

NorthStar Care Community Launches 'Life's Big Moments' Campaign to Initiate Nationwide Conversation about End-of-Life Hospice Care

One in four Americans dying today is a Veteran. The first wave of the campaign invites companies, organizations, and individuals to support these patients and their families dealing with life-limiting illness.

ANN ARBOR, Mich., May 19, 2025 /PRNewswire/ -- **NorthStar Care Community** has launched **Life's Big Moments**, a campaign that celebrates the beauty of life's journey from the big milestones to the small, everyday moments that leave the deepest impact on our well-being and purpose. The campaign aims to initiate conversation and awareness around end-of-life care while also raising money to benefit the members of NorthStar Care Community. Companies, organizations, and individuals are invited to support these efforts throughout the campaign, focusing on recognizing the needs of our Veterans.

"The final months of life especially can be filled with Big Moments that create joy, laughter, comfort and treasured memories. Life's Big Moments is a campaign that empowers these defining hallmarks in time," said **Marcie Hillary, executive vice president and chief experience officer of NorthStar Care Community**. "Everyone deserves access to quality care during serious illnesses and life's final chapter and that includes our Veterans. NorthStar Care Community and its members are committed and prepared to meet the unique needs of each family, ensuring they receive compassion and support as they navigate one of life's toughest times."

One in four Americans dying today is a Veteran. Even more staggering is that the majority of veterans will die without the care or recognition they deserve. The Life's Big Moments campaign will create a national conversation to help increase awareness and availability of life-enhancing services for our nations Veterans and their families.

"Veterans, who have selflessly served our nation, deserve exceptional end-of-life care that honors their sacrifices and addresses their unique physical, emotional, and spiritual needs," said **Congressman Jack Bergman**, Life's Big Moments ambassador. "Many face complex health challenges, including higher rates of chronic illness and PTSD, requiring specialized, compassionate care. The NorthStar Care Community is here to help address the end-of-life needs of our Veterans and their families."

NorthStar Care Community preserves and promotes the mission of not-for-profit hospice and palliative care, offering a range of services to support its partners, including behind-the-scenes technology, frontline communications, care consulting, and developing future leaders in hospice and palliative care. Every Veteran patient and family navigating a serious illness deserves the highest quality care, yet community conversations reveal widespread misconceptions about the vital role of supportive care. NorthStar Care Community strives to lead the way in improving care for these vulnerable individuals.

"Life's Big Moments is a reminder that we should all enjoy the little things in life because one day we'll look back and realize they were the big things. Families have many services available, often at little or no cost to them – services that manage symptoms, provide emotional and spiritual

counseling, and increase comfort,” said *Patrick Miller, RN, MBA, MHSA, FACHE, president and CEO of NorthStar Care Community*. "This fundraising campaign is critical because it will help us increased awareness and initiate national conversations about hospice and palliative care within the Veteran community and beyond, ensuring everyone has access to high-quality, compassionate end-of-life care."

If you're a corporation, organization, or individual interested in supporting our nations Veterans, NorthStar Care Community invites you to join our efforts through the Life's Big Moments campaign.

For more information email info@northstarcarecc.org. For more information on the Life's Big Moments campaign, or to make a gift to the campaign, visit northstarcarecommunity.org/news/lifes-big-moments or call 800-669-9335.

About NorthStar Care Community

NorthStar Care Community (NSCC) preserves and promotes the mission of not-for-profit hospice and palliative care – delivering expert, compassionate care to patients of any age, no matter their diagnoses, complexity of care, place of residence or financial circumstances. NorthStar Care Community is anchored by its founding members – Arbor Hospice, Centrica Care Navigators and Hospice of Michigan. NorthStar Care Community's 45 years of expertise includes improving access to seriously ill care for everyone, regardless of their age, diagnosis or financial circumstances. Together, we're able to better guide our patients and families through serious illness with the help, collective knowledge and best practices of a larger group of mission-aligned experts. In Michigan, NSCC members serve more than 9,800 patients annually.

NorthStar Solutions supports nearly 50 partners in 17 states, helping hospice and home healthcare organizations increase efficiencies, improve patient care and help lower the cost of operations through its 24/7 triage services (NorthStar Triage), analytics, custom applications and technical services (NorthStar Technology) and comprehensive gap analysis, best practices, fundraising and other management services (NorthStar Consulting). NorthStar Solutions Group also manages the National Partnership for Hospice Innovations (NPHI) nationwide hotline which refers patients and families to one of more than 100 NPHI not-for-profit providers. Collectively, NorthStar Solutions Group touches the lives of more than 10,000 patients and families every day.

For more information about NorthStar Care Community, including NorthStar Solutions Group, visit <http://www.northstarcarecommunity.org/>.

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LIFE'S **big** MOMENTS

