




Institute for
Healthcare
Improvement

The Conversation Project

**ACP Messaging and Repurposing NHDD
during COVID-19**

April 9, 2020



**Kate DeBartolo
Patty Webster
Christopher Joshi
Katie Nerney**

WebEx Reference

The screenshot displays the Cisco WebEx Events interface. The main presentation slide is titled "New WebEx Orientation" and features the "Institute for Healthcare Improvement" logo. It includes the date "August 14th, 2018" and a note: "These presenters have nothing to disclose". The presenters listed are William Scott, Maureen Berry, and Garrett Scalton. An "Audio Connection" dialog box is open, showing options: "I Will Call In" and "Call Using Computer" (with a "Change settings" link). The bottom toolbar contains icons for audio, video, screen sharing, recording, participants, chat, and a close button. On the right, the "Participants (1)" panel shows "Panelist: 1" (Garrett... (Host...)) and "Attendee: 0 (0 displayed)". Below this is the "Chat" panel, which is currently empty. The "To:" dropdown is set to "All Participants".

Audio settings

Open chat

Chat to "All
Participants"



The Conversation Project Field Team



Kate DeBartolo
Director



Patty Webster
Advisor, Community
Engagement



Christopher Joshi
Project Coordinator



Katie Nerney
Project Assistant

Ice Breaker Question

Type into the chat box the following:

What is **one word** that causes you concern about the COVID-19 pandemic?

Make sure you send your message to “All Participants.”

Ice Breaker Question

Type into the chat box the following:

What is **one word** that causes you hope about the COVID-19 pandemic?

Make sure you send your message to “All Participants.”

On the call



Anna Gosline
Senior Director of Health
Policy and Strategic Initiatives
Blue Cross Blue Shield of
Massachusetts

