

# BE ENCOURAGED

You are not alone in your journey to advance palliative care. In this section of the toolkit, hear from experienced health plan palliative care champions who have successfully developed palliative care programs in their organizations.



# LEARN FROM PEERS

Take a moment to watch this video featuring experienced health plan palliative care champions who have successfully developed palliative care in their organizations. Some common themes highlighted in the video include:

## 1 FIND ALLIES

Seek support from within your health plan or collaborate with people from other health plans or organizations. These additional voices will enhance your ability to communicate the opportunities that palliative care provides. Organizations like the Center to Advance Palliative Care, the Coalition to Transform Advanced Care, and state coalitions such as the Coalition for Compassionate Care of California are excellent platforms for connecting with like-minded people.

## 2 CONNECT TO PERSONAL STORIES

Humanize the need for palliative care by linking it to personal narratives. Most people have encountered serious illness in their personal or professional lives. Internal champions can tap into these stories to help health plan leaders understand how palliative care can alleviate unnecessary suffering experienced by people with a serious illness.

## 3 CREATE A SENSE OF URGENCY

Recognize the increasing interest among health plans to address the needs of the highest-cost, highest-need members. Health plans stand to benefit significantly from offering palliative care to a subset of this population, which will continue to grow as the overall population ages.



Watch the video here [→](#)

# THANK YOU

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**For more information,  
please contact us:**



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