



Institute for
Healthcare
Improvement

The Conversation Project *National Healthcare Decisions Day*

February 20, 2019



Patty Webster
Naomi Fedna

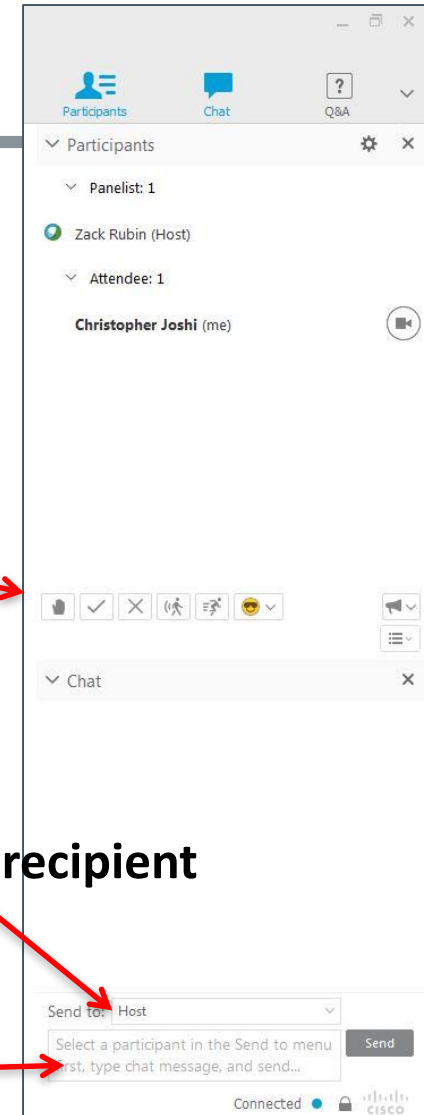
WebEx Quick Reference

- 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)

