Anita Brikman Will Raise Awareness of Hospice and Palliative Care in New Professional Role

Brikman joins leadership team of National Hospice and Palliative Care Organization.

Alexandria, VA (PRWEB) October 09, 2013 -- Anita Brikman, former health reporter and news anchor for WUSA 9 (CBS) in Washington, DC, has joined the leadership team of the National Hospice and Palliative Care Organization and its family of affiliated organizations.

As Senior Vice President for Strategic Communications, Brikman will work to advance awareness and understanding of end-of-life care through her position at NHPCO, the National Hospice Foundation, the Hospice Action Network, and FHSSA (formerly the Foundation for Hospices in Sub-Saharan Africa). These organizations are all housed at the National Center for Care at the End of Life in Alexandria.

For nearly twenty years, Anita has covered medical news in Philadelphia and Washington, DC. She has also publicly supported health-related educational and philanthropic campaigns of the American Heart Association, Leukemia & Lymphoma Society, and National Kidney Foundation.

Anita’s personal commitment to raise public awareness of hospice and palliative care stems from her own life-changing experiences. Her father’s death to colon cancer in 1998 marked her family’s first encounter with hospice. The hospice team enabled her father to spend his final days at home as he wished. Anita also knows intimately what challenges grieving parents can face after experiencing the loss of an infant son in 2001.

She says, “While many Americans have taken advantage of the compassionate care hospice and palliative care providers offer, there are far too many people and families facing a serious or life-threatening illness who just don’t know this help is available. I want to change that.”

“We are thrilled to have such an accomplished journalist join our team and help us increase the visibility of the work of our organization and that of hospice and palliative care providers throughout the country,” said J. Donald Schumacher, NHPCO president and CEO. “Her professional skills are enhanced by her dedication and passion for our mission to improve care at the end of life.”
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