

Palliative Care Partnerships: Leveraging Collaboration to Improve Access to Community Based Palliative Care

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Join us for upcoming CAPC events

Upcoming Webinars:

- Reaching the Tipping Point with Diane E. Meier *Open to Non-members
 - January 10, 2019 at 12:30pm ET
- The Administrative and Clinical Dyad: Clarifying Roles and Prioritizing Effectively Together with Amy Frieman, MD, MBA, FAAHPM and Kelly Morse Nowicki, MA
 - January 22, 2019 at 1:30pm ET

Virtual Office Hours:

- Home-Based Palliative Care: Program Design and Program Expansion with Donna Stevens, MHA
 - December 12, 2018 at 12:00pm ET
- Improving Team Effectiveness with Andrew E. Esch, MD, MBA and Tom Gualtieri-Reed, MBA
 - December 13, 2018 at 4:00pm ET

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Disclosure Statement

- Melanie Marien
 - no financial disclosures
- Barbara Sutton
 - no financial disclosures

Session Outcomes

- How to identify post acute care (PAC) partners in your region to improve patient care, CBPC awareness, and access
- Identify opportunities and barriers to the integration of CBPC with PAC partners
- How to identify and leverage PAC partners to identify the right patients at the right time for CBPC

Understanding the Community

- How many of you live in the area where you work?
 - We often do not drive or commute into our work territory other than to see patients, and do not have an understanding of the service needs and provisions.
- How many of you live in the area where your patients/caregivers live?
 - We do not always see beyond the homes we go into.

Understanding the Community

- Research what resources are available for and used by your patients
- Neighbors, businesses, service providers may not be aware of your CBPC program, while serving many of the same people
- Be prepared to introduce your services with an “elevator speech”
 - Share your business card or brochure

CAPC has resources on mapping your community

Understanding your Community

→ How many of you are confident that you know of and have access to the resources that can best help you meet the needs of your patients and their caregivers/families?

Understanding Community Resources

- Helps to understand:
 - Community culture
 - Services
 - Population
- Matches palliative care service to community need
- Helps expand palliative care development

Partnerships and Payment

- When you are building your introduction and plan, remember that all service providers are squeezed financially
 - They may ask “Why make this effort?”
 - “Who pays for this?”
- CBPC is not a cost burden to other programs and will help them grow and innovate

The Importance of Community Partners

- Collaborate with PAC partners
 - To help identify gaps in care
 - They will know who needs more support
 - To identify patient populations who can benefit from CBPC
 - To provide a wider safety net of resources for patients
 - To demonstrate value
 - To expand partnerships

The Importance of Community Partners

→ Each community service provider has a unique view of the population that they serve.

What Make a Strong Partnership

- Common goals
- Mutual benefit
- Trust
- Open communication
- Collaborative effort to improve processes for both sides
- Develop strategies together
- Learn together & set expectations

Community Partners

- Which organizations do you want to collaborate/partner with?
 - Who do you know?
 - Who do you need to know?
 - How do you reach out/engage them?

- How do you know that the organizations/people are providing quality services?
 - Ask key gatekeepers in the community
 - Ask your patients

Potential PAC Partnerships

- Population health models of care
 - Risk stratified approaches to patient care
- Home health agencies
- Utilization management companies
- ALFs, LTC facilities & SAR
- Primary care, specialists, medical homes
- Audiology, podiatry, dentistry, optometry
- Care managers
- Hospice agencies

Community Partnerships

- Family member and caregiver support groups
 - Dementia, Cancer/survivors, Parkinson's
- Parish nurses
- Support organizations:
 - MOW, transportation
- Community health councils
- Addiction help
- Elder law attorneys
- Area councils on aging

How do you choose who to partner with?

- What is available in the area?
- What is lacking?
- Who is trying to fill those gaps?

Every town, city, and locale will have different services and providers.

How to choose your partners

- Talk with them
- Learn their goals in serving the community
- Understand their needs
 - Which patients/clients keep them up at night?
 - Do they struggle to provide what their clients need?
 - Define/discuss how palliative care help them
- Agree to start more formal talks about a partnership

CBPC Partnership Development

- Identify complimentary resource or skill
- What are your common goals?
- Define what success looks like
 - Patient satisfaction
 - Re-admission impact
 - Cost savings
 - Utilization data

Partnership Needs

- Communication about patient care is paramount
 - Integrate with Electronic Health Records (EMR)
 - Is there a Health Information Exchange (HIE)
 - Clinical team introductions and integration
 - Clinical conference calls to review patients
 - Peer: Peer

Collaboration

→ Process centered

- When an issue is identified, who will take responsibility?
- What process will be followed to avoid repeating it?
- How will this be shared among the team?

CBPC Partnership Development Needs

- Clarify accountability
 - Operations
 - Clinical delivery & success
- Recognize potential barriers
 - Organizational
 - Legal requirements
 - Processes
 - COMMUNICATE!!

CBPC Partnerships

- Use resources and outcomes to innovate
 - Expand partnerships
 - Demonstrate value

Partnership Needs

→ Recognize Potential Barriers

- Lack of understanding about differences between PC and hospice
- Fear of losing their patient
- Payment conflicts

Being a Good Partner

- Always be open to listening and learning
- Be curious about their business
- Don't dictate or define; share information and develop together

Is this Successful?

- How will you know if the partnership is working?
- What will you do if they say it is not?

Summary

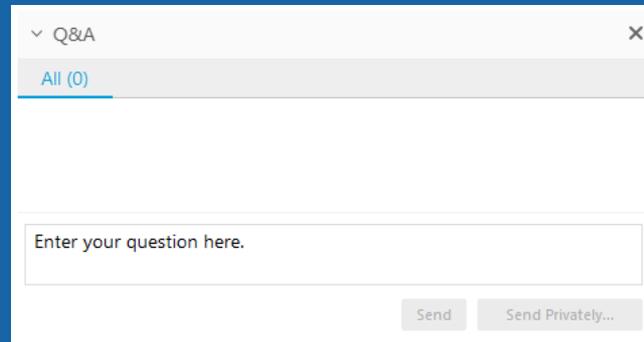
- Understanding the Need: What are the needs of your patients and caregivers?
- Prioritizing Areas of Focus: Where do you start and how do you prioritize?
- Identify PAC Partners & Community Resources: How do you partner and build the relationship?
- Connecting and Tracking: How do you know if things are working?

Coming together is a beginning; keeping together is progress; working together is success.

Henry Ford

Questions?

Please type your question into the questions pane on your WebEx control panel.



The image shows a screenshot of the WebEx Q&A interface. At the top, there is a header with a dropdown arrow and the text 'Q&A', and a close button 'X'. Below the header is a section labeled 'All (0)'. The main area contains a text input field with the placeholder text 'Enter your question here.'. At the bottom right of the input field are two buttons: 'Send' and 'Send Privately...'.

Thank you!