

From: Healthcare Education Associates <reply-305425@mailings.frallc.com>
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

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

Rhonda West at 704-341-2647 or 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

www.frallc.com

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