

## Making the Case for the C Suite PPC Saturday Session Notes

Using Leadership Insights and Strategic Resources  
To Put Your Pediatric Palliative Care Program in Prime Time



### **We all have a role in making standard of practice the reality.**

“If you want to care for children in a quality way today, PPC has to be part of the standard of practice.”

### **Core to Case Making: PPC = Quality Care**

- Family Support and Satisfaction
- Staff Support and Satisfaction
- The Business Case – Emphasize QUALITY
- Standard of Practice Trend

### **Action Steps**

- 1. Channel family gratitude** to all key audiences to demonstrate program value through personal narratives – try the thank you note satisfaction strategy and involve family advisors/feedback in your planning
- 2. Put PPC on the map.** Participate in the National Registry annually and use the comparative reports to help in making your case
- 3. Leverage these leadership quotes.** Use these findings to educate your own administration, development office, potential referral sources and partners
- 4. Harness every opportunity.** Think of every conversation as an opportunity to gracefully and firmly educate audiences about PPC and its value proposition that emphasizes *quality*
  - Get yourself on the Patient Safety Committee
  - Present at Medical Staff Executive Committee
  - Any other high impact opportunity

## **Children’s Hospital Leader Quotes**

### ***Palliative Care Trending as Standard of Practice***

“How can you have a hospital caring for children with catastrophic illness without providing palliative care?” – *St. Jude SVP Pat Flynn, MD*

“By definition if you have one of the top 10 children’s hospitals in the country, you should have a strong PPC program because that would represent the complexity of the patients you take care of and the quality of the care you are providing.” – *BCH COO Kevin Churchwell*

“There’s a strong rationale for hospital investment in PPC because it fosters effective communication, enhances quality care, and improves the patient and family experience – **this really is an investment in delivering high quality care.**” – *CHOP Physician-in-Chief Joe St. Geme*

“Regardless of whether it generates a lot of revenue, it’s just mission critical. Families need it, critically ill children, children with chronic disease, children with complex medical problems, they all need it. It’s absolutely essential to their recovery, to their health, in some cases to death with dignity. It’s one of those ‘gotta do’ things.

**It’s not optional. It’s mandatory.** – *Texas Children’s Department Chair Mark Kline*

“Top US News and World Report ranked children’s hospitals all have PPC programs. Even absent an explicit indicator, the message is that **you can’t be a topnotch program at the pinnacle without having a PPC program in place.**” – *Texas Children’s VP Nursing Jackie Ward*

“Palliative care is the entity that comes forward and asks the right questions. I’m not saying other staff won’t come to the fore and make everything ok, but boy, **palliative care is an insurance policy and I don’t know how a hospital would meet their mission without having that service.**”  
– *Akron Children’s Hospital CEO Bill Considine*

“If you ever have any doubt about the value of this program, believe me, there are families that I’ve met, and two minutes into that conversation, for you to say there’s not value in palliative care would be impossible.”  
– *Akron Children’s Hospital CEO Bill Considine*

### **Prevent Burnout**

“There are inherent rewards in practicing, but also stresses. PPC makes that inherent stress better and that support is a very helpful element of preventing burnout among staff. “  
– *CHOP CEO Madeline Bell*

“Palliative care is part of our ongoing sensitivity to our staff and the stresses they feel.”  
– *CHLA Trustee Roberta Williams*

“Can we put a value on the service in terms of what it means relative to healthcare costs and other kinds of things? For example, if PPC has a **positive effect on your workforce and lessens their stress, reduces burnout, and maybe reduces turnover**, there are some dollar savings there. My gut tells me it’s there, but I’ve not been able to quantify it.”

– *Akron Children’s CEO Bill Considine*

### **Resources**

1) PPC Field Guide

- <https://www.capc.org/topics/pediatric-palliative-care/>

2) Leadership book authored by Akron CEO

- <https://www.amazon.com/Leadership/dp/0998020702>

3) Public opinion research summary from CAPC with key messaging guidance

- [https://media.capc.org/filer\\_public/18/ab/18ab708c-f835-4380-921d-fbf729702e36/2011-public-opinion-research-on-palliative-care.pdf](https://media.capc.org/filer_public/18/ab/18ab708c-f835-4380-921d-fbf729702e36/2011-public-opinion-research-on-palliative-care.pdf)

4) National Palliative Care Registry™ PPC survey and reports

- <https://registry.capc.org>
- <https://palliativeinpractice.org/palliative-pulse/palliative-pulse-july-2017/spotlight-pediatric-palliative-care-national-landscape-hospital-based-programs-2015-2016/>

5) The CAPC PPC Toolkit: online tools and technical assistance for program development and expansion available to members in CAPC Central™

- <https://www.capc.org/membership/capc-central/>

6) Policy Items:

- DE Meier, AL Back, A Berman, SD Block, JM Corrigan, RS Morrison. A National Strategy for Palliative Care. *Health Affairs*. 2017;36(7):1265-1273.
- Patient Quality of Life Coalition website: <http://patientqualityoflife.org>

Rebecca Kirch

[Rebecca.kirch@npaf.org](mailto:Rebecca.kirch@npaf.org)