



Hospice of Marion County, Inc. received three national awards for its advocacy on end-of-life issues.

The editorial, *End-of-Life Counseling—Talk About It!*, which ran in the Star Banner in 2009 won a Bronze from Mature Media Awards and an Award of

Excellence from Apex Communications. The editorial was in response to political concerns that consulting physicians would hamper medical care for the elderly rather than empowering patients to educate themselves about the choices they have in making healthcare decisions.

“Discussing options with your personal physician and informing your family is appropriate at any time and any age, and best explored prior to a health crisis,” wrote Lila Ivey, Community Outreach Director. “Advance Care Planning, also known as Advance Directives, is not a new concept. In fact, it has been around for at least 20 years. They protect one’s rights, not prevent them.” A third award from Mature Media recognized Hospice of Marion County’s series of testimonial print ads, telling the stories of local people who had benefited from the services of hospice care.

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