Raise your hand

Select Chat recipient

Enter Text



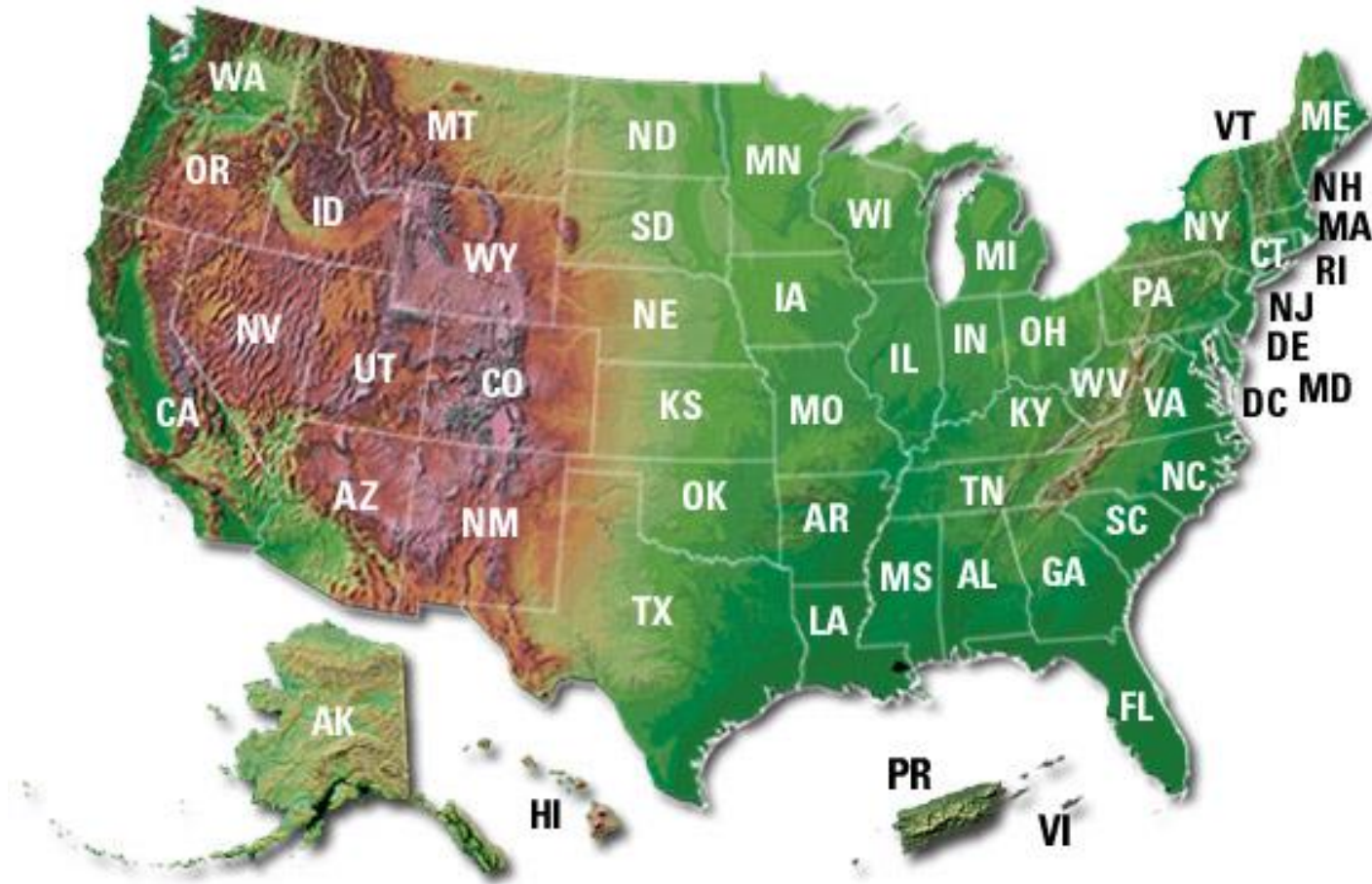
Ice Breaker Question

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.”

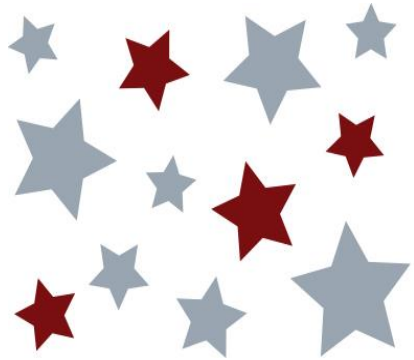
Where are you located on the map?



Agenda

- History 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

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**NATIONAL HEALTHCARE
DECISIONS DAY**

★ *your decisions matter* ★

The Origins and Future of National Healthcare Decisions Day

Nathan A. Kottkamp, JD, MA (Bioethics)

National Healthcare Decisions Day, Founder & Chair

McGuireWoods, LLP, Partner



NATIONAL HEALTHCARE DECISIONS DAY

★ *your decisions matter* ★

- 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





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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

Race & Ethnicity

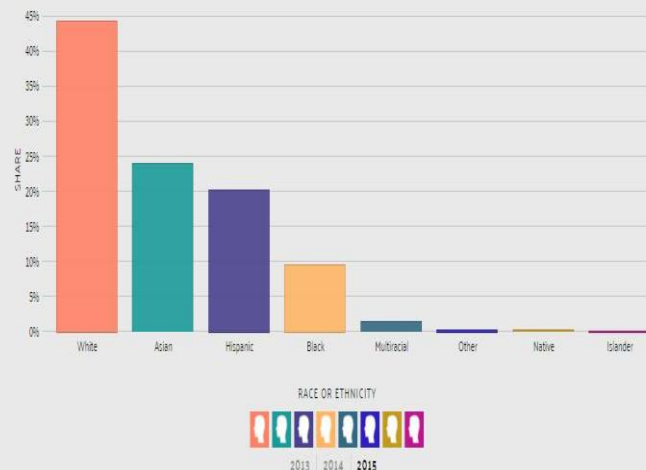
MOST COMMON

- 1 White
372,556 ± 622
- 2 Asian
201,209 ± 2,358
- 3 Hispanic
170,536 ± N/A

In 2015, there were 1.85 times more White residents (372,556 people) in Middlesex County, NJ than any other race or ethnicity. There were 201,209 Asian and 170,536 Hispanic residents, the second and third most common racial or ethnic groups.

The following bar chart shows the 8 races and ethnicities represented in Middlesex County, NJ as a share of the total population.

