**Date: 7/8/21**

**Client:** Astera Cancer Care

.

|  |  |
| --- | --- |
| URL | https://asteracancercare.org/blog/astera-cancer-care-announces-new-director-of-palliative-medicine/ |
| Primary Keyphrase | Palliative Medicine |
| Title Tag | Astera Cancer Care | New Director of Palliative Medicine |
| Meta Descriptions | Astera Cancer Care is proud to announce Tina (Anita) Basenese, RN, MA, APN-C, ACHPN, as the Director of Palliative Medicine. |
| Word Count: |  |
|  |  |

**Astera Cancer Care Announces New Director of Palliative Medicine**

East Brunswick, NJ, July 12, 2021- Astera Cancer Care, an independent and physician-owned multi-specialty community oncology practice serving 12,000 new patients annually in Central

New Jersey is proud to announce Tina (Anita) Basenese, RN, MA, APN-C, ACHPN, as the

Director of Palliative Medicine. Tina will build palliative care services which will be available in all of Astera’s offices.

“It is a common misconception that palliative care is the same as hospice,” said Tina. “Both

patients and providers often automatically think of palliative care only when someone’s failing treatment or near the end of life. The true essence of palliative medicine is to support the treatment of people ‘living’ with serious illnesses. Our doctors and APPs are already practicing palliative medicine every day by managing distressing symptoms associated with treatment and supporting patients and their loved ones living with cancer.”

Palliative care is a medical discipline that works concurrently with cancer treatment. It aims to decrease the suffering associated with serious illness and provide an interdisciplinary support network while patients are receiving cancer care.

“Palliative medicine is most impactful when provided at the time of serious illness diagnosis when relationships can be built early on, and their care is person-centered and directed at what makes them unique individuals,” said Tina.

Astera Cancer Care is forward-thinking in its effort to more formally implement palliative medicine into the care each clinician provides by addressing the stresses of serious illness, such as pain and symptoms, advanced care planning, and individualized support for their patient and their family members.

Tina is an experienced healthcare leader and Palliative Care Nurse Practitioner with over

20 years of practicing palliative medicine. She attended the accelerated, second-degree nursing program at William Paterson University and focused primarily on critical care, learning about the need for inpatient palliative care, and along the way established her first palliative care program after graduating from New York University as a Palliative Care Nurse Practitioner. Tina has held various clinical and leadership roles in palliative medicine and hospice, both inpatient and in the community for large health care systems in New Jersey.

To make an appointment at Astera, please call (732) 390-7550 or visit AsteraCancerCare.org for more information.

About Astera Cancer Care

Astera Cancer Care is an independent and physician-owned multi-specialty community oncology practice serving Central Jersey. Astera Cancer Care inspires hope and improves outcomes through its commitment to personalized patient care and the latest treatment and research.