



Connecting Communities, Creating Relationships

August 9, 2006

Holiday Inn City Centre - Starlite Room, Sioux Falls, SD

- 7:30 a.m. **Registration & Continental Breakfast**
- 8:00 a.m. **Welcome**
Robert Tally, MD, Past Dean, Sanford School of Medicine of the University of South Dakota
- 8:15 a.m. **LifeCircle South Dakota: Beginnings of a Statewide Coalition**
Margot L. Nelson, PhD, RN, Professor & Chair, Department of Nursing,
Augustana College, Sioux Falls, SD
Susan L. Schrader, PhD, Associate Professor & Chair, Department of Sociology,
Augustana College, Sioux Falls, SD
LuAnn M. Eidsness, MD, Professor and Chair, Internal Medicine,
Sanford School of Medicine of the University of South Dakota
- 9:30 a.m. **Normalizing End of Life: A Radical Approach to Increase Access**
Polly Rehnwall, MA, National Health Care Consultant
- 10:30 a.m. **Break**
- 10:45 a.m. **Basics on Coalition Building: Raising the Flag for End-of-Life Care in South Dakota**
Jonathan Krutz, MA, Executive Director Nebraska Hospice and Palliative Care Association
and Nebraska Coalition for Compassionate Care
- 11:45 a.m. **Lunch**
- 12:00 Noon **National Perspective – Local Initiatives**
Gwynn Sullivan, RN, MSN, National Hospice and Palliative Care Organization
Director of Partner Programs and Services
- 1:00 p.m. **Extreme Makeover: A Radical Approach to Improve the End-of-Life Image**
Polly Rehnwall, MA, National Health Care Consultant
- 2:00 p.m. **Teamwork: Coalition Building**
Jonathan Krutz, MA, Executive Director Nebraska Hospice and Palliative Care Association
and Nebraska Coalition for Compassionate Care
- 2:45 p.m. **Break**
- 3:00 p.m. **Coalitions: Creating Relationships**
Jonathan Krutz, MA, Executive Director Nebraska Hospice and
Palliative Care Association and Nebraska Coalition for Compassionate Care
Gwynn Sullivan, RN, MSN, National Hospice and Palliative Care Organization
Director of Partner Programs and Services
- 4:00 p.m. **Coalitions: Connecting Communities**
Linda Schmid, MSW, Manager Hospice Services, Avera McKennan
Lois Schuller, RN, MS, Regional Manager, Sioux Valley Hospice and
Visiting Nurses Association
- 4:45 p.m. Workshop Evaluation
- 5:00 p.m. Adjourn



Polly Rehnwall is a national healthcare consultant specializing in marketing strategy, referral development, admission management and customer service. Polly has worked with over 100 healthcare providers across the U.S. to deliver the *real world strategies and tools* that maximize performance in today's challenging healthcare arena.



Jonathan Krutz serves as executive director of the Nebraska Hospice and Palliative Care Association (Nebraska's 33 hospice programs) and the Nebraska Coalition for Compassionate Care (a high profile group promoting good end-of-life care to keep euthanasia from becoming an issue in Nebraska). Over the past four years he has helped to launch most of Nebraska's 15 local end-of-life coalitions. He is co-chair of the Nebraska Hospice-Veteran Partnership, launched one year ago to improve end-of-life care and conditions for veterans across Nebraska. He is leading the effort to form a broader statewide end-of-life coalition, tentatively called the Nebraska Partnership for HOPE (Hospice and Palliative Care Empowerment), with over 30 other organizations at the table.



Gwynn B. Sullivan works as Director of Partner Programs and Services for Caring Connections, a consumer engagement program of the National Hospice and Palliative Care Organization. She also currently holds an adjunct appointment at the Duke University School of Nursing. Gwynn formerly worked with the Hospice of the Florida Suncoast's *Rallying Points* Regional Resource Center, and The Carolinas Center for Hospice and End of Life Care. At The Carolinas Center, she was responsible for implementing statewide initiatives to improve care at the end of life, a project that won an Award of Excellence from the Robert Wood Johnson Foundation.

Topics/Objectives:

1. LifeCircle South Dakota: Beginnings of a Statewide Coalition
 - Describe 4 projects of LifeCircle of South Dakota.
 - Incorporate Dying to Know data into your community coalition building.
2. Normalizing End of Life Care: A Radical Approach to Increase Access
 - Identify perceptual barriers to effective end of life care from consumers to professionals.
 - Describe strategies to make end of life care more acceptable to consumers.
 - Create consumer messages that ease the fear of end of life issues.
 - Develop professional messages that improve referral potential.
3. Basics on Coalition Building: Raising the Flag for End of Life Care in South Dakota
 - Identify the steps to forming a local end of life coalition.
4. National Perspective – Local Initiatives
 - Identify national projects that address end of life care.
 - Describe how the findings of national projects can be used to enhance end of life care at the local level.
5. Extreme Makeover: A Radical Approach to Improve the End of Life Image
 - Identify analogies from other healthcare sectors to overcome access barriers.
 - Discuss strategies to expand public awareness and ease fear of end of life planning issues.
 - Use affiliated provider networks to respond to direct advertising to consumers.
 - Develop strategies to improve the professional image of palliative care and hospice providers.
6. Teamwork: Coalition Building
 - Develop 2 strategies to improve end of life care in your community.
7. Coalitions: Creating Relationships
 - Identify partners that could enhance end of life care in your community in order to launch an end of life coalition.
8. Coalitions: Connecting Communities
 - Identify resources in neighboring communities or within the state that can assist with end of life care in your community.

The mission of LifeCircle South Dakota (formerly the Partnership for Improving End-of-Life Care in South Dakota) is to assure that the people of South Dakota receive the care needed to complete their lives and die peacefully, that their loved ones receive support, and that health care providers are skilled in palliative care. LifeCircle South Dakota is an interdisciplinary (medicine, nursing, social work, pharmacy, and chaplaincy) and inter-institutional (Augustana College, North American Baptist Seminary, SDSU, USD, and USF) with a wide array of clinical sites committed to LifeCircle-sponsored education (Avera McKennan Hospice, Sioux Valley Hospice, assisted living centers, and long-term care facilities). See our website: <http://www.LifeCircleSD.org>