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**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 12/29/2015 11:02:16 AM  
**Subject:** Join Leaders in Palliative and End of Life Care

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## Advanced Care Planning and Palliative Care Insights

Hi Tony,

Reeling from the still-uncontained fire lit by the ACA, leaders focused on quality of care are faced with an even more treacherous frontier ahead: serving the needs of a rapidly aging population, and being on the hook for high value care.

Payers and at-risk providers are on the frontlines striving to stay afloat amidst transient clinical and financial benchmarks. What's more, few know the wishes of their aging members.

**To combat this storm, join the only event dedicated to creating payer and provider partnerships in advance care planning, palliative care and other end of life best practices, the [Advance Care Planning and Palliative Care Leadership Summit](#), in Orlando January 27-28, 2016.** Attend this exclusive event to learn strategies from seasoned veterans that promise to protect your organization with:

- Tools to drive advanced directive adoption rates
- Strategies to reduce unwanted, low value care
- Resources to develop site of care innovations
- Methods to invest in low cost, high value palliative care programs
- Policies to drive patient satisfaction and engagement rates
- Models for home-based palliative care
- Prototypes for impactful advance care planning initiatives
- Confidence that your organization's investment in advance care planning will drive both population health and quality ratings

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

Surround yourself with internationally acclaimed expertise and head back to your organization equipped to withstand the silver tsunami!

### Develop Your Capacity to

- Design affordable care models to treat patients at the site of care of their choice
- Stimulate a successful plan and provider collaboration
- Predict the challenges from leadership and physicians, and learn strategies to face them
- Utilize predictive analytics to identify and assess patients for palliative care benefits
- Develop integrated care coordination strategies that meet the desires of patients and engage providers
- Calculate the return on investment of a robust palliative care program
- Improve the patient experience by matching care to their wishes
- **...and much more!**

### Who Should Attend

- Health Plan Executives
- ACO Executives
- Medical Directors
- Accountable Care

#### Directors and Managers of:

- Palliative Care
- Medicare
- Advance Care Planning
- POLST
- Case Management
- Dual Eligibles
- Complex Care
- Senior Products
- Utilization Management
- Advanced Illness Care
- Long term services and support (LTSS)
- Product Managers
- Provider Relations
- Geriatrics

Advocacy groups, consultants, government agencies, and ancillary services focused on:

- Long-term Care Services
- Digital Health
- Home Health
- Advance Care Planning
- Telephonic Case Management
- Prediction Analysis
- Medication Adherence

### Registration Details

**Priority Code** - %Priority Code%

**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 704-341-2647 or [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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