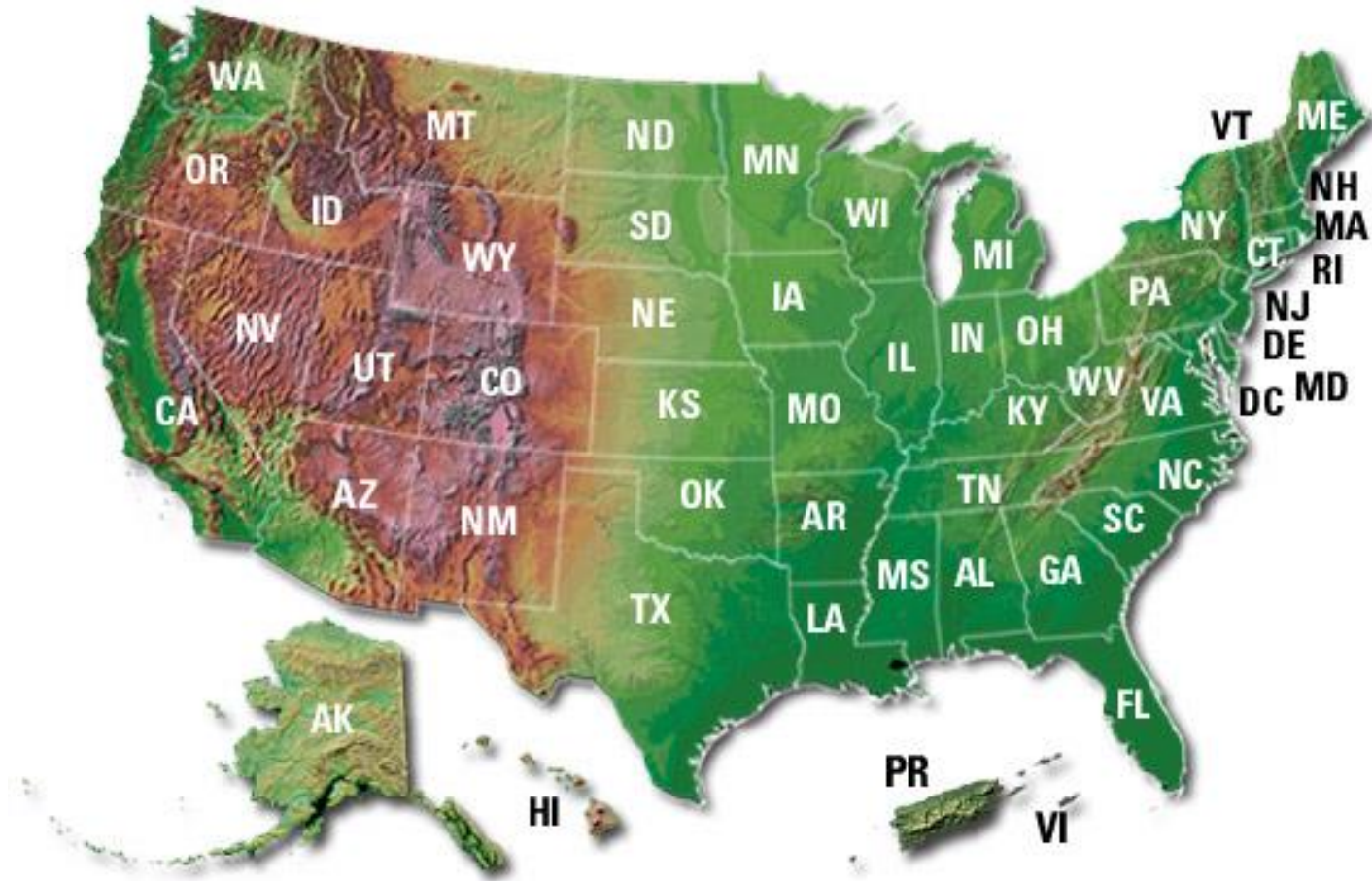


Marisette Hasan, RN, BSN
President & CEO, The
Carolinas Center
Co-Chair, CSI Advance Care
Planning Workgroup



Nathan A. Kottkamp
Founder
National Healthcare Decisions Day

Where are you located on the map?



Agenda

- New resources available
- Messaging in current climate and repurposing NHDD
- Open Discussion
- Q&A

New resources for general public

● New Guide: Being Prepared in the Time of COVID-19

NAME _____ DATE _____

Being Prepared in the Time of COVID-19

Three Things You Can Do Now

This is a challenging time. There are many things that are out of our control. But there are some things we can do to help us be prepared – both for ourselves and the people we care about. Here are three important things each of us can do, right now, to be prepared.

1 Pick your person to be your health care decision maker

Choose a health care decision maker (often known as a proxy, agent, or health care power of attorney) – a person who will make medical decisions for you if you become too sick to make them for yourself.

- Here's a simple [guide](#) to help you choose a health care decision maker.

Have a talk with your health care decision maker to make sure they know what matters most to you.

- Make a plan to talk with your decision maker as soon as possible. Phone calls or video chats are good if you don't live with that person.

Fill out an official form naming your health care decision maker. Give one copy of the filled-in form to your decision maker and one copy to your health care team.

- Get a free health care [decision maker form](#) here or download a form for free from your state attorney general website.
- In a time of social distancing, you may not be able to create an official legal document. That's okay! Writing it down is still better than nothing!

2 Talk about what matters most to you

Talk with your important people and decision maker about what matters most.

- The [Conversation Starter Kit](#) can help you get ready to talk to others about what matters most.
- If you have already completed the Conversation Starter Kit or have an Advance Directive, review it with your loved ones to see if you want to make any changes or updates.

After you talk to your loved ones about what matters, talk to your health care team.

- Call your primary care provider or specialist to set up a televisit to talk about this. Knowing what matters to you helps your care team provide better care that's right for you.

YOU SHOULD KNOW

- First and foremost, do everything you can to stay personally safe and protect others!
- Follow the CDC recommendations for social distancing: Stay home. Clean your hands often. Avoid close contact. Cover coughs and sneezes.
- Most people who get COVID-19 get a mild or moderate illness and don't need to go to the hospital.
- Those who do get a severe case of COVID-19 are mostly people who are older or have other medical problems.
- Some people, especially those who are young and healthy, will get better with routine hospital care. But many, especially those who are older and sicker, are not likely to survive even with a ventilator (breathing machine).
- Those who survive may be left with disabilities, both from damaged lungs and deconditioning after intensive care. Despite weeks or months in the hospital or rehabilitating in a nursing facility, survivors may not regain enough strength or function to return home.
- People who do not want intensive care should receive comfort care. Comfort care may be possible at home or in a nursing facility, especially with the care and support of hospice.
- Many hospitals are overcrowded and are not allowing visitors, so if you can, bring a smartphone, laptop or tablet to help communicate with your important people. In certain parts of the country, access to hospital or intensive care may become limited in the coming weeks.

