



4360 Cooper Road  
Cincinnati, Ohio 45242  
513-891-7700

[HospiceofCincinnati.org](http://HospiceofCincinnati.org)



**Transforming Conversations**  
A Provider and Community Model for  
Improving the Quality of End-of-Life Care

**Physician Kick-Off Event**  
February 4, 2014 • 5:30–8:00 p.m.  
Cooper Creek Event Center in Blue Ash



## Keynote Speakers



**Bob Arnold, MD**

Leo H. Crip Professor and  
Director of the Institute for  
Doctor-Patient Communication  
at the University of Pittsburgh



**Tony Back, MD**

Professor and Director of  
the Program in Cancer  
Communication at the Seattle  
Cancer Care Alliance and Fred  
Hutchinson Cancer Research  
Center, Seattle Washington.

Drs. Back and Arnold co-authored the book “Mastering Communication with Seriously Ill Patients, Balancing Honesty with Empathy and Hope” and developed the curriculum for the grant-sponsored physician coaching sessions.

*Transforming Conversations—A Provider and Community Model for Improving the Quality of End-of-Life Care* is a Hospice of Cincinnati multi-year grant funded by Bethesda Inc. and Catholic Health Initiatives.

This event will introduce the end-of-life conversation coaching model for physicians and grant components targeted at improving end-of-life conversations.

## Physician Kick-Off Event

Tuesday February 4, 2014

5:30–8:00 p.m.

Cooper Creek Event Center

4040 Cooper Road, Blue Ash, Ohio 45241

### Agenda for the Evening

- 5:30 Registration and cocktail hour
- 6:30 Welcome, Dinner and Program
- 7:45 Dr. Georges Feghali  
Call to action and wrap up

Conversations of a Lifetime™

**RSVP by January 20, 2014**

**by phone: (513) 246 9479**

*When you call, please be prepared to choose  
an entrée: Beef, Salmon or Vegetarian.  
Clearly distinguish the names of the registrants  
and identify practice affiliation*

—OR—

**online: [Trihealth.com/kickoff](http://Trihealth.com/kickoff)**

*Questions? Contact Julie Geiler at (513) 246-9268  
[julie\\_geiler@trihealth.com](mailto:julie_geiler@trihealth.com)*

