



FOR IMMEDIATE RELEASE

August 27, 2014

Linda Darden Named CEO of Hospice & Palliative CareCenter

WINSTON-SALEM, NC - The Board of Directors of Hospice & Palliative CareCenter has named Linda Darden chief executive officer, effective immediately.

"The Hospice & Palliative CareCenter governing board is pleased to have a talented, experienced and skilled hospice leader to serve in the CEO role," said Margaret Ann Hofler, Board Chair. "Linda has a passion for our mission of end of life care, a respect for the clinical excellence of the interdisciplinary care team, plus the right experience, skill set and understanding of the challenges and trends facing healthcare."

Darden, who has nearly 30 years of experience, has served as interim CEO for the past six months. Since 2013, she has been senior vice president of operations. In that role, she provided senior leadership of clinical operations including home care teams, the Kate B. Reynolds inpatient facility in Winston-Salem, Glenn A. Kiser Hospice Home in Salisbury, specialty services including on-call, triage and continuous care services. She was also responsible for corporate compliance and quality assurance, infection control, health information management and clinical education.

Darden brings a strong healthcare financial background to the CEO role including 18 years working in a number of financial management capacities at NC Baptist Hospital, a part of Wake Forest Baptist Health. She has a Masters in Health Administration degree and maintains her CPA license. Previously, she served as president of the NC Healthcare Financial Management Association.

HPCC is the first hospice in the state of North Carolina, providing care for 35 years to patients and families in the Piedmont triad and surrounding areas. Today, the agency remains focused on providing the highest quality patient-centered care. Family satisfaction surveys consistently reflect standards above the state and national average in both quality and care excellence.

HPCC is a not-for-profit agency which consists of over 350 staff that serve nearly 3,000 patients in 13 counties including Cabarrus, Davidson, Davie, Forsyth, Guilford, Iredell, Rockingham, Rowan, Stanly, Stokes, Surry, Yadkin and Wilkes. In addition to hospice and palliative home care and inpatient care, HPCC offers free grief counseling and advance care planning for anyone in the counties it serves.

For any follow-up communications or questions please contact Kristine Elliott, Vice-President of Human Resources, at (336) 331-1233.



101 HOSPICE LANE WINSTON-SALEM, NORTH CAROLINA 27103 • PHONE (336)768-3972 • (888)876-3663

hospicecarecenter.org