unit at Palm Beach Gardens Medical Center and the Jay Robert Lauer Hospice and Palliative Care Unit at JFK Medical Center. The organization also offers full bereavement support to Hospice families and anyone in the community in need. Hospice of Palm Beach County's focus is on quality of life. The organization is sensitive to and respectful of religious, cultural and personal beliefs. Contact Hospice of Palm Beach County toll free at 888-848-5200 or visit the website www.hpbc.com for information.*

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