

Effective Communication: Navigating delicate conversations



Harriet Warshaw
Executive Director
The Conversation Project



Patrice Sminkey
Chief Executive Officer
Commission for Case Manager Certification (CCMC)

Agenda

- Welcome and Introductions
- Learning Objectives
- **Patrice Sminkey**, CEO, the Commission
- **Harriet Warshaw**, Director, The Conversation Project
- Question and Answer Session

Audience Notes

- There is no call-in number for today's event. Audio is by streaming only. Please use your computer speakers, or you may prefer to use headphones. There is a troubleshooting guide in the tab to the left of your screen. Please refresh your screen if slides don't appear to advance.
- Please use the "chat" feature below the slides to ask questions throughout the presentations. We will pose questions after the presentation and will address as many as time permits.
- A recording of today's session will be posted within one week to the Commission's website, www.ccmcertification.org
- One continuing education credit is available for today's webinar only to those who registered in advance and are participating today.

Learning Objectives Overview

After the webinar, participants will be able to:

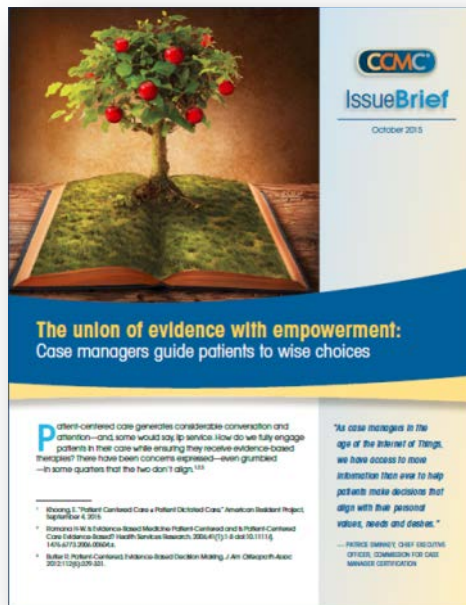
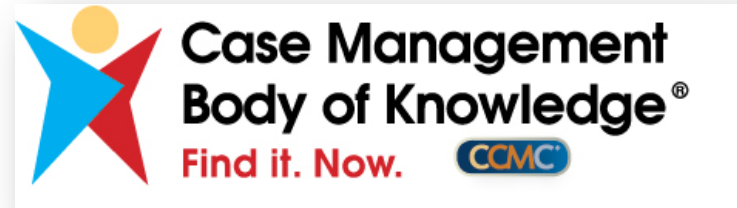
- Discuss the benefits of implementing structured end-of-life communication for patients, in terms of social/emotional, financial and clinical outcomes.
- Demonstrate an understanding of the five "conversation ready" principles identified by the Institute for Healthcare Improvement: Engage, steward, respect, exemplify and connect.
- Examine and evaluate results of at least one pilot project to measure results and operationalize stewardship of records, thereby demonstrating respect for individual end-of-life care wishes.

Introduction



Patrice Sminkey
Chief Executive Officer
Commission for Case Manager Certification

- Webinars
- Certification Workshops
- Issue Briefs
- Speaker's Bureau



We need to talk.



28% of home health care patients



65% of nursing home patients



88% of hospice care patients



65-76 % of physicians unaware of their patients' advanced directives.

New reimbursement for conversations



Effective Communication: Navigating delicate conversations



**Harriet Warshaw
Executive Director
The Conversation Project**

The Conversation Project



Harriet Warshaw
Executive Director

CAN'T WE TALK ABOUT
SOMETHING MORE PLEASANT?

-Roz Chast

Welcome

"When you talk about dealing with people who are nearing the end of their life and their family members, the work that we do stays with them forever.

It's the same way that people tell stories about the birth of their children, they also tell stories about the death of a loved one.

And I just feel like you have one chance to do it right."



- Julie Knopp, NP, Palliative Care,
Beth Israel Deaconess Medical Center

The Problem is Clear

"We've been wrong about what our job is in medicine. We think our job is to ensure health and survival. But really it is larger than that. It is to enable well-being...Whenever serious sickness or injury strikes and your body or mind breaks down, **the vital questions are the same:**

What are your fears and what are your hopes? What are the trade-offs you are willing to make and not willing to make? And what is the course of action that best serves this understanding?"

- Atul Gawande, *Being Mortal*

"We have so medicalized death. We have to make sure we sit down with a patient as a human being and understand what's important to them as a human being and then make sure that's at the center of every decision."

