Creating A Successful Palliative Care Program
Strategies for success
Defining Palliative Care

Palliative care is specialized medical care for individuals with serious illness...focused on providing them with relief from symptoms, pain and the stressors which accompany serious illness...whatever the diagnosis. An additional focus is assistance with goals of care and advance care planning. The overall goal is to improve quality of life for the patient and their loved ones. Palliative care is provided by a team of Physicians, Nurse Practitioners, Registered Nurses, Social Workers and other Specialists who consult with the patient’s physicians and health care providers to provide an extra layer of support. Palliative care is appropriate at any age and at any stage during a serious illness and can be provided together with curative treatment.
Top 10 Things to Know about Palliative Care:

• Discussion of goals of care
• PC Addresses multifaceted aspects of care for those seriously ill
• PC can begin at any stage of serious illness
• Early integration is becoming the standard for care of patient with advanced cancer
• PC Manages total pain
Top 10 Things to Know about Palliative Care

- Patients with a serious illness symptoms that palliative care practitioners can address
- PC can help the emotional impact of serious illness on patients and their families
- Can assist in complex communication interactions
- Enhances health care value

Evidence That Programs Are Proliferating

- Over 80% of hospitals, in the USA, with over 300 beds, have Palliative Care programs

- Over 1,000 programs in the USA are based in Hospice Programs

- Over 200 Palliative Care programs, of various models, exist in California
Resources For Start Up

• CHAPCA

• The California Coalition for Compassionate Care

• NHPCO

• The Center to Advance Palliative Care
Strategic Imperatives

- Demographics
- Motivation for “Filling in” the health care gap
- Engaging and Partnering
- Cost reduction
- Mission: humane values, compassionate care
- Owning the space /reducing competition/
  surviving
- Increasing Hospice utilization and IOS
CHOOSING THE MODEL OF CARE

Hospice based interdisciplinary model
Nursing home consult model
• Pediatric Palliative Care Model
• Hospital Consultation Model
• Home Health Based interdisciplinary Model
Securing Reimbursement

- Understanding the financial imperatives of payers
- Beginning the contracting process
- Enrolling in Medicare- B
- Focusing on cost reduction mechanisms inherent in a proposed model/pitching to payers
- Creating data and mechanisms for growth projections, cost avoidance
- Exploring models of reimbursement:
  
  Fee for service, capitation, pay for performance
Analyze External Feasibility

- Demographics
- Hospital re-admission rates
- Competition
- Prospective partners
- Macro health care economics
- Capacity
- Available market share
Analyze Internal feasibility

- Capacity for staffing VS Need for hiring
- Administrative Capacity
- Financial capacity
- Need for extra space
- Infrastructure capacity
- Existing human resources
- Strengths supporting sustainability
Budget For Expenses

- Start-up consultation and/or allocation of existing management resources
- Professional and administrative Staffing
- Staff education
- Space
- Administrative Overhead
- Marketing
- Collaterals
- Allocation of Existing Revenue to Start-up
Decision: it is feasible!

Dive In

• Articulate Your Vision
• Create a Mission Statement
• Develop the Business Plan
  – Service Area
  – Service model
  – Staffing model
  – Administrative operations
  – Clinical operations
Dive Deeper

• Hire to staffing model: Manager or Coordinator and Staff
• Create collaterals
• Educate the community
• Educate staff
• Market the Program
Create Clinical Operations

- Develop Documentation Standards
- Develop Standards of Medical Practice
- Create Policies and Procedures
- Define Metrics
DEFINE AND MEASURE

Focus early on measuring quality outcomes

• Benchmark for quality and finances
• Track Hospice admissions
• Track referral sources
• Conduct patient-family satisfaction survey
• Focus on documenting Medical Necessity
• Insure appropriate coding
• Monitor for billing compliance