



Hospice of
Palm Beach County
Licensed since 1981
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FOR IMMEDIATE RELEASE

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**BARBARA IVANKO APPOINTED CHIEF OPERATING OFFICER
FOR HOSPICE OF PALM BEACH COUNTY**

West Palm Beach, FL, October 2007..... Barbara Ivanko has been appointed Chief Operating Officer(COO) for Hospice of Palm Beach County. In this role, Ms. Ivanko is responsible for excellence in all aspects of patient care services and operations. She provides the leadership, management and vision necessary to ensure that the proper operational controls, administrative and reporting procedures, and people systems are in place to effectively grow the organization and to ensure financial strength and operating efficiency.

Ms. Ivanko joins Hospice of Palm Beach County with more than ten years of healthcare management experience. Prior to this position, she worked for seven years as a leader in the hospice industry including: senior management at hospices in Florida and New York City, as a consultant to hospices nationwide and as a hospice educator at the agency, state and national levels. She received her Master in Social Work degree from the State University of New York at Stony Brook, and is currently continuing work on her Masters in Healthcare Administration.

Ms. Ivanko has been an active member of the National Hospice Work Group's Chief Clinical Officer's forum since 2000. She has spent considerable time collaborating with peers from the largest and most innovative hospices in the nation to explore ways to increase access to care and to share best practices for the delivery of hospice services. Ms. Ivanko and her husband have resided in Jupiter, Florida since 1995.

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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JCAHO Accredited 501(c)(3) Not-for-Profit Organization

Accredited as a Jewish Hospice by the Palm Beach County Board of Rabbis, Inc.

Hispanic Patient Care Teams

Serving all of Palm Beach County - Boca Raton to Tequesta, the Glades to the Beach

Over 29 years as Palm Beach County's Leading Provider of Hospice Care

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