

**FOR IMMEDIATE RELEASE**  
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**SAN DIEGO HOSPICE**  
*and The Institute for Palliative Medicine*

**Dr. Shannon Moore Honored with Prestigious 2009 TWIN Award by YWCA**  
*Hospice and palliative medicine specialist also serves communities at risk worldwide*

**(SAN DIEGO)** - Dr. Shannon Moore, MD, MPH, has been selected as a recipient of the prestigious YWCA Tribute to Women & Industry (TWIN) Award. The TWIN Award recognizes successful women executives throughout the United States for their outstanding achievements and positive contributions to their organizations. Dr. Moore and her fellow recipients will be honored at the 30th Annual TWIN Awards luncheon to be held on Friday, June 12.

Dr. Moore is responsible for taking care of patients and their families at San Diego Hospice. She combines a background in nursing, internal medicine/critical care practice with her skills in hospice and palliative medicine.

While most physicians focus on the physical aspects of treating patients with challenging life-limiting conditions, it is rare for a highly accomplished physician to take on spiritual care concerns as an element of quality health care.

Dr. Moore is passionate about spiritual care as a part of whole-person care. She leads her fellow physicians and medical colleagues by example, showing that this is important for every discipline, not just pastors or chaplains. National data suggest patients want spiritual care as part of their health care; yet, many contemporary health professionals are reticent to step into this domain of care. Dr. Moore is working to rectify this, helping to spearhead an institution-wide program to make more accessible the abilities to diagnose and treat spiritual pain.

"With her many accomplishments and her tireless dedication to her patients and their families at a critically important time in their lives, Shannon Moore is such a deserving recipient of this award," said Jan Cetti, President and CEO of San Diego Hospice and The Institute for Palliative Medicine and herself a TWIN Award Recipient (1984). "Shannon lives and breathes what the TWIN Award represents."

"In the most primitive and conflict-ridden places where I have worked and traveled, it is clear to me that it is women who 'make the world go around'. The YWCA has been a vanguard standing up for the values important to women everywhere, in every walk of life," said Dr. Moore. "To be recognized with a TWIN Award is truly a great honor."

For many years, Dr. Moore has done volunteer work in East and South-Central Africa, liaising with the mission hospitals, clinics and schools to teach and to provide clinical services. Working to better balance access to opportunity and health in communities-at-risk has been a focal point of her service in the world.

**(more)**

**About San Diego Hospice and The Institute for Palliative Medicine**

San Diego Hospice and The Institute for Palliative Medicine ([www.sdhospice.org](http://www.sdhospice.org)), the leader in the relief of suffering, is one of the 10 largest community-owned, not-for-profit hospices in the country, with the largest resource in the world for training palliative medicine physicians and other specialists. The organization brings compassionate, expert medical care to more than 1,000 seriously ill adults and children each day throughout San Diego County. More information is available online at [www.sdhospice.org](http://www.sdhospice.org) or call toll-free at 1-866-688-1600.

**About the Tribute to Women & Industry (TWIN)**

In 1980, the YWCA pioneered an excellent program to augment the efforts of companies in recognizing their female employees for outstanding achievements - an effort that introduced the YWCA's Tribute to Women & Industry (TWIN) to the San Diego community. The luncheon spotlights women who are honored by their firm's executives, co-workers, families and friends. Employers receive special recognition for their leadership role in providing advancement opportunities for women in the workplace. In the past 29 years, TWIN has paid tribute to nearly 2,400 outstanding businesswomen, and has raised nearly \$1.9 million to support YWCA programs.

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