A public engagement campaign dedicated to assure that everyone’s wishes for end-of-life care are expressed and respected.
70% WANT TO DIE AT HOME.
70% ACTUALLY DIE IN THE HOSPITAL
80% want to talk with their doctors.
17% have had a conversation with their doctors.
HAVE HAD A CONVERSATION WITH THEIR DOCTORS
90%

THINK IT’S IMPORTANT TO HAVE THESE CONVERSATIONS
HAVE ACTUALLY DONE SO

30%
Signs of Cultural Change

Mainstream
- Dr. Atul Gawande’s book “Being Mortal” hits the best seller list
- Opening weekend success of “The Fault in Our Stars”
- The Writers Guilds East and West
- Brittany Maynard’s illness and death provokes national debate

Medicine
- The Institute of Medicine releases its report, "Dying in America"
- Massachusetts rules that doctors must have a conversation about advance planning with terminally ill patients
- CMS reimbursements for End-of-Life Care Conversations
What Matters to Me

AS WELL AS

What’s the Matter with Me

Public Awareness
Community Engagement

Health Systems Transformation
Strategy for Creating Cultural Change

- **Awareness**: National media campaign and community engagement events

- **Accessible**: Tools to help people get started

- **Available**: Bringing TCP to people where they work, where they live, and where they pray
Accessible: Our Tools

- Conversation Starter Kit (translations)
- How to Talk to Your Doctor Starter Kit
- Starter Kit for Parents of Seriously Ill Children
- Starter Kit for Families and Loved Ones of People with Alzheimer’s Disease or Other Forms of Dementia
- How to Choose a Health Care Proxy
The Starter Kit

Step 2 Get Set

What’s most important to you as you think about how you want to live at the end of your life? What do you value most? Thinking about this will help you get ready to have the conversation.

Now finish this sentence: What matters to me at the end of life is...
(For example, being able to recognize my children; being in the hospital with excellent nursing care; being able to say goodbye to the ones I love.)
The Starter Kit: Get Set

How long do you want to receive medical care?

- [ ] 1. Indefinitely, no matter how uncomfortable treatments are
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5. Quality of life is more important to me than quantity

What are your concerns about treatment?

- [ ] 1. I'm worried that I won't get enough care
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5. I'm worried that I'll get overly aggressive care
The Starter Kit: Go

MARK ALL THAT APPLY:

WHO do you want to talk to?
- Mom
- Dad
- Child/Children
- Partner/Spouse
- Sister/Brother
- Faith leader (Minister, Priest, Rabbi, Imam, etc.)
- Friend
- Doctor
- Caregiver
- Other:

WHEN would be a good time to talk?
- The next holiday
- Before my child goes to college
- Before my next trip
- Before I get sick again
- Before the baby arrives
- The next time I visit my parents/adult children
- At the next family gathering
- Other:
Practice Makes Perfect Video
Community Efforts
What can you do?
Exemplify

“Walking the walk” not just “talking the talk”
Jump in: Where to start?

How to Choose a Health Care Proxy

&

How to Be a Health Care Proxy

CREATED BY THE CONVERSATION PROJECT AND THE INSTITUTE FOR HEALTHCARE IMPROVEMENT
Proxy video
Be part of the cultural shift

“The new hope is that we can change the culture to treat the patients as they wish to be treated rather than treating them because we can.”

-Billie Kester, Reid Hospital, Indiana, Conversation Ready Health Care Community Member
Be a champion

- Connect, Collaborate and Co-design

PHYSICIAN REFERRAL  
www.CommunityFirstHawaii.org

Physician’s Name: ____________________________
Patient’s Name: ____________________________
Date completed: ______________________________

COMMUNITY FIRST Presents

ADVANCE HEALTH CARE DIRECTIVE
Do you have one?

Let us help you complete an Advance Health Care Directive that documents your end-of-life wishes. It’s free and doesn’t require an attorney.

