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**New Video Showcases The Institute for Palliative Medicine at San Diego Hospice's
International Palliative Care Leadership Development Initiative (LDI)**

LDI's goal to "grow global leaders and advance palliative care" is rippling throughout the world

(San Diego) The Institute for Palliative Medicine (IPM) at San Diego Hospice unveils a new video that highlights the impact of the ground-breaking International Palliative Care Leadership Development Initiative (LDI). This intensive program is dedicated to advancing the leadership skills of palliative care physicians in low and moderate resource countries throughout the world. New vision and powerful changes have been seen because of leadership skill development and the challenging and supportive network of peers and mentors. The Initiative's goal to "grow global leaders and advance palliative care" has begun and is rippling throughout the world.

"This video is a testament to IPM's mission to transform the experience of millions of people around the world with advanced illnesses who have unrelieved pain, and suffer with a whole host of related issues," said Dr. Frank D. Ferris, Director of International Programs at The Institute for Palliative Medicine. "Advancing palliative care cannot be achieved without skilled and committed leaders."

The video, available at www.palliativemed.org/Leadership-Development-Initiative, features testimony from current LDI participants and mentors. They have been successful in creating new Palliative Care inpatient units and introducing palliative care curricula into nursing and medical schools for the first time. At critical organizational and regulatory levels, they are also establishing professional palliative care societies and new liaisons with government representatives to include palliative care in National Health Care Plans.

"Every single one of the LDI participants is using their leadership skills to change the reality of unnecessary suffering for patients and families all over the world," said Dr. Shannon Moore, Assistant Director of International Programs at The Institute for Palliative Medicine. "Participating in the LDI has been transformative for each one, personally as well as professionally."

The next LDI starts February 2012. (February 2012 – Dec 2013). Applications are being accepted now until April 30, 2011. For more information about LDI and the application process, visit:
<http://www.palliativemed.org/Leadership-Development-Initiative>.

About The Institute for Palliative Medicine at San Diego Hospice

The Institute for Palliative Medicine at San Diego Hospice (www.palliativemed.org) is internationally

recognized for its innovative education programs, patient/family-centered research and evidence-based advocacy since 1989. It trains more than 4,000 healthcare professionals each year in hospice and palliative care. Since 1977, San Diego Hospice and The Institute for Palliative Medicine (www.sdhospice.org) has become one of the largest community-owned, not-for-profit hospices in the United States. Today, it provides compassionate, expert medical care to more than 1,000 seriously ill adults and children each day throughout San Diego County. For more information, call toll-free at 1-866-688-1600.

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