

**Annette Adamska:** Hello!

**Heather Brekke:** Heather, Minnesota, Monarch Healthcare Management (65+ facilities), new.

**Alison Keller:** Alison from Easthampton, MA. I'm a death doula new to this campaign, though I use Conversation Project resources in my work.

**Sarah Loy:** Sarah Loy, UMass Memorial Health, System Communications Manager. First time promoting NHDD.

**Emily Thornton:** Emily Thornton, Division Director of Admissions and Marketing for the Midwest Division at Communicare Health Services. New.

**Kimberly Dye:** Kim from Community Health Care, Inc. in Northeast Ohio — excited first-timer.

**Maureen Kures:** Maureen Kures, Bellevue, WA, Radiant Mourning, End-of-Life Planning and Support. Re-engaging with these calls.

**Catherine Deamant:** Catherine Deamant, Rosalind Franklin University, North Chicago, IL. Previously involved with NHDD at Cook County Health.

**Fabiola Magana:** Fabiola Magana from Milwaukee, WI, graduate student at Loyola Chicago, new to NHDD.

**Joan Lane:** Joan Lane, Coordinator of Academic Programs, Southwest Community Health Center, Bridgeport, CT.

**Kimberly M. Smashe:** Kim, Duke University Health System Population Health Management Office — new to NHDD.

**Sharon Stentz:** Sharon Stentz, PA, End-of-Life Doula — new to NHDD.

**Christine Pflieger:** Christine Pflieger, Frederick, MD, Public Guardianship Administrator for Frederick County Division of Aging.

**Edit Shalom:** Edit Shalom, RN, Supportive Care Manager at Fred Hutch Cancer Center, Seattle.

**Jennifer Fee:** Jenny Fee, Treasure Coast Hospice. Several years celebrating NHDD.

**Mallory Castel:** Mallory Castel from Dayton, Ohio. Excited to hear more.

**Annette Adamska:** Annette from Durham, NC. I work at an event management company. Familiar with TCP from past work; first time trying to celebrate NHDD in my workplace.

**Stephanie Breedlove:** Stephanie from Normal, IL — Palliative Medicine RN, Carle Health.

**Indu Spugnardi:** Indu from the Catholic Health Association, Washington, DC.

**Kate DeBartolo:** Kate from IHI, Senior Director overseeing The Conversation Project, based in Arlington, VA.

**Lynn Riker:** Lynn Riker, Community Outreach, Hospice & Palliative Care Buffalo.

**James Francis:** Dr. James Francis, Intentional Bridges Legacy, Mental Health Therapist, Atlanta.

**Tamelynda Lux:** From Ontario, Canada. End-of-life doula and grief support practitioner. Curious what this group is about.

**Shubhi Tandon:** I'm excited to be here for the community aspect! And I am OVER the snow!

**Alison Keller:** Excited to connect with this campaign — also very over the snow.

**Tamelynda Lux:** Intrigued about what I'll learn today.

**Joan Lane:** Very happy to have an MPH intern since my part-time job doesn't allow me to fully support an NHDD event.

**Maureen Kures:** Energized.

**Jennifer Fee:** It's 70 degrees in Florida today... looking forward to learning from everyone.

**Melissa McClave:** Melissa "Mel" McClave — third NHDD event. I use the whole month of April for NHDD now.

**Garrick Colwell:** From KitchenTableConversations.org — we invite people to talk about end-of-life, advance directives, and grief through free webinars and support groups.

**Maureen Kures:** I will have a vendor table at a Women's Summit in Seattle on April 13 to spread the word. Looking for the best materials to have on hand.

**Kate DeBartolo:**

- <https://theconversationproject.org/>
- <https://theconversationproject.org/resources/community#Promote-Your-Message>  
You'll also find our new Spanish guide at that link.

**Kayla Tremblay:** Kayla, Director of Quality & Safety at BILH Primary Care (90+ practices across MA and NH). We're organizing an employee Healthcare Proxy campaign — encouraging employees to complete a proxy and send it to their PCP.