<table>
<thead>
<tr>
<th>Presentation Dates</th>
<th>Time</th>
<th>Follow Up (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat Apr 8, 2017</td>
<td>9:00am – 10:30am</td>
<td>April 29</td>
</tr>
<tr>
<td>Wed May 3, 2017</td>
<td>9:00am – 10:30am</td>
<td>May 17</td>
</tr>
<tr>
<td>Tue July 11, 2017</td>
<td>9:00am – 10:30am</td>
<td>July 25</td>
</tr>
<tr>
<td>Tue Sep 12, 2017</td>
<td>9:00am – 10:30am</td>
<td>Sept 26</td>
</tr>
<tr>
<td>Tue Nov 7, 2017</td>
<td>9:00am – 10:30am</td>
<td>Nov 21</td>
</tr>
</tbody>
</table>

You can attend any one of these sessions:

Place: Aging and Disability Resource Center (ADRC)  
1088 Kinookie St., Training Room  
Hilo, HI 96720


Tony Kent, ph. 464-2800, Steve Yamami, ph. 969-5926 or Amy Hamane, ph. 935-1500

- An Advance Health Care Directive is an important gift to your loved ones so that they won’t have to guess what you want if you no longer can speak for yourself.

- If you already have a Living Will, a Health Care Power of Attorney, or an Advance Health Care Directive, learn how to review it to be sure it meets your needs today.
Resources: TCP Website

- Stories, Starter kit and translations, videos, resource center (healthcare, faith and community)

Resources for Healthcare Professionals

Resources and Trainings

The Conversation Project is an initiative within the Institute for Healthcare Improvement (IHI). As a result of this partnership, we are proud to be able to offer a variety of virtual training and courses related to end of life conversations and care. A selection of these offerings are listed below.

Having the Conversation: Basic Skills for Conversations about End-of-Life Care (Virtual Course)

In collaboration with the IHI Open School and Boston University School of Medicine, The Conversation Project offers this course to help develop skills to have conversations with patients and their families about their preferences for care at the end of life. As part of developing these skills, the course invites you to “have the conversation” yourself, with a family member or other loved one.

This course is accessible free of charge, but requires registration for a free account on IHI.org.
Resources: IHI Open School Course (free CEUs)

PFC 202: Having the Conversation: Basic Skills for Conversations about End-of-Life Care

Are you taking this course as a guest? Learn about subscription options to access 30+ courses and gain 35+ continuing education credits through the complete IHI Open School online course catalog.

In conjunction with the Boston University School of Medicine and The Conversation Project, the IHI Open School offers this course to introduce students and health professionals to basic skills for having conversations with patients and their families about end-of-life care wishes.

This course will also help you develop skills to have conversations with patients and their families about their preferences for care at the end of life. As part of developing these skills, the course invites you to “have the conversation” yourself, with a family member or other loved one.

Click here to view resources related to this course.

Note: This course is not required for the Basic Certificate of Completion.

The estimated time to complete this course is 1 hour 30 minutes.

Type of Activity: Knowledge
Release Date: 2/5/2014
Last Updated Date: 11/8/2017

View user comments

Lessons

☐ Lesson 1: Conversation: An Essential Element of Good End-of-Life Care
☐ Lesson 2: The Conversation Begins with You
☐ Lesson 3: Understanding and Respecting Your Patients’ Wishes
Resources: Guidance

- Conversation Ready White Paper
- CMS billing guide
- Monthly coaching calls/quarterly community planning or speaker trainings
  - Community Planning 101, 6/20 at 3 pm ET
1. **Engage** with our patients and families to understand what matters most to them at the end of life
2. **Steward** this information as reliably as we do allergy information
3. **Respect** people’s wishes for care at the end of life by partnering to develop shared goals of care
4. **Exemplify** this work in our own lives so that we understand the benefits and challenges
5. **Connect** in a manner that is culturally and individually respectful of each patient
“Our ultimate goal, after all, is not a good death, but a good life to the very end.”

– Atul Gawande
A Soul Doctor and a Jazz Singer

Lachlan Forrow M.D.
Director of Palliative Care Programs at Beth Deaconess Medical Center
Questions?

Patty Webster
pwebster@ihi.org

www.theconversationproject.org