

## Assessing Progress in End-of-Life and Serious Illness Care

National Academy of Medicine

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### Public Education & Engagement

#### NOTES—BREAKOUT SESSION 1

<b>Barriers</b>		
<ul style="list-style-type: none"> <li>• Resources</li> <li>• Political considerations</li> <li>• Lack of a robust evidence base</li> <li>• Lack of information coupled with persistent erroneous methodology</li> <li>• Persistence of end of life care language</li> <li>• Failure to engage/understand other groups of people</li> <li>• Physicians don't initiate conversation around palliative care early enough</li> <li>• Palliative care is associated with a lack of hope</li> <li>• Lack of capacity to deliver palliative care</li> <li>• Confusion about messaging among professionals</li> </ul>		
<b>Solutions/Opportunities</b>		
<ul style="list-style-type: none"> <li>• Catholic Health Association resources (brochures)</li> <li>• Improve messaging around palliative care, especially for professional vocabulary</li> <li>• Consensus conference to address messaging around palliative care</li> <li>• Improve marketing of palliative care messaging</li> <li>• Facilitate conversations with patients earlier (e.g., when patients see PCP beginning at age 55)</li> <li>• Leverage real world stories about living longer or better due to palliative care</li> <li>• Leverage media, especially popular television shows</li> <li>• Leverage high profile stories, e.g., celebrities</li> </ul>		
<b>Other</b>		
<ul style="list-style-type: none"> <li>•</li> </ul>		
<b>Top Priority Action Items (limit to 3-5)</b>	<b>Actor(s)</b>	
1	Develop a defined, consistent message (a "tagline") about palliative care	Field of serious illness care
2	Develop a coordinated, acceleration strategy to promote care conversations	Advocacy organizations
3	Promote real world stories of individuals living well with serious illness in the media	All organizations working in this area
4		
5		