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To: Kester, Tonykester@aging.sc.gov

Date: 1/8/2016 1:02:11 PM

Subject: See Who is Attending - Advanced Care Planning and Palliative Care Leadership Summit

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Hi Tony,

Join Healthcare Education Associates for our upcoming **Advance Care Planning and Palliative Care Leadership Summit**, taking place **January 27-28 at The Wyndham Orlando Resort**. Don't miss this opportunity to improve your advanced care planning and palliative care strategies, enhance your organization's quality ratings, and increase your members' quality of life.

Companies Attending:

- AHI
- Atlantic Medical Group
- Beebe Healthcare
- Bernstein Associates LLC
- Centene Corporation
- COALITION FOR COMPASSIONATE CARE OF CALIFORNIA
- Commonwealth Care Alliance
- Emerald Physician Services, LLC
- Excellus BlueCross BlueShield & MedAmerica Insurance Company
- Gundersen Health System
- Health Equity Initiative
- Health Net of California
- HealthNow
- Hospice Alliance of Ohio
- Informed Opinion Leadership Action Group
- Kaiser Family Foundation
- L.A. Care Health Plan
- Lancaster General Health
- Magnolia Health
- Metropolitan Jewish Health System
- Midland Memorial Hospital
- North Shore-LIJ Health System
- Pew Charitable Trusts
- PointRight, Inc
- Security Health Plan
- Spragens & Associates
- The Senior Alliance
- Tower Hill Resources
- Tufts Health Plan
- VITAL DECISIONS

This conference is designed for Chief Medical Officers, accountable care organization executives, and health plan medical directors and service providers with responsibilities in the following areas: Long-term Care and Continuing Care Services, Physician Engagement and Provider Relations, Member Outreach and Engagement, Palliative Care and Hospice Care, Complex Care and Case Management, Utilization Management,

Senior Products and Geriatric Services.

To view the full agenda, [click here](#).

Registration Details

Priority Code - PHN48-EM8

Standard Registration Rate - \$2095

Health Plan/Provider Rate- \$1395

Government/Community Service Rate - \$695

*subject to HEA approval

For more information and to register, visit the [website](#) or contact:

Rhonda West at 704-341-2647 or rwest@frallc.com

For speaking and sponsorship opportunities, contact:

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