



For Immediate Release

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Bruce Burg Joins Hospice of Michigan Sales Team

Grand Rapids, Michigan, Nov. 12, 2015 – Hospice of Michigan has welcomed Bruce Burg to its sales team.

Burg joins a team of 15 sales representatives throughout the state for HOM, the original – and largest – provider of hospice and palliative care in the state. He will be responsible for developing and maintaining professional relationships with referral sources in the southern Grand Rapids region.

Burg has spent the majority of his career in medical device sales, most recently as senior territory manager and sales trainer for Molnlycke Health Care. He has also worked at W.L. Gore & Associates, where he was vascular sales territory manager. In addition, he also has sales experience in the financial, insurance and high-end jewelry industries.

A lifelong resident of Grand Rapids, Burg holds a bachelor’s degree in business administration from Cornerstone University.

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. The nonprofit cares for more than 1,700 patients each day, raising more than \$4 million each year to cover the cost of care for the uninsured and underinsured. HOM offers a broad range of services to enhance the quality of life at the end of life, including At Home Support™, our advanced illness management program, community-based palliative care and pediatric care programs. HOM provides grief support and counseling, caregiver education and support, and education programs for physicians and health care professionals through its research, training and education arm, the Hospice of Michigan Institute. For more information, call 888.247.5701 or visit www.hom.org.

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