— Lachlan Farrow, Dir. of Ethics Support Services, BIDMC



Stern family circa 1962

Share a time when you experienced a
“Good Death”
Either with a loved one or a patient....

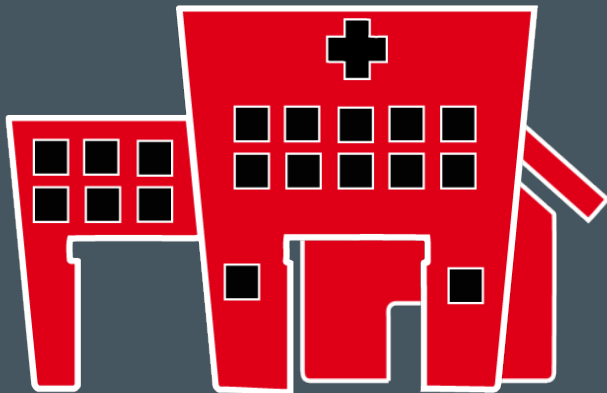




A public engagement campaign dedicated to assure
that everyone's wishes for end-of-life care are
expressed and respected.

the conversation project

70%



ACTUALLY DIE IN THE HOSPITAL
WANT TO DIE AT HOME.



MASS CALIFORNIA

80%



HAVE HAD A CONVERSATION WITH THEIR DOCTORS
WANT TO TALK WITH THEIR DOCTORS.

90%



THINK IT'S IMPORTANT
TO HAVE THESE CONVERSATIONS.
HAVE ACTUALLY DONE SO

What Matters
to Me

Public
Awareness/Community
Engagement

AS WELL AS

Health Systems
Transformation

What's the
Matter with
Me

Strategy for Creating Cultural Change

- **Awareness:** National media campaign and community engagement events
- **Accessible:** Tools to help people get started
- **Available:** Bringing TCP to people where they work, where they live, and where they pray

The Conversation Project is dedicated to helping people talk about their wishes for end-of-life care.



When it comes to end-of-life care, one conversation can make all the difference.

Let's Talk.

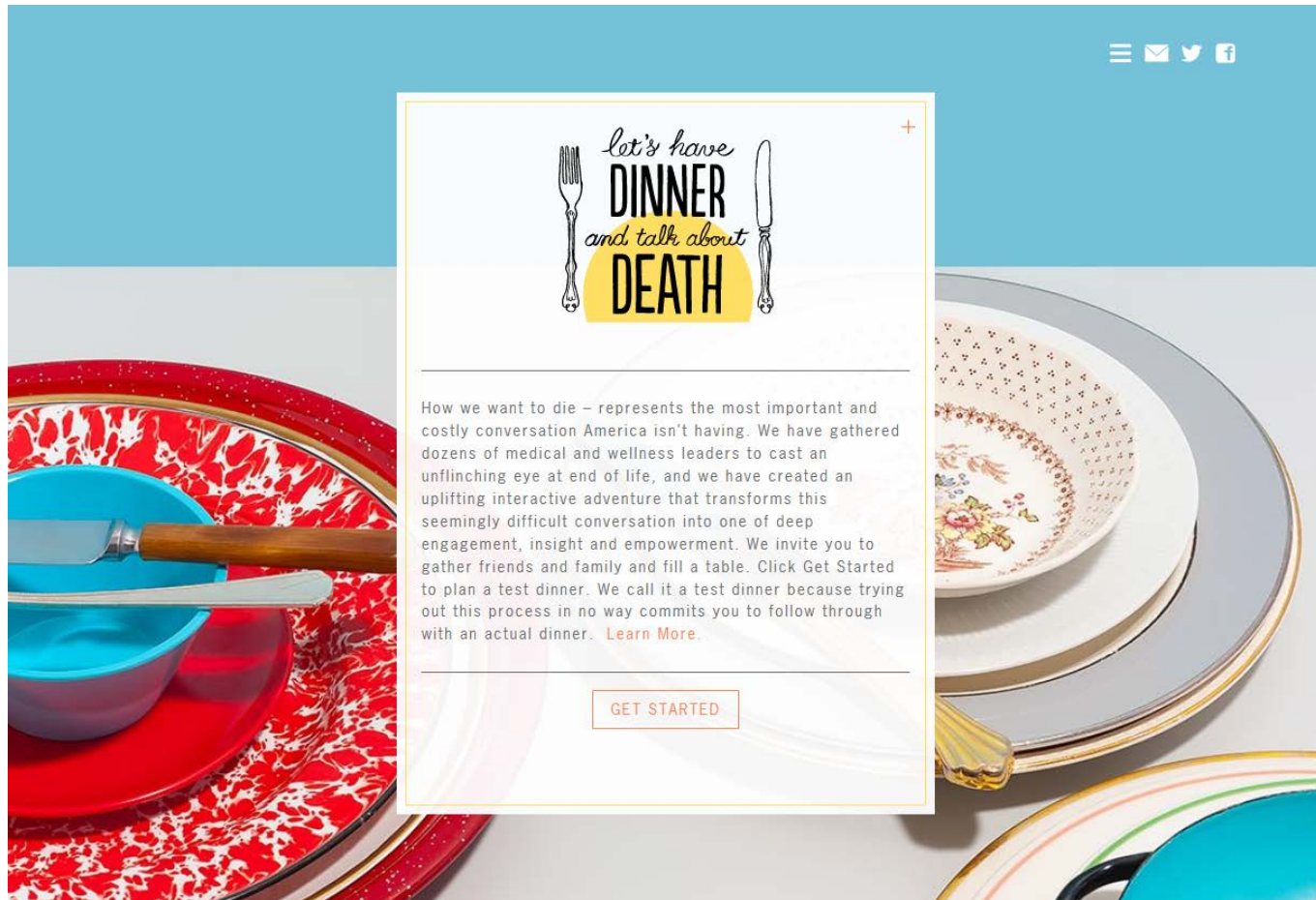
Begin Your Conversation Today.

