



**For Immediate Release**

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## **Terre Herro Joins Hospice of Michigan as Director of Sales and Business Development**

**Detroit, December 6, 2014** – Terre Herro has joined Hospice of Michigan as director of sales and business development.

In her new role, Herro will lead a statewide business development team of 13 individuals responsible for all HOM marketing activities in the state. In addition, she will manage new business development for HOM as well as its advanced illness management programs, At Home Support® and At Home Choices®.

Herro brings 20 years of healthcare industry experience focusing on sales, client service and client retention to HOM. Prior to joining the organization, she spent seven years with Blue Cross Blue Shield of Michigan, most recently serving as a regional sales manager for the hospital market and large accounts, managing a team serving 75 accounts with more than 160,000 contracts. Prior to BCBSM, she worked in sales for WEYCO, Inc. and UNUM Life Insurance.

Herro holds a bachelor of science in merchandising management from Michigan State University. She also holds insurance licensure in Michigan for accident, health and life and is currently pursuing certification to become a Certified Employee Benefit Specialist and Certified Healthcare Consultant.

She currently resides in Howell with her husband, Mike, and their son, Matthew.

### **About Hospice of Michigan**

A nationally recognized leader in end-of-life care, Hospice of Michigan is the original – and largest – hospice in the state of Michigan. The non-profit organization cares for more than 1,400 patients each day in 56 counties, raising more than \$4 million each year to cover the cost of care for the uninsured and underinsured. HOM offers innovative programs to enhance the quality of care for people at the end of life, education programs for physicians and healthcare professionals, caregiver education materials, cultural diversity programs for end-of-life care, and research and education programs at the Maggie Allesee Center for Innovation. For more information, call Hospice of Michigan's CARE Center 24/7 at 888.247.5701 or go to [www.hom.org](http://www.hom.org).

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