History of the Palliative Care Movement

And Our Next Steps

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Imagine a world in which people of all ages live well in the face of serious illness.
### 1940s

#### SOCIETY
- WWII
- Pearl Harbor
- Rationing

#### HEALTHCARE
- Epidemics
- New drugs
- Centers for Disease Control
- Medical specialization
- Employer sponsored health insurance

#### SERIOUS ILLNESS
- Casualties of war
- Optimism about cures
### 1950s

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<thead>
<tr>
<th>SOCIETY</th>
<th>HEALTHCARE</th>
<th>SERIOUS ILLNESS</th>
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<tr>
<td>• Post-war expansion</td>
<td>• Federal funding</td>
<td>• Pope Pius XII:</td>
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<td>• Cold War military-industrial complex</td>
<td>• Medical research</td>
<td>• Ordinary vs extraordinary</td>
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<td>• Baby boom</td>
<td>• Hospital expansion</td>
<td>• Double effect</td>
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<td>• Polio vaccine</td>
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<td>• Ventilators</td>
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<td>• Organ transplants</td>
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<td>• Cardiac advancements</td>
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<td>• DNA structure</td>
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1960s

**SOCIETY**
- Political and social unrest
- Movements and rights
- Counterculture
- Economic growth

**HEALTHCARE**
- ESRD Hemodialysis
- CPR
- Ventilators
- ICUs
- Chemotherapy
- Medicare & Medicaid

**SERIOUS ILLNESS**
- Death is failure
- Cecily Saunders
- Elizabeth Kübler-Ross
  *On Death and Dying*
1970s

**SOCIETY**
- Me Decade
- Oil & energy crisis
- Watergate
- Stagflation
- Technological advances
- Consumer movement
- Fitness movement

**HEALTHCARE**
- Growth of Healthcare
- MRIs and CAT scans
- Informed consent
- Tuskegee Study
- Roe v Wade

**SERIOUS ILLNESS**
- Karen Ann Quinlan
- Living Will laws
- Hospice in US
Question

As you think about this time period – in the context of you, your family and your community – what stands out to you?
### 1980s

#### SOCIETY
- Yuppies
- Latchkey kids
- Consumer safety
- Personal computer
- Berlin Wall

#### HEALTHCARE
- Healthcare = business
- DRGs
- Baby Fae
- Rights of parents

#### SERIOUS ILLNESS
- AIDS epidemic
- Hospice benefit
- Hospice accreditation
- DNR orders
- Withdrawing & withholding treatment
### 1990s

#### SOCIETY
- Cold War ended
- Desert Storm
- Digital technology
  - Internet
  - Google
  - Y2K
- Smoking bans

#### HEALTHCARE
- Healthcare reform failure
- HIPAA & CHIP
- Medicare fraud
- Evidence-based medicine
- Cloning & stem cell therapies
- Baby K

#### SERIOUS ILLNESS
- Nancy Cruzan
- Patient Self-Determination Act
- ADs in all 50 states
- SUPPORT study
- 1st IOM report
- CCCC created
2000s

**SOCIETY**
- 9/11 attack
- Iraq and Afghanistan wars
- CA energy crisis
- Hurricane Katrina
- Recession and housing market crash
- Obesity epidemic
- Cell phones and email
- Social media

**HEALTHCARE**
- Human genome
- HIV cocktail
- Disease management
- Transitions in care
- Telemedicine
- Medicare Part D

**SERIOUS ILLNESS**
- Bill Moyers series
- IOM Report on pediatrics
- National Consensus Project
- Terri Schaivo
- Nick Snow law
- Palliative care board certification
- National Healthcare Decisions Day
- Inpatient palliative care
- POLST Spreads
2010s

**SOCIETY**
- Virtual connection combined with local presence
- Majority minority
- Increased informality
- Smart phones
- News sources
- Global Warming
- President Trump

**HEALTHCARE**
- Affordable Care Act
- Death panels
- Telemedicine
- Stem cell research
- Targeted cancer therapy
- Minimally invasive surgery
- Bionic limbs

**SERIOUS ILLNESS**
- Death cafés and more
- Media coverage
- Let’s Get Healthy California
- IOM Report
- ACP billing codes
- SB 1004
- End of Life Option Act
Question

What changes have you seen – from the 1980s to today – that impact the palliative care movement?
C CCC In Action

PUBLIC
• Humans of Palliative Care
• What is Palliative Care

CROSSOVER
• Decision Aids
• Mental Health
• POLST eRegistry

HEALTHCARE DELIVERY
• Pediatric Palliative Care transition
• CAIC Consensus Standards
• SB 1004 implementation
Palliative Care: Good Medicine
Question

Can you think of ways that you might use this video? Jot them down.
CCCC and Public Policy

- Authority of surrogate
- Opioid legislation
- Pediatric Palliative Care
- Release collected data
- PCHETA
You are part of the movement!