

**From:** Healthcare Education Associates <reply-347575@mailings.frallc.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 12/21/2016 2:01:39 PM  
**Subject:** Get Your Questions Answered at the 2nd National Palliative and EOL Care Summit

---

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

Hello Tony,

Healthcare Education Associates' invites you to the nation's premier palliative and EOL conference featuring tools and strategies to optimize financial, care, and organizational-partnership initiatives.

Join us on **February 16-17, 2017** at the beautiful city of **San Diego**, for the **2nd Annual National Palliative and End of Life Care Leadership Summit**. This event will feature a comprehensive and thoroughly researched program that encompasses the clinical and financial issues of palliative and end of life care while exploring innovative solutions to improve healthcare outcomes.

Plus, capitalize on limited time early bird rate — expiring January 13, 2017.

**REGISTER**

Use Priority Code: **PHNH248q-EM3**

### Get Answers to These Important Questions

- How are health plans determining the value of palliative and end of life care services?
- What are the steps providers take to improve palliative care as part of their overall care integration and care management?
- How are health plans and providers collaborating together to meet business productivity while maintaining the appropriate level of palliative and end of life care for their members and patients?
- What can health plans do to ensure compliance with CMS and other legal changes to reimbursement and quality standards?
- How can providers educate their patients about the sensitive topics surrounding palliative and end of life care?
- Are there new or updated techniques to appropriately equip today's healthcare

- workforce with the right skills to meet the challenges of palliative care delivery?
- How and what are health plans doing to successfully appropriate the right amount of resources towards palliative care initiatives and reimbursement?
- What steps are being taken to ensure physician engagement from a clinical perspective?
- How are health plans and providers collaborating together to meet business productivity while maintaining the appropriate level of palliative and end of life care for their members and patients?
- How can providers effectively manage between the changing needs of their patients?

## Registration Details

**Priority Code** - PHNH248q-EM3

**Early Bird Service Providers/ Consultants Rate** - \$1895

**Early Bird Health Plan Rate\*** - \$1395

**Early Bird Government/ Community Service Rate\*** - \$795

Early bird rates end 1/13/17

\*subject to HEA approval

---

**For more information and to register, visit the website or contact:**

Kathie Eberhard at 704-341-2439 or [keberhard@healthcare-conferences.com](mailto:keberhard@healthcare-conferences.com)

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

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