3 Think about what you would want if you became seriously ill with COVID-19

People who are older or have chronic medical conditions are more likely to become very sick if they get COVID-19. Some will recover with hospital care, but even with ventilator support many will die. Think about what you would want if you became very sick at this time:

What would be most important to you? (Examples: Being comfortable. Trying all possible treatments.)

What are you most worried about? (Examples: Being alone. Being in pain. Being a burden.)


What is helping you through this difficult time? (Examples: My friends. My faith. My cat.)

If you became very sick with COVID-19, would you prefer to stay where you live or go to the hospital?


If you chose to go to the hospital, would you want to receive intensive care in the hospital?

When you speak with your health care provider, ask if completing a [POLST/MOLST](#) form would be appropriate so others know what treatments to use or avoid if you become very sick.

List any other questions or concerns you want to bring up with your friend/family/provider:



ARIADNE LABS the conversation project

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the conversation project



New resources for general public

Blog

18 Helpful Resources to Help You Navigate COVID-19

Posted on 04/04/2020

There's a saying we often use on The Conversation Project team: "never worry alone." This idiom is meant to encourage one another to express our concerns, if any, and to let our peers know how they can best support one another during challenging times. When we act on this sentiment, our team grows closer and our anxieties often subside. In the wake of COVID-19, we know there are many people who are experiencing different levels of anxiety. Well, we're here to tell you that you don't have to worry alone. We've compiled a sampling of resources to help you take care of yourself and others during this time. And, as you keep socially connected, we hope these resources will help you think through what matters most to you when it comes to medical care and help you talk about this with those that matter most to you. We hope these resources put your heart at ease.

NEW GUIDE!

Click here to download your Conversation Starter Kit!



Share:
f
t
g+
✉

Tags

[Welcome](#)
[Ellen Goodman](#)
[Talking Matters](#)
[Health Care Proxy](#)
[Faith](#)
[Alzheimers](#)
[Health Plans](#)

Facebook Group: TCP Community Champions

The screenshot shows the Facebook group page for 'The Conversation Project: Community Champions'. The group is private and has 8,911 likes. The cover photo is a purple banner with the text 'the conversation project' in white, with a stylized orange line above the 'v' in 'conversation', and 'Community Champions' below it. The left sidebar shows the group name, a lock icon for 'Private group', the group icon (an orange circle with 'tcp'), and navigation links: About, Discussion (selected), Members, Photos, Watch Party, Moderate Group, and Group Quality. Below these is a search bar and a shortcuts section with a link to 'The Conversation P...'. The main content area shows a 'Write Post' button, a 'Photo/Video' button, a 'Live Video' button, and a 'More' button. Below these is a text input field with the placeholder 'Write something...'. The right sidebar shows the group name, the number of likes, and a 'Contact Us' button.

The Conversation Project: Community Champions

Private group

Interacting as The Conversation Project

About

Discussion

Members

Photos

Watch Party

Moderate Group

Group Quality

Search this group

Shortcuts

The Conversation P... 20

Write Post Photo/Video Live Video More

Write something...

GROUP BY

The Conversation Project

8,911 like this

Contact Us

<https://bit.ly/2ukc7B0>

Messaging in Current Climate & Repurposing NHDD

Five Consumer Segments



**Worried Action
Takers**
10%

Younger, diverse, most educated. Nearly half identified as having a disability.

Highest trust and regard for the health care system. ~80% have been a caregiver for an incapacitated loved one.



**Self-Assured Action
Takers** 24%

Oldest by far; most likely to be white and least likely to be low-income.

Confident about managing their health and navigating the health care system with fewer worries about a future serious illness.



**Disengaged
Worriers**
34%

Youngest, most diverse, lowest education and income; poorest health and health care navigation and management skills.

Seen loved one's wishes not honored. Many worries about their health and future serious illness.



**Confident
Independents**
18%

Older (mostly 45+), average education and racial composition. Fewer experiences with dying loved ones. Confident about managing their health and navigating the health care system with fewer worries about a future serious illness.