**Fabiola Magana:** Are people conducting research using these resources? Or know of research connected to TCP?

**Lynn Riker:** Are there new social media recommendations?

**Melissa McClave:** This year I'm tabling on 4/14 at CSUSM for nursing and social work students, and co-hosting an English/Spanish event on NHDD.

**Tamelynda Lux:** I'd love to know more about organizing employee Healthcare Proxy campaigns — is it internal only?

**Maureen Kures:** I used Facebook Lives in April 2020 for NHDD. Thinking of doing lives again. Want to understand SEO better.

**Joan Lane:** I'd also love to contact Kayla.

**Sarah Loy:** I'd love to learn from Kayla too — may I reach out via email?

**Kimberly Dye:** Here to gather ideas for our company's first NHDD event. We already have a few sign-ups.

**Paula Jackson:** Has anyone contacted Anderson Cooper's or Kelly Ripa's podcasts about ACP conversations?

**Kayla Tremblay:** Email me at ktrembl1@bidmc.harvard.edu — happy to organize a group Zoom on the proxy campaign.

**Tamelynda Lux:** NHDD — National Healthcare Decisions Day — what date is it? I like the idea of April being the whole month.

**Fabiola Magana:** Reacting to the Uniform Health Care Decisions Act link.

**Nathan Kottkamp:** Shares link to the Uniform Health Care Decisions Act.

**Annette Adamska:** Curious how to bring NHDD to a small, non-healthcare company (12 employees). I could get 5–10 minutes on a call and offer a longer follow-up.

**Kate DeBartolo:** We've seen groups use lunch-and-learns, or collaborate with HR for orientation/onboarding.

**Kate DeBartolo:** Many employees are caregivers at home — acknowledging that is powerful.

**Joan Lane:** If someone has a proxy but no written directives, what authority does the proxy have?

**Kate DeBartolo:** You can help them document that part. Helping families all get on the same page matters a lot.

**Nathan Kottkamp:** Just naming the right person helps tremendously.

**Garrick Colwell:** Why start with the proxy instead of a living will?

**Kate DeBartolo:** People relate better to the scenario: "If something unexpected happened and someone had to make decisions for you temporarily, who would you choose?"

**Nathan Kottkamp:** High-level discussions about values matter more than predicting specific medical scenarios.

**Melissa McClave:** The 5 D's for updating a proxy: Divorce, Diagnosis, Death, Domicile, December.

**Paula Jackson:** Anyone in Wilmington, NC?

**Sharon Stentz:** I'm headed there next month — can I help?

**Maureen Kures:** I love connecting with elder law attorneys but sometimes meet resistance. Any advice?

**Agusta Callaway:** For in-person events, does it work to have tablets available for digital form completion?

**Tamelynda Lux:** Consider partnering with a local restaurant and promoting in advance.

**Joan Lane:** We once used a big inflatable blue elephant in our waiting rooms for NHDD as the “elephant in the room.”

**Maureen Kures:** I do talks at senior centers — always lots of questions and engagement.

**Chris Brinneman:** We have a booth in our hospital cafeteria for coworkers, patients, and families with ACP information.

**Melissa McClave:** Love “What Gives Your Life Meaning” campus events.

**Kate DeBartolo:** <https://theconversationproject.org/get-involved>

**Maureen Kures:** I tell doulas we train to “rob and duplicate” good ideas — love “steal shamelessly, share wisely.”

**Kate DeBartolo:** Survey link for today’s call: <https://www.surveymonkey.com/r/Feb26call>

**Nathan Kottkamp:** Thank you all — go team NHDD!

**Tamelynda Lux:** Thank you — fantastic information.

**Mallory Castel:** Thank you! I started a new business, [mydeathbinder.com](http://mydeathbinder.com), and will be using many of these ideas.

**Maureen Kures:** Thanks — very excited to spread the word.

**Patty Webster:** [pwebster@ihi.org](mailto:pwebster@ihi.org)

**Kimberly Dye:** Thank you — this was helpful.

**Stephanie Altman Dominus:** Thank you!