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**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 11/23/2016 12:06:24 PM  
**Subject:** Full Agenda Now Available– 2nd National Palliative and EOL Care Summit

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

Hello Tony,

Join us in **San Diego, California**—the “birthplace” of California—on **February 16-17, 2017** for **The 2nd Annual National Palliative and End of Life Care Leadership Summit!**

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.

You’ll also hear from a distinguished speaking faculty of palliative and end of life care professionals, who will share best practices on a range of issues, to include:

- The Impact of Upcoming Changes in the ACA and Local Regulations on Palliative and End of Life Care
- Employee Focus: Training, Educating and Engaging Staff
- Effective Communication Strategies: Engaging Physicians and Members
- Medicare, Behavioral Health and Substance Abuse: The Critical Role of Palliative Care

Plus, capitalize on limited time early bird rate — expiring January 13, 2017.

**REGISTER**

Use Priority Code: **PHNH248q-EM1**

### 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
- Establish effective communication strategies to positively engage both members and patients during one of the most critical and sensitive points in care management
- Update workforce training and skills to boost employee engagement and improve care delivery
- Navigate the increasingly complicated provider licensure environment
- Utilize and integrate appropriate palliative care delivery under Medicare for behavioral health and substance abuse patients

## Registration Details

**Priority Code** - PHNH248q-EM1

**Early Bird Service Providers/ Consultants Rate** - \$1895

**Early Bird Health Plan Rate\*** - \$1395

**Early Bird Government/ Community Service Rate\*** - \$795

Early bird rates end 1/13/17

\*subject to HEA approval

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**For more information and to register, visit the website or contact:**

Kathie Eberhard at 704-341-2439 or keberhard@healthcare-conferences.com

**For speaking and sponsorship opportunities, contact:**

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

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