**Self-Reliant
Skeptics**
14%

Middle-aged, lower income and education. Lowest trust of doctors and regard for the health care system. Poorer health care self-management and navigation skills.



MASIC COVID-19 Resources

Not secure | maseriouscare.org/toolkit

MASSACHUSETTS COALITION FOR
SERIOUS ILLNESS CARE

About Us Membership Research News Events


COVID-19 and Advance Care Planning

With funding from the [Cambia Health Foundation](#) the Massachusetts Coalition for Serious Illness Care is working with local and national partners to provide public messaging guidance to support appropriate advance care planning at this time and create a consistent set of language for organizations to draw from.



Public Messaging Resource: Communicating with the Public About COVID-19 and Advance Care Planning

The **Communicating with the Public About COVID-19 and Advance Care Planning Resource** is derived from the Coalition's 2019 extensive and in-depth advance care planning communication research with members of the public, highlighting language and concepts that resonated with all segments of the population. In this resource, you will find messaging and social media posts that you can use in your work, adapt as needed and share with others in your network.



[Download Resource](#)

CHAT/RAISE HAND

What are you seeing, what messages are resonating with folks now?

What are you doing/how are you reformatting NHDD?

Blast email



Teeshla—If you're going to be quarantined, you might as well take part in Health Care Decisions Month! Here's how to get started.



NEWS | 03.18.20

A Way To Connect

Next month is South Carolina Health Care Decisions Month. In the time of "social distancing" we encourage you to use this month as a way to virtually connect with others.

What matters most to you? What are your wishes for the future, and what you would want if you became seriously ill?

[Use our ACP Bubble Map](#) to answer these questions, and then pick up the phone, start a video chat or send an email—have an open, honest conversation with someone important about #WhatMattersMost.

There is perhaps no more appropriate time for us to think and talk about these questions than while confronting the realities of a global pandemic.

GET STARTED

Virtual opportunities

National Healthcare Decisions Day April 16, 2020

National Healthcare Decisions Day (NHDD) exists to inspire, educate and empower the public and providers around the importance of advance care planning. Just a third of adults in the U.S. have spoken with loved ones about their end-of-life preferences. We want to change that.

Join us April 15 for a live Zoom presentation covering COVID-19-specific advance care planning. On April 16, trained conversation coaches will be available via Zoom and by phone throughout the day to answer questions and provide the documents to ensure your wishes are respected, including specific coronavirus care preferences.

Advance Care Planning in the Era of COVID-19 Zoom Presentation

April 15, 2020 1-2pm

Join: trucare.zoom.us/j/757269831

Advance Directive Open House

Online or phone appointments available every 20 minutes.

April 16, 2020 8 a.m. - 6 p.m

Sign up: bit.ly/nhddsignup

If you are unable to attend, contact Amanda Meier at amandameier@trucare.org or (303) 250-4510 to schedule an advance directives coaching session. Online and telephone options are available.

the conversation project
in boulder county
a program of  COMMUNITYCARE

#NHDD



Your Decisions Matter

8 hrs · ⚙

Check out our interview with Rev. Emilie Boggis. She explains why having end-of-life conversations are especially important now, during COVID-19, and gives some great tips on how to do this when we're social distancing.



Watch together with friends or with a group

Start



3

3 Shares



Like



Comment



Share

See All

Virtual opportunities



CIVHC hosts activities for National Health Decisions Day (NHDD) • Thursday, April 16th, 2020

Center for Improving Value in Health Care (CIVHC) is an objective, not-for-profit organization. Through services, health data, and analytics, we partner with Change Agents to drive towards the Triple Aim for all Coloradans. A key initiative we have is to help provide education and resources for Advance Care Planning (ACP) and host a bi-monthly ACP stakeholder meeting. This is the second year that CIVHC has helped to lead the efforts here in Colorado. For more information about CIVHC or the ACP work, please reach out to Kari Degerness at kdegerness@civhc.org.

Join us for any of the virtual opportunities to learn more and ask questions of experts about making your wishes known and documented. There is no cost associated with these events.

National Healthcare Decisions Day exists to inspire, educate and empower the public and providers about the importance of advance care planning. www.nhdd.org

CU Anschutz Multidisciplinary Center on Aging • Hillary Lum, MD, PhD

Thursday, April 16th from 3:00 p.m. to 4:00 p.m.

