The Conversation Project
National Healthcare Decisions Day

February 20, 2019

Patty Webster
Naomi Fedna
WebEx Quick Reference

- Welcome to today’s session!
- Please use Chat to “All Participants” for questions
- For technology issues only, please Chat to “Host”
- WebEx Technical Support: 866-569-3239
- Dial-in Info: Audio / Audio Conference (in menu)
Ice Breaker Question

Type into the chat box your response to the following question:

*How did you learn about this call?*

Make sure you send your message to “All Participants.”
Where are you located on the map?
Historical Overview of National Healthcare Decisions Day (NHDD)

NHDD 2018 + 2019 Highlights:

- JFK Haven Hospice & Palliative Care Program, Hackensack Meridian Health, Edison, NJ
- MedQuarter, Regional Medical District, Cedar Rapids, IA
- Advance Directives Tennessee Initiative

Your questions, feedback and plans for NHDD
The Origins and Future of National Healthcare Decisions Day

Nathan A. Kottkamp, JD, MA (Bioethics)

National Healthcare Decisions Day, Founder & Chair
McGuireWoods, LLP, Partner
• April 16
• Founded by Nathan Kottkamp out of years of experience on ethics committees dealing with situations when failed to make their healthcare wishes known.
• All across the country, health care facilities, health care professionals, chaplains, the legal community and others will be participating in a collective effort to highlight the importance of making advance health care decisions and to provide tools for making these decisions.
• www.nhdd.org
NHDD Results as of 2017 (10 years!)

- Participation by at least 110 national organizations
- Participation by at least 1,600 state/local organizations
- Participation at US military at bases throughout the world
- Over 4.7 million facility/organization staff members received NHDD/advance directive information or training
- At least 3.9 million members of the general public participated in NHDD events and/or were known to have received advance directive information
- Over 15 million people were exposed to NHDD via various social media outlets: Facebook, Twitter, and LinkedIn, and #NHDD “trended” on Twitter (2015)
- Over 37,000 advance directives were completed on the ten NHDDs alone
Solutions

- Lead by example – Do your own
  - For the benefit of your loved ones
  - To understand what patients go through when completing their advance directives
- Talk with others
- Volunteer to speak
- Collaborate in the community
- Share the resources
Spread the Word

- NHDD is about you professionally
- NHDD is about you personally
- April 16 or anytime
- Free resources year round at: www.nhdd.org
Questions?

Nathan A. Kottkamp
McGuireWoods
804.775.1092
nkottkamp@mcguirewoods.com
www.nhdd.org
New Jersey: The Garden State

Demographics:
- Population: 840,000
- NJ’s 2nd most populous county
- 20th most diverse county in the U.S.
- 43.3% speak a non-English language (the national avg. is 21.5%)
- Largest # of Asian Indians in NJ
- Median Household Income: $78,643
- 41% have at least a Bachelor’s degree
- Median Age: 37.9
<table>
<thead>
<tr>
<th>YEAR</th>
<th>AUDIENCE</th>
<th>PROGRAMMING</th>
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| 2019 | Healthcare professionals | * 1st Inaugural Summit of the Goals of Care Coalition of NJ 4/18/19 (inter-professional with continuing education credits)  
  * Governor Signing Event/partnering with NJHCQI |
| 2018 | No events planned – Year of the MERGE! | |
| 2017 | Community  
  Healthcare professionals/employees  
  Clergy  
  Patients & Families | • Monthly “Coffee & Conversation”  
  • Implementation of quarterly “Coffee & Conversation” at our 4 LTC facilities  
  • Mayor’s Signing & Proclamation  
  • Hospital-wide Celebration & Community Education  
  • “Being Mortal” Film Screening & Discussion with CME credits  
  • “Lunch & Learn” for local clergy on ACP & the “Conversation Sabbath”  
  • POLST & ACP Conference for Interdisciplinary Staff with CME, social work & nursing CEU’s  
  • Hospital-wide distribution of TCP Starter Kits |
| 2016 | Community  
  Healthcare professionals/employees  
  Patients & Families | • Hospital-wide Celebration & Community Education  
  • NHDD Committee created  
  • “Coffee & Conversation” created May 2016, advertised throughout the healthcare system to employees, patients and families  
  • October 2016 Visited by Congressman Frank Pallone who completed his advance directive |
| 2015 | Employees  
  Hospital visitors | • 3 stations with NHDD & advance directive information |
| 2014-2008 | Hospital visitors | • Table in hospital lobby promoting advance directive completion |
Creative Programming:

