

Sponsored by Hospital Association of Southern California

2nd Annual HASC Palliative Care Conference: The Growing Business Case for Palliative Care

Wednesday, February 10, 2010

Pacific Palms Resort, Majestic Conference Room

One Industry Hills Parkway, Industry, CA 91744

Registration: 7:00am - Program: 8:00am

This one-day program will update attendees on the growing business and clinical/quality improvement case for palliative care programs throughout the U.S. and California. An expert faculty will offer a wide assortment of perspectives, including breakout sessions, to assist providers and their inter-disciplinary staff and physicians in offering these services to their patients at a time of intense national focus on system reform, patient care quality and overall health care cost reduction.

Learning Objectives

1. How to successfully launch a PC program, and once launched, adapt and evolve it using best practices.
2. How leadership and culture change accelerate desired PC clinical and financial performance outcomes.
3. How payers view palliative care today and tomorrow and why they support program adoption.
4. The Palliative Care glide path - How palliative care relates to the broader continuum of care settings, "The Medical Home" concept, and the evolution toward Accountable Care Organizations.
5. How quality-based Palliative and Hospice Care programs incorporate The National Quality Forum's preferred practices.

Who Should Attend?

This conference will be primarily aimed at CEOs, CFOs, COOs, medical directors, and chiefs of staff from California hospitals that do not yet have a palliative care program, or who wish to expand an existing program.

Other Attendees:

CMO's, CNO's, physician groups, health plans, risk managers, case managers, and others who currently comprise the multi-disciplinary PC team stakeholders in existing or planned PC programs and hospice.

Speakers

Steven Z. Pantilat, MD Professor, Internal Medicine/Hospitalist, UCSF; Director and Founder, UCSF Palliative Care Service

David Kessler, RN, Chair, HASC Palliative Care Committee, and Palliative Care Program Director, Citrus Valley Health Partners, Covina, CA

Daniel Lang, MD, Former Medical Director, HASC and National Health Foundation (NHF), Los Angeles, CA

Jim Hendrickson, MD, MBA, CPE Medical Director, SCAN Health Plan

Meredith Mathews, MD Corporate Medical Director, Blue Shield of CA

Juan Davila Vice President, Statewide Provider Contracting, Blue Shield of CA

Leeba Lessin President, Care More Medical Group, Downey, CA

Susan Poprock, JD, RN Chief Nurse Executive and Vice President Professional Services, Motion Picture & Television Fund, Woodland Hills, CA

Linda Gorman, RN, MN, PMHCNS-BC, CHPN, OCN Clinical Nurse Specialist at Cedars- Sinai Medical Center in Los Angeles (Palliative Care)

Stuart Levine, MD, Corporate Medical Director for Healthcare Partners Medical Group

Karl Lorenz, MD, VA Greater LA Healthcare System; Director, Palliative Care Quality Improvement Resource Center

George Fields, MD Geriatrician, Care More Medical Group, Downey, CA

Agenda

- 7:30 – 8:00am Registration/Check-in - Continental Breakfast
- 8:00 – 8:20am Welcome: David Kessler, Chair, HASC Palliative Care Committee, and Palliative Care Program Director, Citrus Valley Health Partners, Covina, CA
- 8:20 – 9:30am **Keynote Speaker 1:** Steven Z. Pantilat MD, UCSF
Getting started, and sharing the best practices – How to achieve a successful launch and evolve your early palliative care initiatives. The role of the hospitalist and their interactions with an inter-disciplinary team process.
- 9:30 – 10:30am **Keynote Speaker 2:** David Kessler, RN
Managerial leadership: through cultural change, role boundary osmosis, and rapid, measureable process improvement in palliative care program performance.
- 10:30 – 12:00pm **Payer/Provider Perspectives – How do they view palliative care today and tomorrow?**
Moderator: Dan Lang, MD
Panelists: SCAN Health Plan, Blue Shield of CA, Care More Health Plan, Motion Picture TV Fund, HealthCare Partners Medical Group
- 12:00 – 1:00pm Networking/Lunch
- 1:00 – 2:30pm Stuart Levine, MD - Broadening the continuum – How Accountable Health Organizations will drive palliative care adoption, integration and evolution. Moving palliative care beyond the acute hospital; the glide path from pre-hospitalization, acute to post-acute, hospice, community agencies, and the concept of 'The Medical Home'.
- 2:30 – 3:15pm Karl Lorenz, MD - Quality Palliative Care & Moving Forward
Preferred practices for Palliative and Hospice Care Quality.

*HANDOUT for all attendees would be The National Quality Forum report Titled: The 38 Preferred Practices and Palliative Care – (Robert Wood Johnson Foundation grant report) Web link: <http://rwjf.org/reports/grr/052189.htm>
- 3:15 – 3:45 Program Summary and Next Steps – Adjournment Dr. Dan Lang

Please register online at www.hasc.org

or fax to Leticia Salcido at (213) 629-4272

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\$225 HASC member

\$ 275 Non-member

The registration fee includes continental breakfast, lunch and handouts. For complete program information and online registration, please go to www.hasc.org and click on the "Events" tab, then scroll to the event date.

PLEASE PHOTO COPY FORM FOR MULTIPLE REGISTRATIONS

First Name _____ Last Name _____ Nickname _____

Title _____

Organization _____

Address _____ City: _____ State: _____ Zip: _____

Phone _____ Fax _____ Email (**REQUIRED**) _____

Continuing education sign-up:

ACHE Category, Type II Credit (6 hours)

BRN Credit: RN License Number _____

(Provider approved by the California Board of Registered Nursing. CEP #970, for 6 contact hours.)

Payment Method: MasterCard Visa American Express Check # _____

Card # _____ Exp. Date: _____ Amount: _____

Cardholder Name (please print): _____

Cardholder Address: _____ City: _____ State: _____ Zip: _____

Cardholder Phone: _____ Authorized Signature: _____

IMPORTANT REMINDERS

- Online registrations require payment by credit card.
- Valid payment information must be received with your registration.
- Mail check to: HASC, Attn: Leticia Salcido, 515 South Figueroa St., Suite 1300, Los Angeles, CA 90071

CANCELLATION

- All cancellations must be requested in writing and confirmed by HASC, no later than February 1, 2010, and will be subject to a \$25 processing fee.
- Cancellations after February 1, 2010 and non-attending registrants will be invoiced for the entire registration fee. Substitutions are accepted at any time for this program.

SPECIAL NEEDS

- For ADA assistance, contact Leticia Salcido at (213) 538-0737 or lsalcido@hasc.org.

QUESTIONS?

- Contact Leticia Salcido at (213) 538-0737 or lsalcido@hasc.org