Dr. Lum will provide an overview of Advance Care Planning, why it is important for everyone and how to get started, or continue, on your Advance Care Planning journey. There is no cost to attend. It will be recorded and publically available following the webinar.

- To register please go to: <https://zoom.us/join/register?u=5wpcO-tqD7Hxc&from=9L6U5cd6E830mm>
- Dr. Lum is a primary care geriatrician and palliative medicine physician. Her clinical practice helps inform her research on advance care planning (ACP) for older adults and their family members. Dr. Lum has done extensive research on Advance Care Planning and finding best practices for documenting patient preferences through Advance Care Planning. As part of this work, she and her team of colleagues at the University Of Colorado School Of Medicine with stakeholder engagement, created a website for Advance Care Planning resources.

For more information on Dr. Lum and ACP resources, please visit www.uchealth.org and <https://coloradocareplanning.org/>

The Conversation Project in Boulder County • Amanda Meier

TRU Community Care • Thursday, April 16th from 8:00 a.m.-6:00 p.m.

Volunteers available to answer questions about Advance Care Planning and provide planning documents. Appointments in 20 minute blocks are required to ensure privacy. There is no cost to these resources.

- To schedule your time please go to: <https://www.sienupugenius.com/eo/9040C4FAFA82AA4FB6-national>
- If you are not comfortable using zoom, please call: 303-250-4510.
- English and Spanish-speaking volunteers will be available

For more information, including Advance Care Planning Starter kits please visit: <http://theconversationprojectinboulder.org/>

The Denver Hospice • Melissa Davis

The Colorado Cancer Coalition Quarterly Meetline will have a special presentation at 1:00 pm focusing on Advance Care Planning (ACP). Please feel free to register for the full event or just join at 1 p.m. The Colorado Cancer Coalition is a statewide collaborative working to eliminate the burden of cancer in Colorado. We welcome providers, patients, survivors, non-profits and others to join. In addition to ACP, the meeting will feature updates on COVID-19 and Implications for Cancer Patients and Survivors. There is no cost to attend.

- Registration: <https://wcdenver.zoom.us/join/register?u=5wpcO-tqD7Hxc&from=9L6U5cd6E830mm>
- Melissa Davis is a Licensed Clinical Social Worker with The Denver Hospice and Optio Palliative Care. After earning her BA in Psychology from the University of Northern Colorado, she moved to Scotland and attended the University of Edinburgh to pursue her Master's Degree in Social Work. She worked as a case manager there until 2011, at which time she moved back to her home state of Colorado. She has continued her social work career, focused on working with people with chronic and terminal illnesses. Melissa is highly experienced in helping clients and their loved ones negotiate difficult transitions and losses. Melissa is deeply passionate about biomedical ethics, advance directives, advocacy, and educating social workers and healthcare professionals about these topics.

To learn more about The Colorado Cancer Coalition, please go to: <https://www.coloradocancercoalition.org/>

To learn more about The Denver Hospice, please go to: <https://thedenverhospice.org/>

CHAT/RAISE HAND

What are you seeing, what messages are resonating with folks now?

What are you doing/how are you reformatting NHDD?

Questions?



Pairing articles in the news with planning guides

- NYTimes 4/4/20: What You Should Know Before You Need a Ventilator

<https://www.nytimes.com/2020/04/04/opinion/coronavirus-ventilators.html?smid=fb-share>

the conversation project



Continue to Share

- Tweet us, tag us on social media

- ☐ Twitter: @convoproject
- ☐ Facebook: The Conversation Project
- ☐ Instagram: convoproject



- Join our [Facebook Discussion Group for Community Champions](#)

