

## Palliative Care Committee Minutes

Thursday, December 1<sup>st</sup>, 2016, 2:00 - 3:30pm  
1650 Mission Street, 5<sup>th</sup> floor, Golden Gate room

**Present:** Eric Weiss, Ramona Davies, Kelly Dearman, Megory Anderson, Jeff Newman, Heather Harris, Bill Verducci, Anne Kinderman, Ken Rosenfeld, Brad Wolfe, Cindy Kauffman, Shireen McSpadden

**Phone:** Redwing Keyssar, BJ Miller

**DAAS Staff:** Valerie Coleman

---

**Re-Imagine:** Ken Rosenfeld and Brad Wolfe

Brad provided a background of the project, gave an overview of the event, and then discussed possible next steps.

- **Lessons learned**
  - Increase outreach to increase diversity of participants
  - Find sponsors
- **Demographics/diversity (see PP)**
  - 55% were under 45yrs old
  - 75% participants were white
  - 45% of folks heard through word of mouth
- **Next steps regarding partnering:** how to turn this prototype into an annual event
  - Produce events & participate
  - Help find sponsorship
  - Using Re:Imagine as a launching pad to create a city-wide movement
  - An online community of organizers, hosts, resources

**Questions:**

- **What amount of sponsorship do you anticipate?** Still figuring out in-kind costs (especially venues) and would be great to figure out ways to support groups that wanted to host an event but couldn't pull together the funds. A rough guess would be \$200,000 in total to produce at this caliber.
- **Any other calls to action?** A way to connect participants with tools (prompts, questions) that they can bring to their provider. Ideally, the platform would be a virtual design space (innovators, folks who would be creating community based changed, funders) to come together and plan events within their own communities.
- **RE: the final structure, would it live with IDEO or become a nonprofit?** Still brainstorming about what to do next - the goal of this was to use design to highlight conversations and organizing already happening, but to have design bring new audiences and then ideally, to hand this over to whomever wanted to move forward with it.
- **Increasing the diversity, not just ethnicity/race, but class as well:** totally agree, the goal of human centered design is to allow the users to help develop what design approach will be more effective in reaching those populations we

want to reach, possibly through interviews or representatives from various groups.

Ken discussed about how this effort came out of a larger conceptual challenge, OpenIDEO conceived about 2 years ago, to build a national community of innovators. Three main ways healthcare can be involved: participating, setting up their own Re:Imagine events (that involve ACP), synergize with Re:Imagine and the community around healthcare planning. But really, this is where the design community is really powerful - they can really help us think beyond.

Really, the opportunities are limitless, but trying to think how much this aligns with the Palliative Care workgroup and how open ended or innovative this group is willing to be.

**Next Steps:** breakout groups

- **Outreach & speakers bureau**

- Was really interested in how Re:Imagine got such a younger population - Brad: we used community based organizations (churches, social groups, etc.) were the mouthpiece, using intermediaries to introduce/share “emotionally charged topics”. If expand to psychosocial, ways to engage much broader folks,
- Potentially more awareness about palliative care physicians/services within a hospital setting
- If commit to working with Re:Imagine, that can guide the outreach focus and tap into that for the event next year.

**This group is committing to being a part of it, will brainstorm ways to get involved:** Jeff Newman, Megory Anderson, Ramona Davies, Eric Weiss, someone from PH-IHSS (send to Kelly Dearman), SFGH (send to Heather Harris), Cindy Kauffman, Valerie Coleman

- **Next Steps:**

- How to compile this information, such as background on participants and the work they’re doing? Perhaps finding a platform that compiles the resources - should it organize the organizers or as a resource for the greater community?

- **Gaps analysis & resource directory**

- Anne: what does healthcare utilization look like for very specific end of life illness, share their research and data (with Hill Physicians ) compassionate Care Summit in March/April
- **Next Steps:**
  - All members should review the CA Healthcare Foundation (Rebecca or Eric can get) report & SF HIP “Mortality in San Francisco” report, (see attached) and:
    - Identify what/if anything is missing
    - What’s there that can be repurposed?

**Next Steps:**

- **Workgroup Outline:** Valerie will incorporate suggestions and resend to members; submit edits by 12/22<sup>nd</sup>, plan on presenting outline at January 12th LTCCC meeting
- **Re:Imagine:** brainstorm about how to best work with the Re:Imagine group and next steps. Follow up with those interested about next steps.
- **Share this request with Christine and Shireen (cc' Bill):** Email from Christine (or Pal Care group) asking Bill Verducci on behalf of Sutter for data/information (ask specifically for utilization data from a doctor)

---

Next meeting date:  
**Friday, January 6<sup>th</sup>, 2017, 2:00 - 3:30pm**  
1650 Mission Street, 5<sup>th</sup> floor, Golden Gate room