



DATE: March 30, 2010
TO: Physicians, CEOs, COOs, CNOs, CFOs, CIOs, Physician Liaisons, Vice Presidents of Planning and Marketing, Nurse Managers
FROM: Aline Holmes, Senior Vice President, Clinical Affairs
SUBJECT: **Getting Buy-in For a Hospital Palliative Care Program – Webinar**
May 20 – 10:00 a.m. to noon

Hospital-based palliative care programs are rapidly expanding across the United States. Consider these facts:

- More than 50 percent of all hospitals now have a palliative care program.
- More than 75 percent of hospitals with more than 300 beds have a palliative care program.
- There is enormous variability in how healthcare institutions define a palliative care program.
- Ongoing financial strain makes it increasingly difficult to make the case for hospitals to support a palliative care program.

Participants at this Webinar will be able to:

- Identify how to start, sustain and grow a palliative care program;
- Summarize the clinical, consumer, staff and business case for hospital palliative care;
- Recognize how to market your program to hospital administrators and physicians; and
- Describe methods for aligning a palliative care program with key hospital issues of mortality, cost reduction and patient/family satisfaction.

This Webinar is the first step in building a palliative care program at your facility. In Sept. we will have an in-depth, step-by-step session to further assist you in establishing your program.

FACULTY: *Dr. David E. Weissman* is a professor emeritus and founder of the Medical College of Wisconsin Palliative Care Center. In 1991, he began one of the first palliative care programs in the United States. In 2003, the Medical College of Wisconsin's Palliative Care Program was designated as one of six United States *Palliative Care Leadership Centers* by the Center to Advance Palliative Care. Dr. Weissman serves as a consultant to the Center to Advance Palliative Care and also runs a consulting practice for hospitals and health systems, *Palliative Care Education, LLC*.

CONTINUING EDUCATION CREDITS

The Health Research and Educational Trust (HRET) is accredited by the Medical Society of New Jersey to provide continuing medical education for physicians. HRET designates this educational activity for a maximum of 1.5. *AMA PRA Category 1 Credit(s)TM*. Physicians should claim credit commensurate with the extent of their participation in the activity.

HRET is an approved provider of continuing nursing education by NJSNA, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. P131-4/08-11. This program qualifies for 1.5 contact hours.

Disclosure information: Full disclosure will be provided at the educational activity.

Webinar Instructions

After you've registered for the Webinar, you will receive an e-mail from WebEx with the date and time of the Webinar, the event number, password and the toll-free event phone number (1-866-699-3239). You also will receive the WebEx address you'll need to log on. Click the "Join" button for **Palliative Care** and follow the prompts. **Please do not delete the WebEx e-mail**; you will need the information to join the Webinar. You can participate in this event individually or gather all interested parties in one room and view the Webinar in one location

REGISTRATION INFORMATION

Fee: Member: \$95 for each connection

Non-member: \$150 for each connection

- **Payment by credit card or check is required at enrollment.**
- Registrations will be accepted by FAX (609-275-4271) ONLY IF ACCOMPANIED BY credit card information (MasterCard, VISA or American Express).
- Make checks payable to: HRET of NJ
- Mail to:
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- **If you use a credit card to *hold* your registration, it will be charged if payment is not received by the date of the conference.**
- Cancellations received by **May 11** will receive a refund minus a \$35 service fee. Cancellations received after that date will not be eligible for a refund.

To register online with a credit card please go to www.HRET-Register.com.

REGISTRATION (Please Type or Print Clearly)

Webinar 1035 (Palliative Care) Mem. \$95 Non-Mem. \$150

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