Other ways to Engage with TCP's network

- Sign up and share: Monthly Newsletters

- General Newsletter
- Community Engagement Newsletter
- NHDD

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



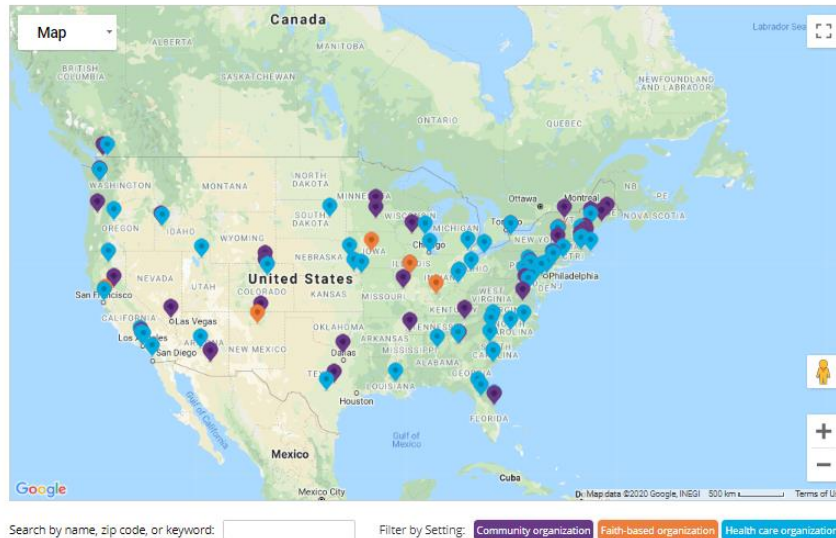
Ways to Engage with TCP's network

● Search, connect/network and learn together

Conversation Champions Map

- Connect with others doing similar work in your area.
 - You can search by location, organization, name, and filter by setting: faith, health care, or community. Feel free to reach out directly to members on the map via their listed contact information.
- **Apply here** to be listed on the map if you are actively sharing TCP resources and/or messaging.

The Conversation Project (TCP) relies on the Conversation Champions, like the ones listed on the map below, to help spread the importance of end-of-life care conversations in their communities. These groups plan their own programming using TCP resources or messaging (in addition to their own). As a reminder, TCP has no preference for what someone's wishes for end-of-life care should be – we just want folks to start talking about it. Please read more about our principles [HERE](#).



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

Ways to engage with TCP

Quarterly [Community Activity Survey](https://www.surveymonkey.com/r/5TNFK3F) is open

<https://www.surveymonkey.com/r/5TNFK3F>

THANK YOU to all participants so far

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The Conversation Project Community Activity Survey Q1 2020

Thank you for taking the time to help The Conversation Project learn about activity happening in your region to promote conversations! We are collecting this information on an on-going, quarterly basis and hope you will take a few minutes each quarter to share your progress with us! Once collected and sorted, we will share results back with you via our newsletter. We have created a template for you to collect this information on a monthly basis, if you need one. You can find it [HERE](#).

Please answer the following about your work from **January 1, 2020 to March 31, 2020.**

* 1. **Your Name**

* 2. **E-Mail Address**

Opportunity: COVID-19 and Equity Call

Wednesday, April 15 from 1:00-2:00 PM ET

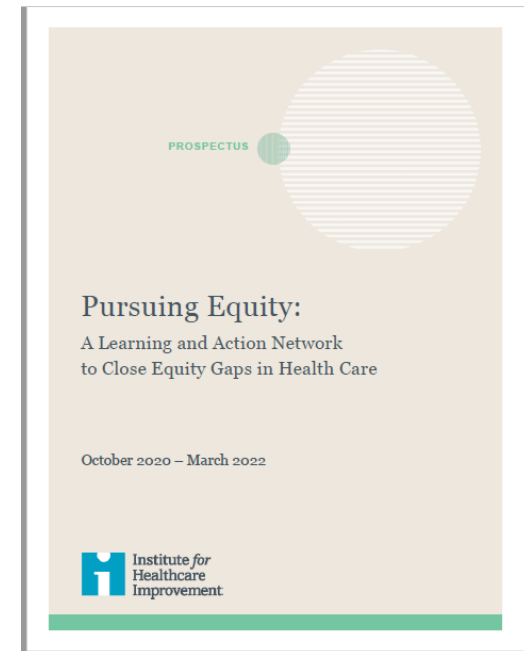
To enroll: [click here](#)

Hosted by IHI Pursuing Equity Team

Call Objectives:

- Increase our knowledge on how equity plays a role in the current COVID-19 crisis
- Share promising practices on leveraging an equity lens to improve care during this time

More info/link will be shared in post-call follow-up!



Thanks and appreciation



The John A. Hartford Foundation
Dedicated to Improving the Care of Older Adults



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?