Dataset: ACS 1-year Estimate
Source: Census Bureau



Hackensack Meridian Health/JFK Medical Center celebrating NATIONAL HEALTHCARE DECISIONS DAY

YEAR	AUDIENCE	PROGRAMMING:
2019	Healthcare professionals Community	<ul style="list-style-type: none"> * 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 3 stations with NHDD & advance directive information
2014-2008	Hospital visitors	<ul style="list-style-type: none"> • Table in hospital lobby promoting advance directive completion



Creative Programming:

Book Discussions

NHDD Events

Professional Conferences

Clergy Lunch & Learn

Mayor's Advance Directive Signing Event

Facilitated Film Screenings

conversation sabbath

Oct. 27 – Nov. 5 | #ConvoSabbath

Community Discussions

Activity: Go Wish & My Gift of Grace



Goals of Care Coalition of New Jersey's Inaugural Summit

Discuss, Decide, Document: An Interprofessional Summit on Advance Care Planning

Thursday, April 18, 2019

4:45pm – 8:45pm

Co-Provided by:



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 care¹. 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.

•The John A. Hartford Foundation, Cambia Health Foundation, and California HealthCare Foundation, April 2016

Objectives

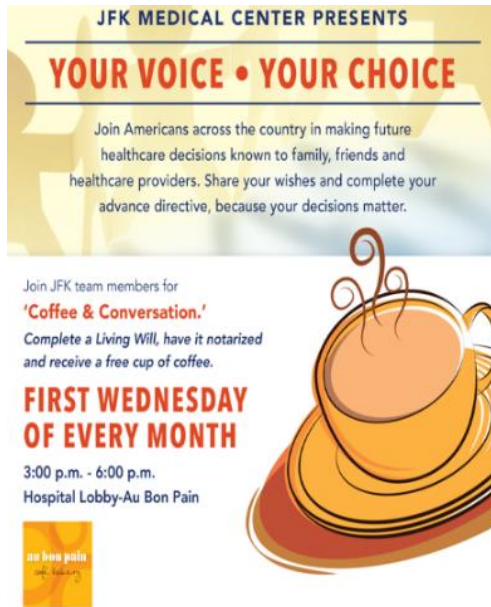
At the conclusion of this activity, participants should be able to:

- 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.

4:45 – 5:15 pm	Registration & Light Dinner
5:15 – 5:25	Welcome & Opening Remarks – Robin Winter, M.D.
5:25 – 5:55	A Daughter’s Story-Adina Avery Grossman Introduction– Lori Feldstein
5:55 – 6:15	NJ: The Worst State to Die in ... Why and What We Can Do About It – Lori Feldstein
6:15 – 6:35	Practicing Good Medicine: What Everyone Needs to Know About Supportive, Palliative & Hospice Care – Harry Collins, M.D.
6:35 – 6:45	BREAK
6:45 – 7:15	Advance Care Planning: Facilitating Effective Conversations for all New Jerseyans – David Barile, M.D.
7:15 – 7:45	Patient-Provider Relationship: Overcoming Obstacles to Open Dialogue about End-of-Life Care – Paul Duberstein, Ph.D.
7:45 – 8:05	Spiritual Care & Cultural Humility: The Role of the Chaplin in Medical Decision-Making – Rev. Donna Olivia Owusu-Ansah Introduction – Rev. Annari Griesel, Ph.D.
8:05 – 8:35	Integrating Advance Care Planning into Your Practice – Tracy Grafton, LCSW
8:35 – 8:45	Question & Answers; Closing Remarks – Lori Feldstein





“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

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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.



Goals of Care Coalition
of New Jersey

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.



Hackensack
Meridian *Health*

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W: tracy.grafton@hackensackmeridian.org





End-of-Life Planning

The Importance of Conversation

[More Information](#)



Cedar Rapids MedQuarter

A central location for quality healthcare and services



APRIL 16, 2018

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

advancecareplanning.ca

honoringyourwishes.org

caringinfo.org

themedq.com/speakup

MedQUARTER[®]
Regional Medical District

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**

Website:
www.advancedirectivestn.org



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.

