

Eli's Hospice Insider

Managed Care: 2 More Hospices Broaden Horizons With New Names

More hospices are rebranding away from the "hospice" name.

In New Jersey: **Samaritan Healthcare & Hospice** in Mount Laurel has become simply **Samaritan**, it says in a release. The name better communicates the nonprofit's "expanded services" such as a palliative medicine practice and a physician house call business line, the 40-year-old agency says in a release. "People look at hospice and they pigeon-hole us as end-of-life only," **Stephen Goldfine**, Samaritan's chief medical officer, told The Daily Journal newspaper.



In Illinois: **Hospice of Kankakee Valley** has become **UpliftedCare**, the Kankakee-based provider says. "We've grown in reach to serve more individuals beyond Kankakee Valley and we've grown in ability and in breadth of care," the company says on its website.