



LEADERS IN HOSPICE AND PALLIATIVE CARE
A caring not-for-profit partnership of Bellin Health, St. Mary's and St. Vincent Hospitals

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FOR IMMEDIATE RELEASE

**WISCONSIN CANCER COUNCIL RECOGNIZES UNITY
FOR LEADERSHIP IN PALLIATIVE CARE**

Green Bay, Wis. – December 11, 2007 – Unity, leaders in hospice and palliative care, was recently recognized for its leadership in palliative care by the Wisconsin Cancer Council at their annual meeting. Dr. Rance Hafner, Unity medical director and chair-elect of the Wisconsin Cancer Council Steering Committee, who was instrumental in leading the successful palliative demonstration project in conjunction with Bellin Health, accepted the award on behalf of Unity.

“As the only hospice in Northeast Wisconsin offering a certified palliative care program, Unity takes great pride in this recognition. We feel very strongly about the goals of palliative care: improving the quality of a seriously ill person’s life and supporting that person and their family during and after treatment,” said Dr. Hafner. “As with the hospice and bereavement services we provide, palliative care exemplifies our commitment to the healthcare needs of residents of Northeast Wisconsin.”

Unity was presented the award for its commitment to the “Palliative Care Academic Detailing Project,” a pilot project designed to increase the comfort level of primary care physicians and other medical providers with concepts of palliative care, including pain relief and delivery of bad news. The project provided physician education and resources utilizing methods proven effective by pharmaceutical companies.

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Each year the Wisconsin Cancer Council recognizes partners that provided outstanding service to a project initiated by the Council and funded by the Wisconsin Comprehensive Cancer Control Program. Unity was one of three Wisconsin hospices that participated in the palliative care project.

The Wisconsin Cancer Council is a coalition of more than 50 statewide and regional organizations committed to advancing cancer control in Wisconsin through education, collaboration and advocacy. The Wisconsin Cancer Council serves as lead organization in the implementation of the State Comprehensive Cancer Control Plan 2005-2010. More information can be found at www.wicancer.org

About Unity

Unity, a not-for-profit leader in hospice and palliative care, is a partnership of Green Bay's three not-for-profit hospitals – Bellin Health, St. Mary's Hospital Medical Center and St. Vincent Hospital. Unity is a continuation of the former Bellin Hospice program founded in 1977. Unity provides community-based hospice and palliative care, residential hospice care and grief support in twelve counties in Northeast Wisconsin. Unity is a member of the National Hospice and Palliative Care Organization (NHPCO).

Unity is based in the Green Bay area with offices in Marinette, Shawano and Sturgeon Bay. For more information call (920) 338-1111 or visit www.unityhospice.org.

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