[starter kit »](#)



We've Had the Conversation. **Have You?**

Awareness: Death Over Dinner



☰ ✉ 🐦 📘

let's have
DINNER
and talk about
DEATH

How we want to die – represents the most important and costly conversation America isn't having. We have gathered dozens of medical and wellness leaders to cast an unflinching eye at end of life, and we have created an uplifting interactive adventure that transforms this seemingly difficult conversation into one of deep engagement, insight and empowerment. We invite you to gather friends and family and fill a table. Click Get Started to plan a test dinner. We call it a test dinner because trying out this process in no way commits you to follow through with an actual dinner. [Learn More.](#)

GET STARTED

Getting the Conversation Started

- Conversation Starter Kit (translations + EMR summary)
- How to Talk to Your Doctor Starter Kit
- Starter Kit for Parents of Seriously Ill Children
- Dementia/Alzheimer's Disease Starter Kit



Your Conversation Starter Kit

When it comes to end-of-life care, talking matters.

CREATED BY THE CONVERSATION PROJECT AND THE INSTITUTE FOR HEALTHCARE IMPROVEMENT

How To Talk To Your Doctor (or any member of your health care team)

The Conversation Project is dedicated to helping people talk about their wishes for end-of-life care.

Talking with your loved ones openly and honestly, before a medical crisis happens, gives everyone a shared understanding about what matters most to you at the end of life. Get the Conversation Starter Kit for help taking that first step. It's available for free at theconversationproject.org.

After you've had the conversation with your loved ones, the next step is talking to your doctor or nurse about your wishes. Again, don't wait for a medical crisis: talking with your doctor or nurse now makes it easier to make medical decisions when the time comes.

Created by The Conversation Project and the Institute for Healthcare Improvement



the conversation project

Our Purpose

The Conversation Project is a national campaign dedicated to helping people talk about their wishes for end-of-life care.

It was founded by Pulitzer Prize-winning Elie Wiesel.

Too many people are dying in ways they wouldn't choose, and too many of their loved ones are left feeling bereaved, guilty, and uncertain.

It's time to transform our culture so we shift from not talking about dying to talking about it. It's time to share the way we want to live at the end of our lives. And it's time to communicate about the kind of care we want and don't want for ourselves.

We believe that the place for this to begin is at the kitchen table – not in the streets, and not only with the people we love, but with everyone. Together we can make these difficult conversations easier. Our goal is to make sure that every person's wishes for end-of-life care are respected and honored.

60%

of people say that making care decisions is too burdensome to "seriously important."

56%

of those who haven't talked about end-of-life wishes.

of those who communicate to the doctor healthcare preferences at all.

One conversation can make all the difference.

Have you had the conversation?

