

Mr. & Mrs. Chung

**want to talk  
to you about  
their plans.**

# Your patients want to talk with you about their advance care plans. Are you ready for the conversation?

Join national experts from the Institute for Healthcare Improvement and The Conversation Project for a **free webinar series on incorporating advance care planning into health care settings.**

Chase Brexton, Columbia Medical Practice, Gilchrist, Howard County General Hospital and Winter Growth have already embedded advance care planning into their work and are regularly having conversations with their patients. Now is your opportunity to join them and enhance your own skills in advance care planning for your patients.

This webinar series is sponsored by the Horizon Foundation, the largest independent health philanthropy in Maryland, as part of the Foundation's Speak(easy) Howard campaign.

---

## **Through six weekly sessions, you will learn about:**

- Reliably stewarding advance care planning information across the health care system, including strategies for working with electronic health records.
- Engaging communities that help to activate the public in having these conversations in advance of a potential medical crisis.
- Making use of CMS reimbursement for advance care planning conversations.

Physicians, nurses and pharmacists can earn up to 6.5 CEUs.

## Who can participate?

Whether you are a health care provider (primary care, hospital-based, palliative care, elder care, nursing home, long-term care, skilled nursing facility or hospice care), a health system leader, social worker, chaplain or other clinical staff, these sessions will help you address advance care planning in your role. Physicians, nurses and pharmacists can earn up to 6.5 CEUs.



## When will the webinars take place?

The weekly series will begin mid-March and last six weeks.

We will solicit input from interested registrants to select the dates and times that work best for most people. Each weekly session will last 1 to 1.5 hours.



## Who is leading the webinars?

Sessions will be led by the Institute for Healthcare Improvement (IHI), a leading innovator, convener, partner and driver of results in health and health care improvement worldwide. Faculty members include:

- Lauge Sokol-Hessner, MD  
*Associate Director of Inpatient Quality, Beth Israel Deaconess*
- Kelly McCutcheon Adams, MSW, LICSW  
*Senior Director, IHI*
- Kate Lally, MD, FACP  
*Chief of Palliative Care and Hospice Medical Director, Care New England*

---

## How do I register?

Interested in participating?

Email [info@speakeasyhoward.org](mailto:info@speakeasyhoward.org) for more information.

# Session Topics

The six-week webinar series will cover the following topics:

---

1. **The Conversation Project: Reaching People Where They Live, Work and Pray** – An introduction to engaging patients and families in conversations about end-of-life care.
2. **The Exemplify Principle in Action** – Lessons and examples from organizations tackling advance care planning among their own staff.
3. **Connecting in a Culturally Respectful Manner** – A discussion of differences in language, ethnicity and faith and how they influence end-of-life care decisions.
4. **Engage: Moving from Passive to Proactive** – Examples and tips for engaging patients effectively
5. **Steward: Achieving the Reliability of Allergy Information** – How health systems can steward care wishes as reliably as they steward allergy information.
6. **CMS Reimbursement** – How to implement methods for billing for conversations for CMS reimbursement.

Email [info@speakeasyhoward.org](mailto:info@speakeasyhoward.org) if you are interested in participating!