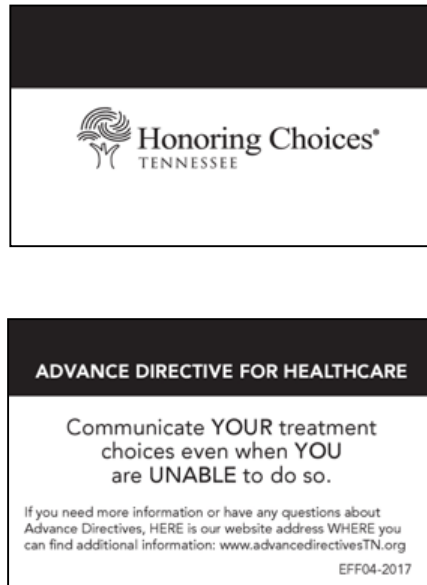
-  Talk with your Family
-  Frequently Asked Questions
-  Download the Form

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



PATIENTS & CAREGIVERSPHYSICIANSVOLUNTEERS

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Tuesday, April 2, 2019

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](#)



THE BOOK OF LIFE
LIVING THE FINAL CHAPTERS

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

Date and Time	Topic
Wednesday, March 20 th , 3:00-4:30 pm ET	Virtual Speaker Training
Wednesday, April 17 th , 3:00–4:00 pm ET	Community 201
Wednesday, May 15 th , 3:00-4:00 pm ET	Special Interest
Wednesday, June 19 th , 3:00-4:00 pm ET	Community 101

<https://theconversationproject.org/get-involved>

Upcoming: Conversation Sabbath 2019


con\ersation sabbath
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 Road, 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.

Conversations can help preserve personal autonomy and respect for our faith-based values and practices. They can save families from making uninformed medical decisions when confronted by a crisis. They are an entryway to a deep spiritual practice, and ultimately, they become a gift and a blessing for all.

While **90%** of Americans think having these conversations is important, most of us don't know how to begin them, or wait until it's too late.

The BTI Consortium's inaugural **Lifelong Learning Conference** is designed to provide you with direct experiences and resources you can use to facilitate these sacred conversations in your families and institutions so that no one is left in the dark about what would matter most.

Limited seating - Registration required:

\$35 - Members of the Public

\$10 - BTI Consortium Students, Faculty, and Staff

All attendees will receive a free set of Hello: The Conversation Game about Living and Dying and What Matters Most

At the Lifelong Learning Conference you will:

Be inspired by faith leaders who will introduce you to various theological perspectives on care and conversations through the end of life. A panel discussion with **Aida Mansour** (Islamic Chaplain, Hartford Seminary); **Chris Berlin** (Buddhist Studies, Harvard Divinity School); **Dr. Philip Mamelakis** (Pastoral Care, Hellenic College Holy Cross Greek Orthodox Seminary); **Rabbi Joel Baron** (Hebrew Senior Life); **Dr. M. Sarah Rosenthal, PhD** (University of Kentucky); moderated by **Rabbi Or Rose** (Hebrew College).


Enjoy rich conversational interactions facilitated by the co-designer of the game, **Start with HELLO, Jethro Heiko**;

Learn from the deep experience of having Planning Ahead conversations in her congregation with **Rev. Dr. Gloria White-Hammond, MD, MDiv**;


Reflect on what matters most to you with the Advisor to Faith Communities at The Conversation Project, **Rev. Rosemary Lloyd, BSN, MDiv**;

Leave with your own copy of **The Hello Game** and Conversation Starter Kit.


Info & Registration at:
bostontheological.org




BOSTON
THEOLOGICAL
CONSORTIUM



MASSACHUSETTS




the conversation project



MASSACHUSETTS COALITION FOR
SERIOUS ILLNESS CARE

New resource at TCP

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



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Blog


Planning Ahead: One Church's Journey to Normalizing Conversations about What Matters Most in Life, Death, and Dying

By Bethel AME , 02/05/2019

"More than I expected!"

Rev. Gloria White-Hammond, Co-Pastor of Bethel AME Church, was surprised when 40 congregants showed up for a Conversation Project Starter Kit workshop when only 10 had committed to coming. Clearly, there was greater interest in end-of-life conversations than even these church leaders imagined.

Pastor Gloria and her husband Pastor Ray Hammond—both medical doctors and ministers—have always sought ways to unite the ministry of the spirit and body. They know that talking about death and dying is not an easy conversation to start. But not



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Tags

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[Ellen Goodman](#)
[Talking Matters](#)
[Health Care Proxy](#)

<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?