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HPCG Welcomes New Director of Beacon Place

(GREENSBORO, NORTH CAROLINA)—LaSandra Keen, RN, has joined Hospice and Palliative Care of Greensboro (HPCG) as its director of inpatient services. In this role, Keen oversees **Beacon Place**, HPCG's inpatient hospice home.

Previously, Keen served as director of care management at Silverback Care Management in Texas. Prior to this experience, she worked at HPCG in various roles for more than five years.

"I had the great opportunity to work as a nurse under the direction of one of the brightest minds in the hospice movement, Pat Gibbons, who was the first director of Beacon Place," said Keen. "Under her leadership, I learned how to connect the clinical aspect of nursing with the heart of hospice care."

Beacon Place was first opened in 1996 to care for those dying of HIV/AIDS. Its focus has evolved as community needs have changed, and it now specializes in pain and symptom management for those facing the end of life. The 14-bed home-like facility serves patients with a prognosis of two to four weeks and who need more intense care than can be provided at home.

"So many families have been touched by the expert medical care and healing atmosphere at Beacon Place over the past 22 years," said Kristen Yntema, president and CEO of HPCG. "I'm excited to see Beacon Place continue its tradition of compassion and expertise under LaSandra's leadership."

Keen brings extensive experience in multidisciplinary team management and clinical program development.

"I'm excited to enter this next chapter in my career, and I'm looking forward to working with our community partners as we care for those in need," said Keen.

HPCG is a nonprofit organization that serves an average of 350 patients per day in Guilford County and surrounding areas. It is situated on a 14.75 acre campus at 2500 Summit Avenue. Since 1980, HPCG has been providing physical, emotional and spiritual support for children and adults faced with a life-limiting illness, as well as their caregivers and families. For more information, call 336.621.2500 or visit www.hospicegso.org.



LaSandra Keen, RN

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