- Book Discussions
- NHDD Events
- Professional Conferences
- Mayor’s Advance Directive Signing Event
- Facilitated Film Screenings
- Clergy Lunch & Learn
- Community Discussions
- Activity: Go Wish & My Gift of Grace
A recent national survey among primary care physicians and specialists who regularly see patients 65 and older found that virtually all physicians surveyed (99 percent) said it was important that they have conversations about advance care planning with their patients, but only 14 percent of respondents have actually billed Medicare for this discussion. Nearly half (46 percent) say they frequently or sometimes feel unsure of what to say during conversations about end-of-life care. That's not surprising given the fact that less than one third (29 percent) report having had any formal training on how to talk with patients and their families about end-of-life care\(^1\). Additional reasons physicians cite include lack of knowledge about supportive, palliative and hospice care options. In addition, communication, particularly about illness and death, is steeped in culture, and clinicians are not always aware of or sensitive to the different communication preferences of patients from different racial/ethnic/cultural backgrounds. This summit is designed to bridge the gap in knowledge of supportive, palliative and hospice care by providing an overview of the care options and a discussion of the barriers to and benefits of advance care planning with the goal of improving end-of-life care for NJ residents. Central to this discussion is an emphasis on the importance of talking to patients about their diagnosis, prognosis and goals of care and clearly presenting appropriate treatment options that align with those goals. The summit will focus on building essential skills, promoting best practices, and providing vital tools and resources needed to improve advance care planning and end-of-life care.

**Objectives**

*At the conclusion of this activity, participants should be able to:*

- Discuss how NJ ranks in providing person-centered end-of-life care.
- Identify the barriers to and benefits of advance care planning and documents such as POLST and 5 Wishes.
- Discuss relevant legal terms, including advance healthcare directive, durable power of attorney for healthcare, living will, surrogate, capacity, and competency.
- Differentiate between supportive, palliative, and hospice care.
- Discuss the benefits of interdisciplinary care and role of each member of the care team.
- Identify the skills needed to engage in effective advance care planning conversations.
- Describe the racial and ethnic disparities that may exist in advance care planning.
- Illustrate how healthcare professionals may bring unintentional biases to end-of-life care conversations.
- Describe the different communication preferences of patients from different racial / ethnic / cultural backgrounds and apply techniques to facilitate culturally-sensitive conversations about end-of-life care options and documentation of medical decisions.
- Discuss billing and reimbursement for ACP.

*At the conclusion of this activity, participants will be asked to self-assess the achievement of these educational objectives.*
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:45 – 5:15 pm</td>
<td>Registration &amp; Light Dinner</td>
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<tr>
<td>5:15 – 5:25</td>
<td>Welcome &amp; Opening Remarks – Robin Winter, M.D.</td>
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<td>5:25 – 5:55</td>
<td>A Daughter’s Story-Adina Avery Grossman</td>
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<td>Introduction– Lori Feldstein</td>
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<tr>
<td>5:55 – 6:15</td>
<td>NJ: The Worst State to Die in ... Why and What We Can Do About It –</td>
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<td>Lori Feldstein</td>
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<td>6:15 – 6:35</td>
<td>Practicing Good Medicine: What Everyone Needs to Know About Supportive,</td>
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<td>Palliative &amp; Hospice Care – Harry Collins, M.D.</td>
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<tr>
<td>6:35 – 6:45</td>
<td>BREAK</td>
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<td>6:45 – 7:15</td>
<td>Advance Care Planning: Facilitating Effective Conversations for all</td>
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<td>New Jerseys – David Barile, M.D.</td>
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<td>7:15 – 7:45</td>
<td>Patient-Provider Relationship: Overcoming Obstacles to Open Dialogue</td>
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<td>about End-of-Life Care – Paul Duberstein, Ph.D.</td>
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<td>7:45 – 8:05</td>
<td>Spiritual Care &amp; Cultural Humility: The Role of the Chaplin in Medical</td>
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<td>Decision-Making – Rev. Donna Olivia Owusu-Ansah</td>
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<td>Introduction – Rev. Annari Griesel, Ph.D.</td>
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<td>8:05 – 8:35</td>
<td>Integrating Advance Care Planning into Your Practice – Tracy Grafton,</td>
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<td>LCSW</td>
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<tr>
<td>8:35 – 8:45</td>
<td>Question &amp; Answers; Closing Remarks – Lori Feldstein</td>
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THINK BIG
START SMALL
& BE PATIENT
“Coffee & Conversation” cards distributed at all outpatient access points, acute care floors, physician offices & at community presentations.

Since program began in May 2016:

- # conversations = 336
- # advance directives completed = 218 (65%)
- Average # attendees ea. month = 11
Conversation of Your Life is a Mayors Wellness Campaign program that focuses on engaging communities in fruitful dialogue—the Conversation of Your Life—to let individuals’ family, friends, or doctors understand and respect their end-of-life wishes through advance care planning.

The Goals of Care Coalition of NJ (GOCCNJ) is a partnership of leading healthcare providers, government agencies, and community organizations. Our mission is to help patients get the care they need and no less and the care they want and no more. We provide valuable tools and information to help facilitate conversations about medical decisions at the end of life.
Tracy Grafton, LCSW, ACHP-SW
Social Worker/Bereavement Coordinator
Haven Hospice
65 James St. Edison, NJ 08820
T: 732-321-7000, ext. 62377 | F: 732-906-4965
W: tracy.grafton@hackensackmeridian.org
Cedar Rapids MedQuarter

A central location for quality healthcare and services
SPEAK UP SERIES

MedQuarter End-of-Life Planning Events

Cedar Rapids physicians Ken Cearlock, MD, and James Bell, MD

The MedQuarter Speak Up Series, presented in conjunction with National Healthcare Decisions Day
It’s about how we care for one another. By coming together as a community.

