

From: Kathie Eberhard, FRA <keberhard@frallc.com>
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

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](#).

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.

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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