Empowering Patients as Palliative Care Ambassadors: Experiences, Tips and Templates
Housekeeping

- This webinar is being recorded.
- Information on how to access the recording and slides from this webinar will be emailed to you in the next few days.
- Post questions in the chat or Q&A box at any time.
- Questions will be answered at the end of presentations.
Today's Facilitator

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Coalition for Compassionate Care of California

- Founded in 1998
- Collaborative of thought leaders representing healthcare providers, systems, consumers and government agencies
- Committed to improving end-of-life care, and foster change in the areas of system, professional and cultural readiness
- Our vision is to create a community where people explore their wishes for care towards the end of life, express those wishes, and have their wishes honored.
Acknowledgment

This project and webinar were funded through a Eugene Washington PCORI® Engagement Award. It is part of a portfolio of projects approved for PCORI funding to develop a skilled community of patients and other stakeholders from across the entire health-care enterprise and to involve them meaningfully in every aspect of PCORI’s work and dissemination of PCORI funded research.

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Transforming Care by Engaging Patients as Palliative Care Ambassadors

The goals of the project were to:

• Recruit and train a small team of "e-Patient Ambassadors" to work together to craft and disseminate information about palliative care, advance care planning and person-centered health care.

• Create and disseminate a toolkit of best practices to help all patients and advocacy organizations share information about palliative care, advance care planning and person-centered services.
Today's Presenters

Grace Cordovano    Sharon Hall    Mary Millard    Shelly Reinhart    Selene Seltzer
e-Patient Ecosystem

e-Patients are individuals who are equipped, enabled, empowered, and engaged in their health and health care decisions.

- Health Professional
- e-Doctors
- Thought leaders
- Moderately engaged
- Basic online engagement
The Authentic Patient Voice
Experiences

e-Patient Ambassadors
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Lessons Learned

What CCCC learned…
A Replicable Toolkit

e-Patients as Communications Ambassadors: A Guide for Creating and Maintaining an Effective e-Patient Communication Plan

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A Replicable Toolkit

1. Building a Team

2. Creating a Campaign

3. Sample Campaign Tools and Resources

Available at
In Light of COVID-19

COVID Conversations and patient-centered care
COVID-19 Conversations Toolbox

coopitionccc.org/covid-conversations-toolbox/

The COVID-19 pandemic makes the threat of becoming seriously ill or dying a frightening reality — and greatly emphasizes the need to know each patient’s values and wishes regarding treatment options. Conversations around serious illness and medical treatment options can be very empowering, patients are often relieved to be asked about their values and wishes, family members avoid the anguish of guessing what the patient would want, and medical providers can more confidently in providing patient-centered care.

The Coalition for Compassionate Care of California is the respected voice for advance care planning and palliative care in California, with nearly 20 years of experience in creating a range of resources and educational materials to support healthcare providers and consumers. We’ve gathered together some of our best resources, as well as those of other respected leaders, in this COVID Conversations Toolbox to provide easy access and support for healthcare providers and consumers as they navigate decision-making during these challenging times. We will be regularly updating this resource as additional materials are developed or identified.

**Conversation Tools**

Decision aids, COVID-specific scripts, conversation tips, and other tools to help facilitate conversations about care during serious illness and COVID-19.

**Advance Directives**

Downloadable advance directive forms, tools and resources to support treating advance directives.

**POLST**

Physician Orders for Life-Sustaining Treatment (POLST) form, FAQs, best practices, and other POLST resources.
Q&A

Post questions in the chat or Q&A box to the right of your screen.