

**From:** Healthcare Education Associates <reply-307764@mailings.frallc.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 1/20/2016 1:03:16 PM  
**Subject:** Honor the Wishes of High Risk Patients and Drive Value

---

To view a web version of this message, [click here](#)    [Send this message to a friend](#)

## Advanced Care Planning and Palliative Care Insights

Hi Tony,

Is your organization ready for another paradigm shift, right on the heels of the Triple Aim? Are you ready to lead your team?

Less than two weeks ago, CMS began reimbursing advance care planning discussions for all Medicare beneficiaries. Do you know best practices in advance care planning, and how to help your chronically ill patients and reduce unwanted care utilization?

Most importantly, if patients want supportive care or less aggressive treatments, **how can your organization know that's what they want? How can you ensure they have access to it and that you can afford it?**

Join renowned experts at the **Advance Care Planning and Palliative Care Leadership Summit January 27-28th in Orlando** to answer these questions and to learn how to:

- Lead palliative care team development
- Increase adoption of advance care planning
- Improve the efficacy of advanced directives
- Calculate the ROI on palliative care programs
- Develop palliative care that is cost efficient and effective
- Leverage in-hospital resources for at-home and plan-based palliative programs
- Determine when and how to deliver supportive care at home

Join us in Orlando and lead your team in high value end of life and palliative care strategies; your organization can't afford *not* to send you to this conference!

[Website](#) | [Brochure](#) | [Register](#)

## Program Highlights

- Developing Value-based Clinical Models to Improve Advanced and End of Life Care
- Payer and ACO Strategies for Improving Access to Palliative Care
- Benefit Design and Predictive Analytics for Palliative Care
- Developing a Palliative Care Team at the Plan
- Reducing Hospitalizations through Community Paramedicine

*But wait, there's more!*

- THREE hours with expert panel sessions including Q&A
- THREE special features on the value proposition of palliative care programs, including methods to calculate and make the business case for plan-based palliative care
- PALLIATIVE CARE DELIVERY CASE STUDIES including home care best practices, PACE and Dual Eligible demonstration case studies and a California immigrant community study that led to increased hospice adoption rates
- ...and much more!

## Renowned Faculty Includes

- Bernard J. Hammes, PhD, **Author**, *Having Your Own Say* (2012), and **Director of Respecting Choices**, GUNDERSEN HEALTH SYSTEM
- Patricia A. Bomba, MD, FACP, **Vice President & Medical Director, Geriatrics** EXCELLUS BLUECROSS BLUESHIELD and **Chair**, MOLST Statewide Implementation Team
- Michael J. Demoratz, PhD, LCSW, **Board Member** COALITION FOR COMPASSIONATE CARE CALIFORNIA
- Brad Stuart, MD, **Chief Medical Officer**, COALITION TO TRANSFORM ADVANCED CARE (C-TAC)
- Richard Bernstein, **former Chief Medical Officer**, VISITING NURSE SERVICE OF NEW YORK CHOICE HEALTH PLANS
- Marvin J. Gordon, **Regional Medical Director**, HEALTH NET OF CALIFORNIA
- William Jay Gormley, **Chief Strategy and Planning Officer**, METROPOLITAN JEWISH HEALTH SYSTEM
- ...plus many more!

## Registration Details

**Priority Code** - PHN12-EM9

**Standard 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@healthcare-conferences.com](mailto:rwest@healthcare-conferences.com)

**For speaking and sponsorship opportunities, contact:**

Jennifer Clemence at 704-341-2438 or [jclemence@frallc.com](mailto:jclemence@frallc.com)

**Healthcare Education Associates**

***a division of Financial Research Associates, LLC***

Copyright © 2016. All Rights Reserved

200 Washington Street, Suite 201

Santa Cruz, CA 95060 USA

800-280-8440

[www.frallc.com](http://www.frallc.com)

[LinkedIn](#) | [Twitter](#) | [Facebook](#)

To unsubscribe, click [here](#) or send an email to: [info@frallc.com](mailto:info@frallc.com)