

NEWS RELEASE FOR IMMEDIATE RELEASE

Pleasant Hill, CA, March 23, 2011 – Hospice Kicks Off Campaign for Bruns House

Hospice of the East Bay has launched a special fundraising effort, the *Campaign for Bruns House*, to support capital improvements and the cost of uncompensated patient care, at its in-patient hospice facility.

Bruns House opened in 2004 and provides 24-hour medical care to acutely ill patients in comfortable, medically appropriate, private rooms, while offering families a relaxed atmosphere where they can interact with their loved-ones at any hour of the day or night. To date, more than 2,000 patients have spent their final hours at Bruns House.

In numerous national surveys, 85% of Americans state that they want to die at home, surrounded by family, friends, pets, and familiar routines. Bruns House attempts to meet these requirements by caring for patients in a private, home-like environment, on a quiet street in Alamo, California.

As wonderful as Bruns House is, it represents the most expensive level of care Hospice of the East Bay provides for its patients and the community. The unreimbursed cost to run Bruns House in 2010 of over \$1.2 million was offset by earnings from Hospice's homecare program and from charitable donations.

The 2010 average cost per patient, per day, at Bruns House was \$1,633, while reimbursement for general inpatient care (Medicare, private insurance, Medi-Cal) was only \$950. Thus, Hospice of the East Bay was responsible for covering \$683 of cost per patient, per day or 41% of the total cost.

For information on how you can make a donation to help secure the future of this beloved Alamo home please contact Hospice Foundation of the East Bay at (925) 887-5678 or visit www.hospiceeastbay.org.

Funds raised by the Hospice Foundation of the East Bay benefit the patients and families in the care of Hospice of the East Bay.

Established in 1977, Hospice of the East Bay is a not-for-profit agency that helps people cope with life-limiting illnesses by providing medical, emotional, spiritual, and practical support for patients and families, regardless of their ability to pay.