



**CCI NAMES CATHY S. NEWHOUSE CHIEF
EXECUTIVE OFFICE OF HOSPICE HOME CARE, INC.**

LITTLE ROCK, Arkansas (August 23, 2016) —

CCI, Central Control, announced today that Cathy Newhouse, RN, has joined the company as the Chief Executive Officer of Hospice Home Care, Inc. covering hospice care in both Arkansas and Mississippi.

Ms. Newhouse is a registered nurse with more than 25 years of clinical and business development experience in the healthcare industry. “We want to raise the bar in innovation and in developing hospice care from admission to the psychology of dealing with end of life issues,” Newhouse says.

More than half of those eligible for Hospice die without it each day. Newhouse wants to change that. She begins that sort of change from the inside out with an initiative that includes every associate in the company complete an advance directive for their end of life decisions.

“We should walk that journey ourselves. We all have a beginning, a middle and an end of life,” she says.

Newhouse wants to remove the stigma of discussing end of life events, encouraging people to make decisions thoughtfully before they are sick.

“The value of making those decisions is huge and what that means to our community. We don’t want to waste resources on things that are not effective and don’t add to the quality of life,” Newhouse says.

Community education and serving patients is at the foundation of Newhouse’s approach to Hospice beginning with a relaunch of the Hospice Foundation.

“We want to reinvigorate the Hospice Foundation to meet the additional needs of people in the community. We want to bring joy and comfort to patients at the end of life. We want to be a resource for our community,” she says.

Being a resource for the community is something Newhouse knows well after decades in the healthcare industry including serving as president of Newhouse and Associates, LLC where she consulted for healthcare providers seeking innovative solutions for care transitions and the post-acute continuum. Newhouse was the chief growth officer and senior vice president of clinical program development and innovation for LHC Group in Louisiana where she created strategy and training programs to develop a sales force of more than 350 associates into a team that achieved the highest organic top line growth in company history across all company divisions.

In her career Newhouse has visited more than 400 healthcare communities nationwide, giving her a comprehensive look at what leads to success and best methods for collaboration between hospitals, physicians and the community care continuum.

CCI manages a broad range of post-acute care companies and services including skilled nursing facilities, geriatric behavioral healthcare, hospice care, post-acute nurse practitioners, and tele-healthcare. CCI and managed services employ approximately 2,000 people and provides services in more than 30 states.