

# 4 UPTAKE

## Increase utilization of palliative care.

Uptake of palliative care, along with its associated benefits, only happens when people with serious illness understand what palliative care is, how it can complement their other medical services, and the ways to access it.

Health plans can play a pivotal role in generating and sustaining this demand through community engagement efforts that raise awareness and establish trust in palliative care. They can also educate case managers and health care providers about the benefits of palliative care and implement systems for identifying people who could benefit from these services.

### ACTION ITEMS

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#### THE ESSENTIALS

At the very least, start here →



#### PROGRESSING FURTHER

Take the next steps →



#### SETTING THE STANDARD

Strive for excellence →

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## THE ESSENTIALS

### **Use inclusive eligibility criteria.**

For example, expand the eligible population for home-based palliative care services beyond the minimums specified in Medi-Cal policy guidance.

### **Provide training to clinical and non-clinical plan staff**

regarding the benefits of palliative care, and how to effectively communicate its value.

**Implement a four-part approach** to identify appropriate members:

**Utilize claims and administrative data** to proactively identify individuals with serious diagnoses and unmet symptom burden or insufficient social supports.

**Integrate member identification** into the workflows of plan care managers.

**Collaborate with hospital-based clinicians and staff**, including discharge planners.

**Promote referrals from healthcare providers** who care for a substantial number of seriously ill members, such as oncologists or cardiologists.

**Offer resources that describe palliative care using culturally appropriate phrasing** and, when necessary, in multiple languages.

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## PROGRESSING FURTHER

**Incorporate community engagement activities** into the palliative care strategy, such as regular talks at senior centers, faith-based organizations, adult day programs, and similar settings.

**Assist palliative care providers in marketing their services** to non-palliative care providers within the network.

**Inform other essential groups** responsible for the care of seriously ill members (e.g., hospital discharge teams, oncology practices) about the value of palliative care, the specifics of the plan's program, the referral process, and effective methods for introducing palliative care to patients.



## SETTING THE STANDARD

**Partner with other plans** to conduct community and provider education related to palliative care to maximize reach within markets that have multiple plans.

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Table 4: Resources

TYPE OF RESOURCE	RESOURCES	DESCRIPTION
Toolkit	<a href="#">Care Managers: Addressing the Unique Needs of Patients with Serious Illness</a> (Center to Advance Palliative Care)	Online courses and resources to help care managers meet the needs of members with serious illness.
Online Course	<a href="#">Essential Care Management Training for Health Plans</a> (Care Excellence)	Foundational, advanced, and leadership training for care managers working at health plans. Online and in-person offerings.
Video Series	<a href="#">Introducing Palliative Care Video Series</a> (Coalition for Compassionate Care of California)	Video series and supporting materials to help case managers and clinicians become more comfortable with describing palliative care or responding to common questions or concerns about palliative care when offering it to their members or patients.
Memo	<a href="#">Recommendations for Identifying the Population with Serious Illness</a> (Center to Advance Palliative Care)	Brief description of strategy for a data-based approach to identifying members who might benefit from palliative care.
Online Course	<a href="#">Palliative Care for Care Managers</a> (California State University Shiley Haynes Institution for Palliative Care)	Online course for care managers that introduces palliative care, evidence-based therapeutic approaches, determining who qualifies, and effectively communicating options with members.

# THANK YOU

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



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