

From: [Healthcare Education Associates <reply-301296@mailings.frallc.com>](mailto:reply-301296@mailings.frallc.com)

To: Kester, Tonykester@aging.sc.gov

Date: 11/11/2015 1:07:19 PM

Subject: Advance Care Planning Best Practices from Renowned Experts

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Advanced Care Planning and Palliative Care Insights

Hi Tony,

On October 30th, CMS finalized two CPT codes to cover advance care planning for Medicare beneficiaries. Meanwhile health systems and plans like **Gundersen Health System** and **Excellus Blue Cross Blue Shield** have been gathering data and developing best practices for professionals for years. This isn't just a pet project: **within the decade, the fraction of people in the U.S. who are retired will swell from 1/8 to 1/3 of the population**, and even young people are realizing having an advance care plan in place eases potential burdens on their families and friends should a medical disaster strike.

That's why advance care planning thought leaders are coming together **January 27-28, 2016**, at the Wyndham Orlando Resort in **Florida** to share their experiences and discuss challenges and best practices **so you can go home ready to make advance care planning a reality for your members.**

Join spokespeople for national organizations including the **Kaiser Family Foundation**, **Coalition to Advance Palliative Care**, and the broad alliance of payers, providers, and health systems represented by the **Coalition to Transform Advanced Care (C-TAC)** to learn how to address the challenges, risks, and rewards of delivering both advance care planning and palliative care benefits to members who want these tools to face end of life.

This renowned speaking faculty will converse with you and engage with each other on panel discussions that address the tough questions inherent to end-of-life best practices. **You will leave this conference with the confidence that you can improve the quality of care your**

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members are receiving throughout their lives.

Don't miss this opportunity to join thought leaders and colleagues committed to providing optimal care to the end!

Insights You Will Gain:

- How the Respecting Choices model works
- How MOLST works
- How PACE programs work
- How to improve quality and take full risk for advanced dual eligible beneficiaries
- Stakeholder alignment strategies that work
- End of life care strategies that achieve the Triple Aim
- Why value-based reimbursements and end-of-life clinical initiatives go together
- The critical role of predictive analytics to identify and assess patients for palliative care benefits
- Home health models that align care with patient wishes

Renowned Speaking 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
- 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

Registration Details

Priority Code - PHN12-EM3

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 rwest@healthcare-conferences.com

For speaking and sponsorship opportunities, contact:

Jennifer Clemence at 704-341-2438 or jclemence@frallc.com

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200 Washington Street, Suite 201

Santa Cruz, CA 95060 USA

800-280-8440

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