Our History

The Conversation Project began in 2010, when Elie Wiesel and a group of colleagues and concerned media, clergy, and medical professionals gathered to share stories of "good deaths" and "bad deaths" with their own circles of loved ones. They realized that the difference between the two experiences often hinged on whether or not they had had the conversation.

Over several months, a vision emerged for a grassroots public campaign: opening both traditional and new media that would change our culture. The goal is to make it easier to share conversations about dying, and to encourage people to talk now and as often as necessary so that their wishes are known when the time comes.

In order to make this vision a reality, The Conversation Project began to collaborate with the Institute for Healthcare Improvement (IHI) in September 2011. IHI is a not-for-profit organization that has led improvement of health and health care throughout the world. The Conversation Project, which officially launched on August 2012, does not promote any specific preference for end-of-life care. Instead, it seeks to support people as they consider their preferences and share them with those closest to them.

The Conversation Project's conversation is a website that offers users a Conversation Starter Kit, and asks people to submit personal stories to theconversationproject.org, and on Facebook, Twitter, and YouTube. By sparking conversations at the kitchen table – not in the intensive care unit – The Conversation Project hopes it will become easier for people to express their end-of-life wishes in advance and have them respected at the end.

Available: Where People Live, Work, and Pray

- Conversation Ready Communities: 225 organizations in 42 states
- Conversation Ready Companies: Tufts Health Plan, Dow Chemical, Goodyear bringing TCP to their employees
- Conversation Ready Health Systems: 40 systems
- Conversation Sabbath: an interfaith initiative in Boston engaging many faiths

Regional Example: Boulder



Transforming Health Systems

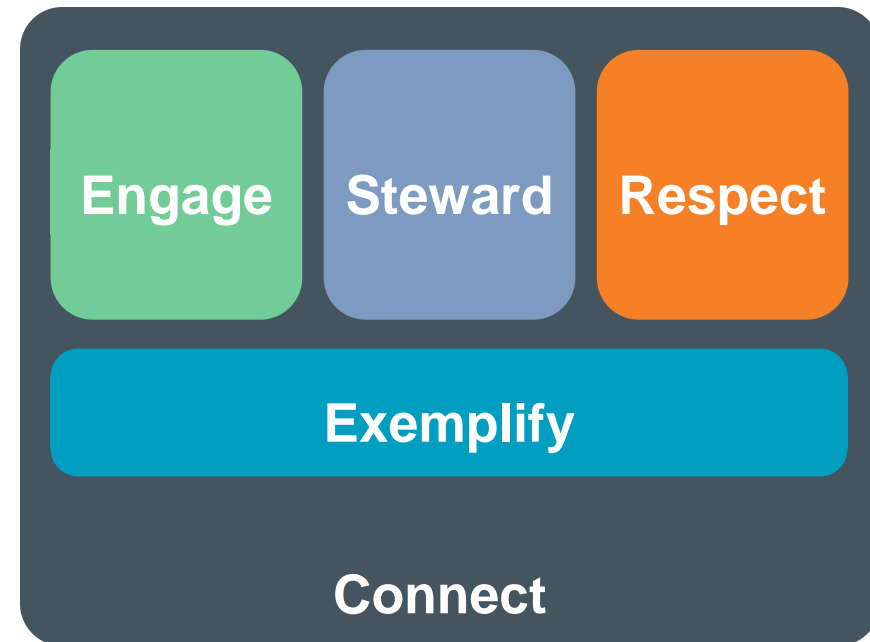
- Institutional Priority
- Quality Improvement Issue – Standard of Care
 - Allergy Analogy
- No Magic Bullet
- Five Principles to Guide ACP

Tools Available

- White Paper
- Open School
- Starter Kits
- Learning Collaboratives

Current Conversation Ready Principles

1. **Engage** with our patients and families to understand what matters most to them at the end of life
2. **Steward** this information as reliably as we do allergy information
3. **Respect** people's wishes for care at the end of life by partnering to develop shared goals of care
4. **Exemplify** this work in our own lives so that we understand the benefits and challenges
5. **Connect** in a manner that is culturally and individually respectful of each patient



Examples

- Virginia Mason
- Care New England
- Beth Israel Deaconess Medical Center
- Merrimack Valley Elder Services



The Starter Kit

Step 2 Get Set

What's most important to you as you think about how you want to live at the end of your life? What do you value most? **Thinking about this will help you get ready to have the conversation.**

- ?** Now finish this sentence: **What matters to me at the end of life is...**
(For example, being able to recognize my children; being in the hospital with excellent nursing care; being able to say goodbye to the ones I love.)

