



Leveraging Palliative Care to Support Employer Relations

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Background

- Employer benefits professionals often serve as gatekeepers for healthcare:
 - Select payer arrangements that cover certain centers or care
 - Direct employees toward specific sites or elements of care
- Cancer care ranks high in employer healthcare costs and cause for missed work days
- Employers express interest in understanding how to improve cancer care while managing its cost
 - Control expenditures overall
 - Optimize outlays to support best employee outcomes
 - Enhance employee functionality and ability to work
- National guidelines for best cancer care support inclusion of team-based Supportive/Palliative Care throughout the spectrum of care to:
 - Minimize patient symptoms and distress
 - Optimize function and quality of life
 - Reduce costly ER visits and hospitalizations
- Such emphases mesh well with employer imperatives

Methods

- In the spring of 2018, Moffitt Cancer Center sought to develop important relationships with employers and educate about optimal care, with the goal to grow referrals to the center
- A half-day employer engagement event was planned to inform, guide and discuss critical constituents of cutting-edge quality cancer care
- To establish content aligned with employer priorities for the event, a pre-event survey and interviews were conducted with Tampa Bay region Human Resources executives and senior leaders, medical directors, risk managers and employee benefits experts from a number of large companies, school districts and government agencies
- Based upon pre-event survey responses, an interactive multidisciplinary panel, *including a patient*, presented and facilitated event discussion
- Intra-event verbal feedback was elicited and recorded
- Post-event feedback was collected

Results

- The well-attended event included discussion of best goal-oriented on-treatment Supportive/Palliative Care
- Topics included clinical care pathways that embed Supportive care, use of patient reported outcomes tools to guide interventions for relief of symptoms and distress, and interdisciplinary Supportive/Palliative Care delivery modalities to enhance employee wellbeing, quality of life and return to work during treatment
- Employer feedback regarding the event was very positive and another larger event to further cultivate relationships is scheduled for spring, 2019

Conclusions & Next Steps

- Customized employer engagement event content is important for event success
- An open interactive discussion format is best received
- Describing services to support and optimize patient well-being, function and return to work are key
- Event collaborators and leadership gained increased recognition of the important role played by Supportive/Palliative Care in employer engagement
- Employer feedback will be included in the ongoing design of Supportive/Palliative care program offerings
- The next event will include further presentation of Supportive/Palliative Care innovations that support patient well-being during treatment and flexible modalities to deliver care to help avoid missed work