



COMMUNITYCARE

Hospice | Supportive Services | PACE

a nonprofit organization founded as Boulder County Hospice in 1976

TRU Community Care Brings Renowned TED Talk and Expert Dr. Timothy Ihrig to Boulder

For Immediate Release – August 23, 2017

(Lafayette, CO) – TRU Community Care, founded as Boulder County Hospice in 1976, is proud to present *Transcending the Norm—New Thoughts on Caring for Our Community*, a symposium October 10-11 featuring keynote speaker [Dr. Timothy G. Ihrig](#). Ihrig's TED Talk, [What We Can Do to Die Well](#), has been viewed more than one million times.

At this two-day event, attendees will hear from experts in palliative and hospice medicine about the future of health care and what we can do to provide the best outcomes for patients, particularly the elderly. Topics may include: paving the way for palliative partner relationships; practical approaches for moving care upstream; PACE and population health—keys to reaching underserved seniors; and palliative care's place in advocating for our elders.

When asked about end of life, Dr. Ihrig said, "Palliative medicine is the answer to engage with human beings, to change the journey that we will all face, and change it for the better."

Join TRU Community Care and [Academy Senior Living](#) for this timely and important educational opportunity. Community members, health care providers, partners of hospice, PACE and palliative care and those curious about how to live their best in the last years of life are welcome to attend.

For more information and to purchase tickets, please visit trucare.org/events.

About TRU Community Care

TRU Community Care provides end-of-life hospice and palliative care as well as grief services to those residing in Boulder, Broomfield, Adams, Jefferson, and southwest Weld counties. TRU now offers [TRU PACE](#), a Program of All-inclusive Care for the Elderly. [TRU Hospice of Northern Colorado](#) serves Greeley and extends to Weld and Larimer counties. Additional services include grief support groups, which are available to anyone in the community free of charge. It is a privilege for us to help those who are grieving regain their balance and resume healthy living. Grief groups include adult, teen, and child as well as equine therapy. At TRU Community Care, we add life to days, because that's what TRUly matters. The sooner you call, the more we can help – 303.442.0961 or visit trucare.org.

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