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**Collabria Care -- formerly
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NAPA VALLEY HOSPICE & ADULT DAY SERVICES BECOMES COLLABRIA CARE

March 3, 2016, Napa, CA – Napa Valley Hospice & Adult Day Services (NVHADS), a nonprofit organization serving the needs of the seriously ill in Napa County for nearly four decades, is pleased to announce its new name: Collabria Care. Founded as a small, up-valley hospice in 1979, NVHADS established its award-winning Adult Day Services in 1998 and has also become a leader in delivering community-based palliative care. The agency—which provides a wide array of services for seriously ill individuals and their caretakers throughout the community—has simply outgrown its name.

“We listened to our community and our new name and brand image come as a result of a rigorous research process,” said Linda Gibson, President & CEO. “Although our work in hospice is very well-supported, we found very quickly that some people who could benefit from our other services were put off by the word “hospice” in our name, thinking that they had to have a terminal illness before contacting us.”

With dramatic increases in Alzheimer’s disease and chronic illnesses projected, especially among Baby Boomers, Collabria Care is building capacity, in order to care for those who will need our services not only now, but well into the future.

Napa Valley Hospice & Adult Day Services has changed its name.

Although the name change will not affect current programs, a new organizational structure will facilitate ease of access, through two divisions: Collabria Care and Collabria Hospice. Collabria Hospice will continue to offer the high level of end-or-life care for which we are renowned. Collabria Care will encompass Alzheimer's Services, Chronic Condition Services, and Palliative Services, as well as community education.

"Our research is very clear," said Linda Gibson, "those who are seriously ill value us as their trusted partner in care. They want us to fill the gaps, so that they and their families can navigate through the medical, practical and emotional transitions that accompany major illness. The name "Collabria," a coined term, aptly communicates the idea of partnership and collaboration, which is at the heart of all we do.

Collabria Care, (collabriacare.org), a non-profit organization, is the leading center for community-based care delivery and resources in the North Bay, for those facing the transitions of aging, chronic illness, or the end of life.

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