✓ Encourage our community to have these conversations
✓ Improve quality of life to the end

Online Resources:
theconversationproject.org
honoringyourwishes.org
advancecareplanning.ca
caringinfo.org
Presenter: Julianne Thomas, MD
thomaswltjht@mchsi.com
Executive Director: Phil Wasta
phil@themedq.com
Advance Directives TN Initiative

- Formed mid-late, 2015
- Research and Planning, 2016
- Website Launch, 2016-2017
- Affiliated with Honoring Choices®, 2017
- Healthcare Workforce Focus, 2018
- Workplace and Faithplace Focus, 2019
- Resourcing and Measurement, ongoing
An Advance Directive is a written statement of a person's wishes regarding medical treatment, made to ensure those wishes are carried out should the person be unable to communicate them to a doctor.

Talk to those you love. Decide what you want. Complete the form.

Talk with your Family

Frequently Asked Questions

Download the Form
Materials

Brochure

Fold-up AD

Pop-up Display
2018 National Healthcare Decisions Day

- BlueCross BlueShield of Tennessee sent information to all 5000 employees via company newsletter
- Erlanger Health System/CVS Pharmacies Chattanooga brochure distribution
- Chattanooga Clergy Conference: *Book of Life* event; tv coverage
- QSource shared information with 11 care transitions communities
- TCAD/Southeast TN Area Agency Conference April 16 Honoring Choices® Tennessee presentation
- Tennessee Department of Health distributed statewide news release
2018 National Healthcare Decisions Day
continued

• Tennessee Medical Association published TDH news release to membership
• Tennessee Hospital Association pitched NHDD story to major daily newspapers in the state
• Governor Bill Haslam proclamation
• TennCare (Medicaid Waiver Program) shared information with 1000+ state employees and eight MCOs to train their employees
• Vanderbilt Medical Center published article in Vanderbilt employee newspaper. Booth for employees to receive information about advance care planning along with staff luncheon presentation
2019 National Healthcare Decisions Day
Planning

• New Governor’s Proclamation
• Chattanooga Clergy Conference, April 2
• Nashville YMCA Lunch ‘n Learn
• University of Tennessee (Memphis) Health Science Center Event
• Middle Tennessee Employee Benefits Coalition Luncheon
• Op-Ed Piece
• Social media outreach among member organizations
Open Opportunity

2019 Book of Life Conference
8:00 a.m. - 4:30 p.m. • UTC University Center
Export to Outlook | Export to iCal

Location: UTC University Center
642 E. 5th St., Chattanooga, TN 37403
Tuesday, April 2, 2019
8:00am – 4:30pm
$35.00: Individual Registration
(Includes parking & lunch)
$175 Individual Registration plus CME Package

View conference schedule

www.hospiceofchattanooga.org/bol or (423) 805-7050
For further information:
Phil Martin
phil@philmartinaffiliates.com
615-268-8000
Questions?
What are your plans for NHDD 2019?
Upcoming: TCP Community Calls

Third Wednesday of every month: 3:00-4:00 ET

<table>
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<tr>
<th>Date and Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Wednesday, March 20(^{th}), 3:00-4:30 pm ET</td>
<td>Virtual Speaker Training</td>
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<tr>
<td>Wednesday, April 17(^{th}), 3:00–4:00 pm ET</td>
<td>Community 201</td>
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<tr>
<td>Wednesday, May 15(^{th}), 3:00-4:00 pm ET</td>
<td>Special Interest</td>
</tr>
<tr>
<td>Wednesday, June 19(^{th}), 3:00-4:00 pm ET</td>
<td>Community 101</td>
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https://theconversationproject.org/get-involved
Upcoming: Conversation Sabbath 2019

Oct. 25 – Nov. 3 | #ConvoSabbath

https://theconversationproject.org/faith/
Upcoming: Community Collaboration

Dying Well
Multi-Religious End of Life Conversations

Tuesday April 2, 2019
9:30 a.m. - 3:00 p.m.
Hebrew College
160 Herrick, Newton Centre, MA

Conversations about what it means to live well until the very end have a powerful impact on how we live -- and how we die.

Limited seating; Registration required:
$35 - BT Members of the Faith
$10 - BT Conversation Students, Faculty, and Staff
All attendees will receive a free set of tools: The Conversation Game about Living and Dying and Video Messages From...
New resource at TCP

Case study/blog: Bethel AME Church, Boston, MA

https://theconversationproject.org/tcp-blog/
We want your feedback!

After this call you will be redirected to a Survey Monkey form

Please take a few moments to answer the following questions:

- How useful was this session on a scale from 1-5?
- Given today’s topic, what would you like to learn more about?
- Any other comments on today's session?
- What are your plans for NHDD 2019?