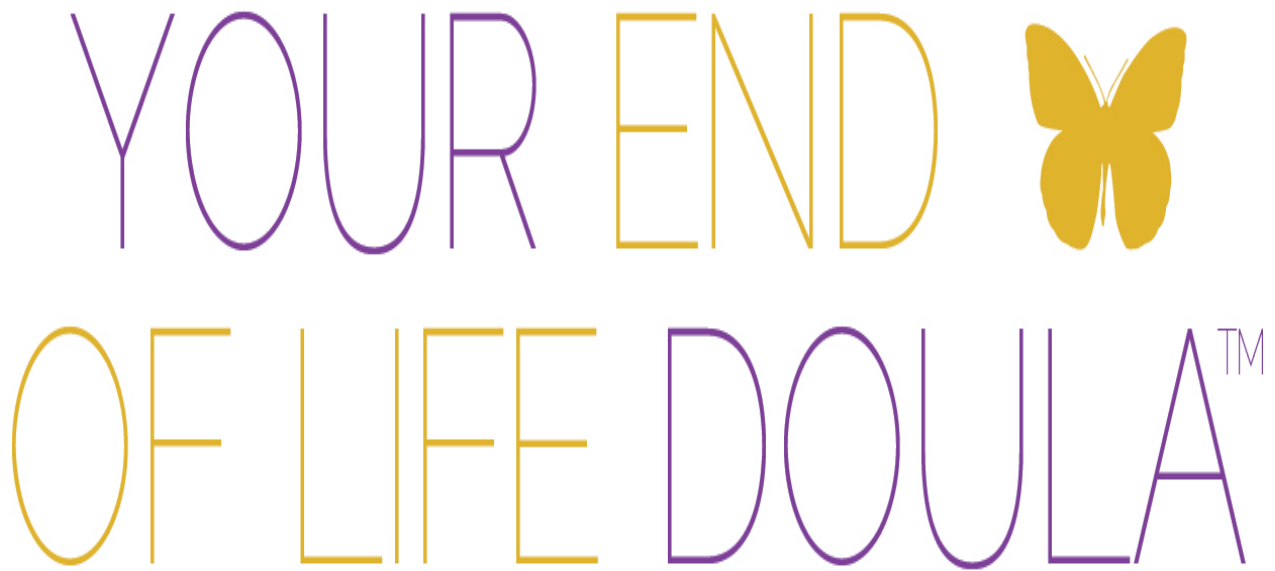




Introducing Your End of Life Doula, a New Generation of Aging Life Care Planning and Management

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Guilford, CT: After watching her brother-in-law suffer needlessly for months in a hospital before he died only then to help navigate a peaceful passing for her own father at his home surrounded by loved ones, Patti Urban knew her next calling was to help others make empowering choices for their end of life care. So Patti launched her own aging life care planning agency, Your End of Life Doula and she hasn't looked back.

"I am on a mission," Patti says, "to change the way we die." Patti's mission is to help people die humanely and with dignity. In an era of extreme medical measures and overburdening families with long term nursing home costs, Patti sees a future where people can choose where and how they want to die. A recent CNN survey revealed that 7 out of 10 people wish to die at home. But in actuality, nearly 70 percent of Americans die in a hospital, nursing home, or long-term-care facility. Patti wants to change that statistic through her services at Your End of Life Doula by giving people the option and support to create a life care plan that can reduce much of the stress and anxiety that family and loved ones often unnecessarily endure.

Along with the preparation of advance directives and wills, Your End of Life Doula services also include finding ways to create remembrances for family and friends, helping to write obituaries, eulogies, and making

funeral arrangements as well as providing that critical end of life care that only a doula can provide. To find out more, visit Your End of Life Doula's website to download The Top Ten Things You Must Do Before You Die.

"The stress and fear of caring for someone at the end of life at home can be heartbreaking," says Patti. Many believe that hospice will be taking care of the patient 24/7. But Patti says that's not true. They only manage the care, it's the patient's family that actually does the care. That is why she is proud to be serving Connecticut and beyond with Certified Doula Professionals known as Doulagivers. Patti has teamed up with hospice nurse Suzanne O'Brien and her award winning End of Life Doula training program to ensure people get the best care possible when they need it.

So what is a doula? It is a Greek word meaning non-medical person who gives physical, emotional, and spiritual support to someone else.

Suzanne has this to say about why end of life doulas are so important: "There is so much support the patient can get at hospice but the hospice nurses can't give the hours that most people need. Specialized care givers at end of life are crucial because they know what is going on and they can change the game completely in terms of comfort and care."

About Patti Urban: As an entrepreneur since 2006, and owner of several successful businesses, Patti continues to blaze new trails and take on challenges, finding ways to help families transition at the beginning of family life and at the end. Her new venture, Your End of Life Doula, is a doula coaching service specifically geared to patients facing terminal illnesses. The concept was born out of her work with seniors and her observation of the suffering of her end-of-life clients and the gap that exists between hospitals, hospice, and the patient. Its primary purpose is to empower individuals to make their own choices with regard to end of life. Patti is also the owner of Comfort Keepers of Guilford, CT, the industry leader in providing in-home care that allows older adults and others needing assistance to live happy, fulfilling lives in the comfort of their own homes.

About the Company: Your End of Life Doula is an aging life care planning agency that helps clients make empowering end-of-life choices so they can live your life in peace, knowing all is in order. They help clients take charge of their lives and live it in the best way possible. Those interested can find out more about Patti and her work at www.yourendoflifedoula.com.

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For more information about Your End of Life Doula, contact the company here: Your End of Life Doula Patti M. Urban 203-468-2981 doulapatti@comcast.net 722 Village Walk Guilford, CT 06437

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