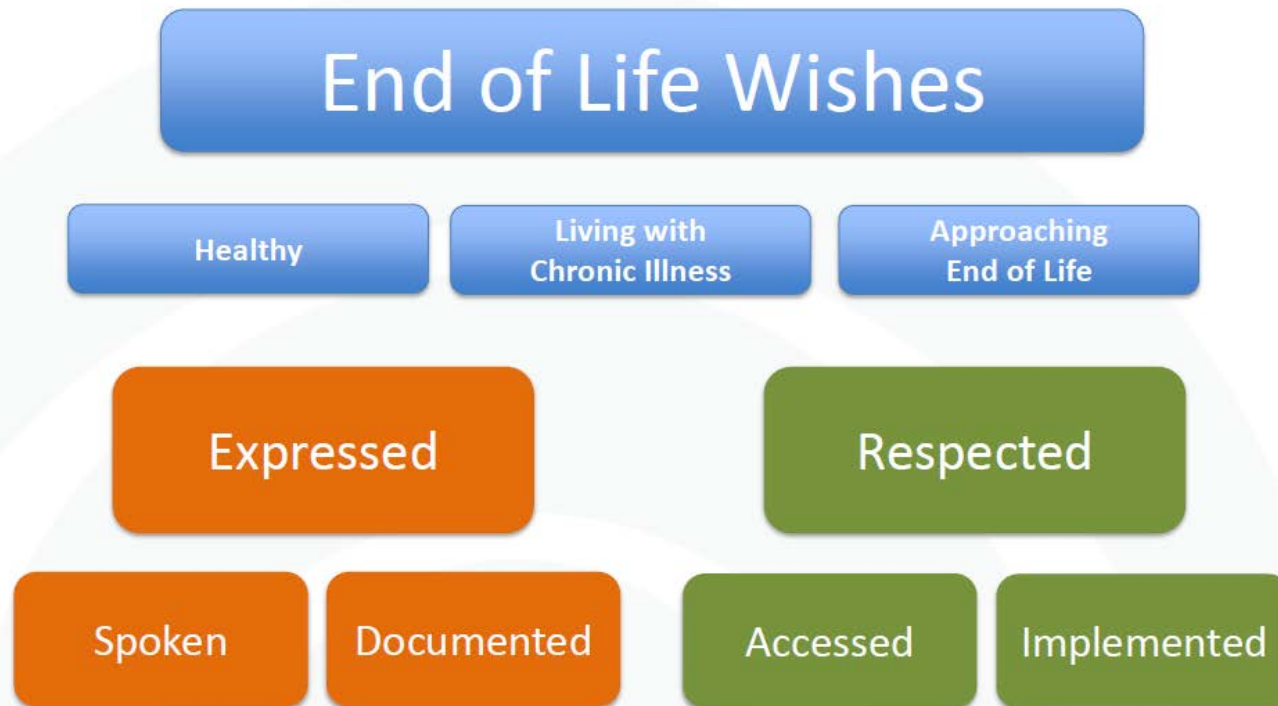
What Matters to Me...

33

- *“I want to say goodbye to everyone I love, have one last look at the ocean, listen to some 90s music, and go.”*
- *“A tingling sensation of sadness combined with gratitude and overflowing love for what I leave behind.”*
- *“Paced (and with enough space and comfort so that I can make it a ‘quality chapter’ in my life). I want time and help to finish things.”*
- *“Without suffering and without reproach.”*
- *“Peaceful, pain-free, with nothing left unsaid.”*
- *“In the hospital, with excellent nursing care.”*



The Conversation Continuum



Discussion Questions

- What do you think the role of your profession is in these conversations?
- What opportunities do you foresee in bringing TCP back to your community/organization?

A Successful Session

- Complete the Starter Kit
- Have The Conversation
- Appoint a Health Care Proxy
- Bring What Matters to Me to Your Organization

Thank you from The Conversation Project

Question and Answer Session



Harriet Warshaw
Executive Director
The Conversation Project

Commission for Case Manager Certification

1120 Route 73, Suite 200, Mount Laurel, NJ 08054

1-856-380-6836 • Email: ccmchq@ccmcertification.org

www.ccmcertification.org



Thank you!

- Please fill out the survey after today's session
- Those who signed up for Continuing Education will receive an evaluation from the Commission.
- A recording of today's webinar and slides will be available in one week at <http://ccmcertification.org>

