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Hospice of Michigan Hires Andy Holtgreive as Senior Director

Holtgreive brings experience and passion to the nonprofit hospice agency

GRAND RAPIDS, Mich. (Feb. 2, 2017) –[Hospice of Michigan](#) is pleased to announce Andy Holtgreive as senior director of marketing. Holtgreive has direct oversight of the nonprofit’s marketing team. His responsibilities include development and implementation of strategies that support growth initiatives. Holtgreive reports directly to Robert Cahill, Hospice of Michigan’s president and CEO.

In 2015, Hospice of Michigan created the role of senior director and Holtgreive joins peers Shelia Hay, senior director of clinical operations; LeeAnne Jamieson-Peeters, senior director of quality compliance and organizational integrity; Eric Kaplan, senior director of information technology; and Krista Newman, senior director of business integration and contact center.

Senior directors work closely with the executive team, developing strategic plans for the affiliated organization of Hospice of Michigan and Arbor Hospice, as well as work with their respective teams delivering quality, end-of-life care to patients and their families.

Holtgreive, a resident of Grand Rapids, Michigan, was a Hospice of Michigan Foundation board member for seven years prior to joining the organization as a full time employee. He has nearly 15 years of sales and healthcare experience with various organizations including Blue Cross Blue Shield of Michigan, United Healthcare, Hylant, and most recently with Bank Financial Services Group (BFS Group) as the senior vice president of sales. Holtgreive has a Bachelor of Arts in business administration and communications from Aquinas College in Grand Rapids, Michigan.

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 nearly 1,800 patients each day, raising more than \$5 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 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. In January 2016, HOM joined forces with Arbor Hospice and Palliative Care, strengthening the mission of nonprofit hospice in Michigan to ensure patients and their caregivers receive the highest quality of care. For more information, call 888.247.5701 or visit www.hom.org.

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