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**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 1/27/2017 11:05:32 AM  
**Subject:** Top 8 Reasons You Should Attend The Palliative and EOL Care Leadership Summit

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Hi Tony,

We invite you to attend **The 2nd Annual National Palliative and End of Life Care Leadership Summit** in **San Diego, California on February 16-17, 2017!** This leadership summit offers the unique opportunity to gain an in-depth understanding of financial and business intelligence specific to palliative and end of life care, and learn innovative and holistic approaches to improve care delivery and integration.

**Top Reasons to Attend:**

- Improve the care integration and healthcare delivery of patients in Palliative care, Advanced Illness, Hospice, and End of Life care
- Discover how new changes to MACRA, the ACA, and other local regulations can affect your plan so that you can act accordingly
- Take a deep dive into the business aspect of palliative and end of life care for health plans, hospitals, and community/home-based providers operating at a high level
- Learn how they optimize revenue streams while always keeping the care of your member/patient the top priority
- Explore the financial challenges faced by providers and how the CMS Medicare Care Choices Model will impact your business
- Recognize the value of palliative care contractual agreements between health plans, systems, and providers
- Identify with patients from diverse communities and health populations to truly engage them about palliative and end of life care
- Network with other palliative and end of life care professionals at this strategically designed leadership summit

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

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I am personally coordinating all registrations to ensure adequate seating. Group discounts are offered to those who qualify. For more information and to [register](#), contact me at 704-341-2439 or [keberhard@healthcare-conferences.com](mailto:keberhard@healthcare-conferences.com).

To help us better serve you, please mention priority code **PHNH248q-EM6** and/or how you heard about us when registering.

Best Regards,

Kathie Eberhard

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