

**From:** Healthcare Education Associates <reply-303580@mailings.frallc.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 12/4/2015 12:01:12 PM  
**Subject:** Beyond Right to Die: Honoring Patients' Values and Care Goals

---

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

## Advanced Care Planning and Palliative Care Insights

Hi Tony,

It's no surprise that "Right to Die" legislation gets all the headlines. Meanwhile more people than ever are living with pain with disabling, chronic conditions and few have access to true comfort care, including end of life care. But what can be done and how much will it cost?

Between the aging population, the mandates of the ACA, and incredible advances in medicine, advance care planning and palliative care strategies are the imperative of an ever expanding group of stakeholders. Therefore leading plan administrators are investing in both, partnering with and extracting talent and best practices from hospitals and health systems to meet this growing need.

At this conference you will learn how to **calculate the ROI of palliative care**, how to **create a strong palliative team at your organization**, and how to **implement advance care planning and align stakeholders** from innovative experts around the country. You will also learn to recognize the right population for high touch care and develop strategies to deliver care where members often want it – in their home.

Don't miss this opportunity to join thought leaders and colleagues committed to providing optimal care to the end!

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

### Who Should Attend

This conference is for ACO, health plan and health care stakeholders tasked with

### Program Highlights

- Developing Value-based Clinical Models to Improve Advanced and

leadership in the following areas:

- Advance care planning
- Palliative care
- Complex care and case management
- Utilization management
- Advanced illness management
- Senior products
- Dual eligible population
- Long term services and supports (LTSS)
- Population health
- Care coordination
- Accountable care
- Continuing care
- Geriatric services

- End of Life Care
- Payer and ACO Strategies for Improving Access to Palliative Care
- Benefit Design and Predictive Analytics for Palliative Care
- Developing a Palliative Care Team at the Plan
- Reducing Hospitalizations through Community Paramedicine

But wait, there's more!

- THREE hours with expert panel sessions including Q&A
- Three special features on the value proposition of palliative care programs
- PACE and Dual Eligible demonstration case studies

## Registration Details

**Priority Code** - PHN48-EM5

**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](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**

**a division of Financial Research Associates, LLC**

Copyright © 2015. All Rights Reserved

200 Washington Street, Suite 201

Santa Cruz, CA 95060 USA

800-280-8440

[www.frallc.com](http://www.frallc.com)

[LinkedIn](#) | [Twitter](#) | [Facebook](#)

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