



About

OUR NAME

BOANN (pronounce bow-an) is named after and takes inspiration from the Celtic Goddess BÓINN who challenged the power of the mystical water well. In the process, Bóinn sacrificed herself to create the legendary River Boyne, bestowing Ireland's future with the gifts of arts, knowledge, and prosperity.

We aim to bring that same empowerment, ingenuity, and generosity to the people and communities we serve.

About



OUR VISION

Personalized, empowered health and end-of-life care, transformed through comprehension, creativity, and caring.



OUR MISSION

To build a community where everyone directs their own health care, griever find solace in the open, and advocates are meaningfully supported.



OUR VALUES

- » Compassion: for others' situations
- » Authenticity: in words and actions
- » Creativity: for supportive solutions
- » Transparency: in pricing and process
- » Gratitude: for what we do

About

OUR FOCUS

BOANN's embraces a continuum of care.

»HEALTH empowers individuals to take charge of their well-being, guiding them towards becoming the CEOs of their own healthcare journeys.

»REST facilitates serene and personalized final farewells, ensuring that loved ones find eternal peace in outdoor and public locations that resonate with their spirits.

»SUPPORT provides practical services for advocates and doulas, enabling them to channel their energy towards fully helping their clients.



About



OUR FOUNDER

BONNIE BIZZELL long advocated on behalf of patients and families for better healthcare as a volunteer. After 15 years of practical service in business, Bonnie began her adventure helping people and communities with advance care planning in Washington State as manager and leader for Honoring Choices PNW, a joint venture between the state hospital and medical associations.

But her dad's death in 2021 would help her see a new path. Bonnie was honored to take part in caring for her dad at the end of his life. However, while trying to respect his wishes for a sea scattering, she found the information overwhelming, the coordination difficult, and the experience exhausting.

Bonnie decided that she didn't want anyone else put in that position—especially while grieving. So, she built BOANN to provide outdoor event help while supporting clients through their own transformation brought on by grief.

In 2023, Bonnie's personal scare with ovarian cancer had her rethinking her business. She realized that there were things she knew which could help others in the community. BOANN expanded to include healthcare to empower individuals in owning their care. BOANN also began a program to help the advocates and doulas so they could focus on providing care.

Bonnie leverages an MBA, MEd, and over 20 years in business, non-profits, and government. She coauthored several medical journal articles, acted as technical advance care planning advisor for a short film, and has been interviewed by local Seattle media.