

**From:** Healthcare Education Associates <reply-299004@mailings.frallc.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 10/16/2015 12:03:26 PM  
**Subject:** Advance Care Planning and Palliative Care Insights

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## Advanced Care Planning and Palliative Care Insights

Hi Tony,

Are your terminally ill and seriously ill members receiving the care they truly want and need? Without a strong advanced care planning program coupled with the availability of symptom management care they may need, how could you know?

Join thought leaders and industry leaders from across the country at the **Advanced Care Planning and Palliative Care Leadership Summit** at the Wyndham Orlando Resort **January 27-28, 2016**, to hear the cutting-edge strategies plans and providers have employed to improve the quality of care your members are receiving throughout their lives.

Join your colleagues on a 2-day journey that begins with the policy framework behind advance care planning initiatives, provides models to consider, and continues along the continuum of care through symptom management of palliative care and care at home models for seniors and the terminally ill. **You will leave with a clear business case for investing in advance care planning and palliative care, and ready to face the challenges inherent to end of life care.**

Don't miss this opportunity to join thought leaders and colleagues committed to serving the seriously ill and terminally ill.

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

### Learning Objectives

- Calculate the return on investment your plan or organization can

### Who Should Attend

This conference is for health plan and provider group C-suite and directors

- expect from a robust palliative care program
- Improve the patient experience by matching care to their wishes
- Learn to utilize predictive analytics to identify and assess patients for palliative care benefits
- Design care models so patients are treated at the site of care of their choice, which is usually in their home
- Develop integrated care coordination strategies that meet the desires of patients and engage providers
- Stimulate a successful plan and provider collaboration in order to boost member satisfaction
- Predict the challenges from leadership and physicians, and learn strategies to face them
- **...and much more!**

tasked with leadership in the following areas:

- Advance care planning
- Palliative care
- Complex care and case management
- Utilization management
- Advanced illness management
- Senior products
- Dual eligible population
- Long term services and supports (LTSS)
- Population health
- Care coordination
- Accountable care
- Continuing care
- Geriatric services

## Registration Details

**Priority Code** - PHN12-EM1

**Standard Rate** - \$2095

**Health Plan/Provider Rate** - \$1395\*

**Government/Community Service Rate** - \$695\*

\*subject to HEA approval

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

Rhonda West at [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

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