

From: Healthcare Education Associates <reply-301814@mailings.frallc.com>
To: Kester, Tonykester@aging.sc.gov
Date: 11/20/2015 1:01:20 PM
Subject: Top Reasons to Attend - Advanced Care Planning and Palliative Care Leadership Summit

To view a web version of this message, [click here](#) | [Send this message to a friend](#)

Hi Tony,

Join Healthcare Education Associates for our upcoming **Advance Care Planning and Palliative Care Leadership Summit**, taking place **January 27-28 at The Wyndham Orlando Resort**. Don't miss this opportunity to improve your advanced care planning and palliative care strategies, enhance your organization's quality ratings, and increase your members' quality of life.

Top Reasons to Attend:

- Learn to 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
- Improve the overall experience for your members by matching care to their wishes
- Design care delivery so patients are treated at the site of care of their choice, which is usually in their home
- Acquire positive strategies that stimulate a successful plan and provider collaboration in order to boost member satisfaction

This conference is designed for Chief Medical Officers, accountable care organization executives, and health plan medical directors and service providers with responsibilities in the following areas: Long-term Care and Continuing Care Services, Physician Engagement and Provider Relations, Member Outreach and Engagement, Palliative Care and Hospice Care, Complex Care and Case Management, Utilization Management, Senior Products and Geriatric Services.

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

Registration Details

Priority Code - %Priority Code%

Standard Registration 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@frallc.com

For speaking and sponsorship opportunities, contact:

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

Copyright © 2015 All Rights Reserved.

200 Washington Street, Suite 201

Santa Cruz, CA 95060 USA

800-280-8440

To unsubscribe, [click here](#) or send an email to: info@frallc.com