

Patient Centered Care

IPRO Initiative Increases Awareness About End-of-Life Care Planning

Helping Individuals Make Informed Choices in Planning End-of-Life Care

The Problem

The Institute of Medicine Report, *Dying in America: Improving Quality and Honoring Individual Preferences near the End of Life*, identifies the need for public education and engagement about end-of-life care planning at the individual, family, and societal levels. Individuals facing serious life-threatening illness and approaching death deserve to receive medical care that is focused on their personal values and goals of care. To achieve their goals, individuals need to plan ahead, know their choices, make sound decisions and share their wishes with loved ones and healthcare professionals. The low rate of consumer engagement in advance care planning and completion of advance directives suggests that a significant percentage of individuals do not fully understand their options concerning end-of-life care, or face other strong barriers to advance care planning. Delivering information, education, and resources to the public and providers about the value of advance care planning and the risks of not designating the right healthcare proxy is essential in order to achieve optimal outcomes.

The Approach

IPRO, in collaboration with the New York State Compassion and Support/ Medical Orders for Life Sustaining Treatment (MOLST) Initiative, offered training and technical support to promote community-based healthcare adoption of MOLST and eMOLST in Nassau and Suffolk counties.

Working with nationally recognized palliative care and end-of-life care expert, Patricia A. Bomba, MD, MACP, IPRO provided training for acute care hospitals, home health agencies, skilled nursing facilities, primary care practices, assisted living facilities, hospices and community organizations on

- The importance of end-of-life-care planning,
- Strategies for communicating wishes to family members and healthcare professionals,
- Terminology used by medical professionals, and
- Realistic outcomes resulting from cardiopulmonary resuscitation (CPR).

A community outreach campaign, with educational sessions targeting multi-cultural, diverse populations, including people with developmental disabilities and those with vision and hearing impairment, was conducted through multi-media platforms to increase public awareness about the urgent need for adults to designate a healthcare proxy and to communicate their preferences about end-of-life care to their family members and healthcare providers.

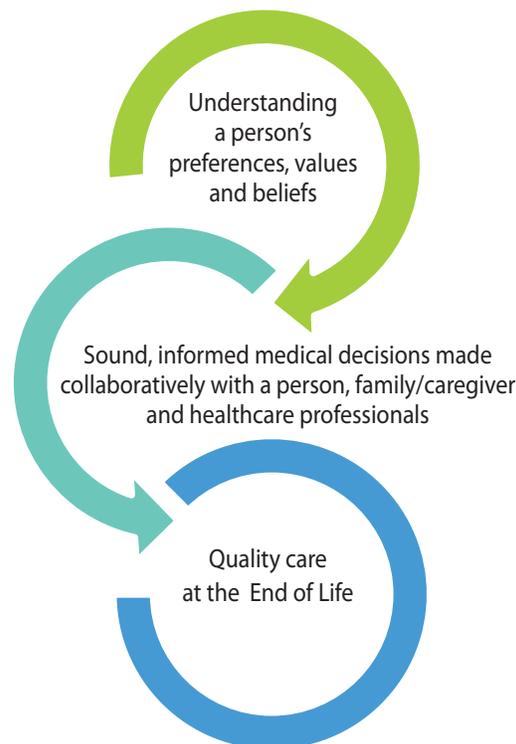


Long Island Rail Road Platform Poster

The Results

IPRO successfully partnered with community organizations and healthcare providers across New York State's Nassau and Suffolk counties to establish a framework for continued implementation of MOLST and eMOLST, along with education for consumers on the importance of advance care planning.

- The roster of patients in the target region with a MOLST in the NYS eMOLST registry increased from 25 at baseline to 843 at the end of the project, representing a 33-fold increase.
- More than 1,800 healthcare professionals received training on "Having the Conversation: MOLST and eMOLST."
- 1,200 consumers received education on the importance of advance care planning and how to have meaningful conversations with family members, caregivers and healthcare professionals.
- A public awareness campaign using billboards on Long Island Railroad commuter platforms delivered messaging about end-of-life planning to seven million individuals.



IPRO brings policy ideas to life

IPRO helps clients realize better health through its organizational competencies. We

- Support state and federal government agency problem solving
- Foster consensus among varied stakeholders for quality improvement action
- Evaluate and select most appropriate methodologies to investigate clinical quality problems
- Facilitate collaborative provider education and action
- Harness information technology to drive quality improvement
- Build and apply quality measures
- Collect and analyze data on large scale
- Create tools to assess performance

"The IPRO Transforming End-of-Life Care Initiative has been a wonderful partner with our Advanced Illness Collaborative to provide educational support and resources across the health system involving ambulatory, hospital based, skilled nursing facility and home care teams."

— Maria Torroella Carney, MD, Chief, Division of Geriatric and Palliative Medicine, Medical Director, Post-Acute Services, Northwell Health; Associate Professor of Medicine, Hofstra Northwell School of Medicine

1. *Dying in America: Improving Quality and Honoring Individual Preferences Near the End of Life.* Institute of Medicine, September 17, 2014
2. *Advance Directives and Advance Care Planning: Report to Congress,* August 01, 2008

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