

Learning Outcomes

After this presentation, you will be able to:

- Identify at least one strategy where collaborative efforts between organizations can be influential in establishing a stronger presence of trained person-centered ACP facilitator resources
- Describe how a trained First Steps ACP Instructor engages with community stakeholders to have a multiplier effect of training many, creating increased access to ACP information and person-centered ACP resources in the community

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Getting started...

- Clinical rotation in clinical ethics consultation
 - *Icahn School of Medicine at Mount Sinai (NYC)*
- Bioethics internship – Inpatient Palliative Care
 - *Ellis Medicine (Schenectady, NY)*
 - *Recognized need to reach people earlier than time of crisis/calamity*
- Certification as ACP Facilitator & Instructor
 - *Respecting Choices™ (La Crosse, WI)*
- Visiting Nurse Service of Northeastern NY

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National/International Publications

- Blue Ribbon poster at Center to Advance Palliative Care (CAPC) National Conference (2017)
- 8 published articles
 - *Journal of Palliative Medicine*
 - *Journal of Ethics, Medicine and Public Health*
- Presentations

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Engage & Strategize

- Community Conversations
 - Developed using RC™ principles
 - Slide show, talking points
 - Handouts
 - Demonstration of tools (Health Care Proxy, MOLST)
 - Outreach to community groups
 - Faith-based groups
 - Civic organizations
 - Men's, women's groups, etc.

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Early Program Data

- Reporting Period: Aug 2014 – Mar 2015

	# of Presentations	# of Participants	# of Completed Evaluations	% Response Rate
Goal	5	40	-	-
Actual	15	208	162	78%

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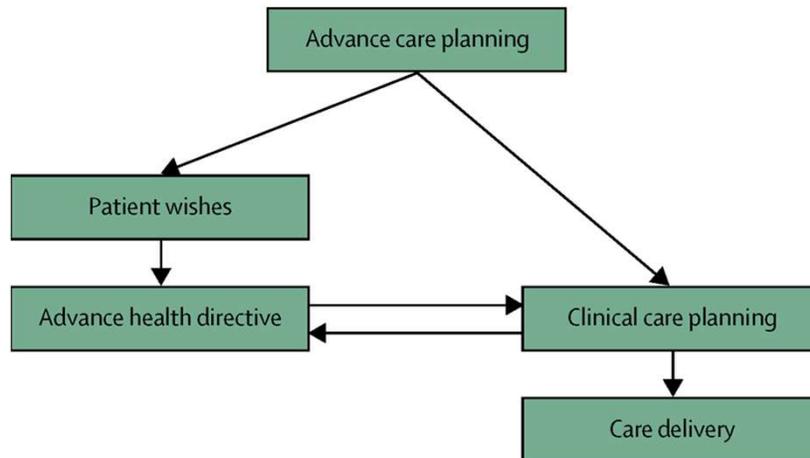
Establish Liaison Relationships

- Burgeoning interest among physicians
- Pilot in General Practitioner's office
 - Leadership commitment, trained the staff
 - Designated on-site hours in his office
 - Met with every patient
 - Discussed Health Care Proxy, Advance Directive, the Conversation
 - Compelling reasons to think about and complete
 - Championed by MD
 - Printed personalized HC proxy forms

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Framework for Planning



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Establish Liaison Relationships

- Student interest (Union College)
- Opportunity for sustained activity
- Benefits:
 - Students fulfill vol. requirement in clinical setting
 - Medical staff not over-burdened
 - Physician gets the HC Proxy & AD in medical record (upstream from illness, in many cases)
 - Patients learn how to have the conversation with loved ones
 - Patients' wishes can be honored – the ultimate goal!

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A Growing Interest

- Inquiries changed direction
- Colleagues shared the success, enthusiasm
- Caught attention of stakeholders
- Scheduled training events
 - For groups at large
 - For private medical offices, personnel

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Stakeholders

- Hospital systems
- Programs within the Hospital systems
- Other
 - Individual physician groups
 - NHDD – NYS Dept. of Health, Commissioner's Office
 - Healthcare Coalition (Insurance Co., Universities, Hospitals, EMT/Ambulance)

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Securing Funding

- Local grants
 - Provided \$\$\$ to purchase Respecting Choices™ materials, handouts
- Support from NYS Delivery System Reform Incentive Payment (DSRIP) Program
 - Provided \$\$\$ to member organizations to provide education...aka RC™ First Steps Facilitator Certification

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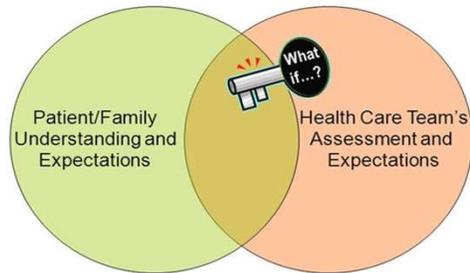
Why ACP is Important – Points to Stress for Leadership Buy-In

- American Academy of Physicians
 - One of the top **high-quality, low-cost** interventions for providers for increasing patient satisfaction, and can lead to:
 - **More efficient allocation of resources**
 - **Reduced admissions**
 - Improved facilitation of skilled nursing facility transfers
 - Reduced provider stress
 - Proper use of MOLST
 - Improved patient & family satisfaction

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Essential Conversations



The Quadruple Aim

The Missing Aim



Adapted from graphic by Cardiac Interventions Today

Strategic Model

- Opportunity to be on the cutting edge of culture change
- 3 principles steer the activities and scope
 - **Availability**: bringing this to people who need it
 - **Accessibility**: tools to get started, easier access to advance directives
 - **Awareness**: engagement events

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Strategic Plan – Key Components



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Approach - People

- Physician engagement & alignment
 - Introduce concept and plan
 - Kick-off next steps presentation (ex. Primary care)
 - Identify clinicians for pilot
 - Develop tactical schedule for pilot

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Approach - Productivity

- Determine format of trainings
 - General education focus, ACP facilitator certification, non-certification, topical in-services, etc.
 - Identify materials to be used in training
 - PP
 - Handouts
 - Scripts
 - Etc.

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Approach - Quality

- Measurements/Outcomes
 - Determine summary of what success looks like
 - # of MD offices engaged, # ACP trainings, # clinicians trained
 - # patients engaged, # ADs prepared, #ADs in record
 - Develop tracking tools
 - Develop plan to report outcomes

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Approach - Growth

- Marketing plan for engaging groups beyond the pilot
 - Develop plan to publish outcomes
 - Collect testimonials
 - Develop sustainability strategy
 - Establish speakers bureau
- Balanced Scorecard (visual assessment of progress)
- Performance Improvement Plan
- Implementation of timeline

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Trained & Certified

- **280+ clinicians trained as ACP Facilitators** (6/2017 - 9/2018)
 - To start the conversation with patients, in their offices
 - To help patients complete HC Proxy and AD paperwork
 - Answer questions
 - MDs, PAs, NPs, RNs, LPNs, MSWs, Chaplains
 - 3 hospital systems
- **Gateway to conversations with patients when prognosis changes**
 - Logical progression of conversation
 - Understanding what matters most to each patient
- **Hospitalists and Medical Residents**
 - Compelling reasons to start the conversation with your patients