

Palliative Care Work Group Minutes

Friday, March 2nd 2:00 – 3:30pm

1650 Mission Street, 5th floor, Golden Gate Conference Room

Present: Shireen McSpadden, Jeff Newman, Anne Fabiny, Redwing Keyssar, Sarah Garrigues, Anne Kinderman, Megory Anderson, Loren Pogir, Kelly Dearman, Rachel Lovett, Meaghan Jung, Joanne Holland, Marilyn Ababio.

(Phone) Ramona Davies, David Zwicky, Rebecca Sudore.

DAAS Staff: Joseph Formentos, Cindy Kauffman.

Introductions

UPDATE: Re:Imagine

Redwing announced Jewish Family and Children's Services and Re:Imagine event "End of Life x Theater of War" at Cowell Theatre featuring David Strathairn and Frances McDormand sold out within two hours. An Eventbrite and flyer for the UCSF Mission Bay (Byers Auditorium) event to go out soon, mainly to health care providers and UCSF network. She also mentioned a waiting list online for those in the Workgroup who want to attend the free event. Redwing will send out event link to Palliative Care Workgroup later in the day.

Rachel introduced Re:Imagine- MTA campaign that launched March 1st. Rachel presented 'King and Queen' billboards MUNI ads as well as interior cards revolving around the three End of Life pillars: "Preparation, Remembrance, and Wonder."

Rachel explained that of the \$30,000 total budget in event stipends to give out to applicants-- \$10,000 will be set aside for Community-Based Organizations (CBOs) and the remaining for arts organizations. She reported that over 60 requestors applied in the first round of stipend applications, and the second round is currently at 102 applicants. Applicants from the first round who did not receive stipends were encouraged apply in the second round. The stipends ranged from \$250 to \$1,000. Stipends were formed to offset the cost of lowering ticket prices or free tickets, in turn making the event more accessible.

Rachel touched on Re:Imagine event details sheet, which has already been filled with 80 events and expecting more, not including Conversation Sabbath. Expanding on Conversation Sabbath, Rachel confirmed ten events and expecting upwards to about twenty-five events total. Eric Weiss and Megory Anderson partnering with Rachel and SF Interfaith Council for more Re:Imagine x End of Life outreach.

Re:Imagine website launch:

- Press release slated for March 13.
- Events loaded to go live (in English) on March 15. (Cantonese and Spanish option available)

*Rachel will ask if website dates can be launched closer together to prevent losing the initial audience.

Next, Rachel proposed spreading advertisement of the website on newsletters or list serves. People without computer access are encouraged to visit public libraries to learn more details. Additionally, a call-in number will be available for those interested in making reservations on events. Shireen added DAAS-SF Connected senior centers to participate in getting the word out.

Rachel mentioned working on flyer printed with the call-in number for distribution. However, was looking for support to put together a catalog for events as well as finding networks across other City and County agencies.

Lastly, Re:Imagine to partner with another organization, Daybreaker, to possibly host an inter-generational dancing/yoga event, connecting seniors and millennials. Rachel is in contact with Silver Ride as possible transportation for seniors who want to participate in the event.

TO-DO: send one-pager (flyer) with an overview of Re:Imagine events, website updates, etc. to Workgroup for circulation.

Comment: Anne Fabiny commented on opportunities for events at Fort Miley with veterans.

OVERVIEW: Strategic Consultant role

Loren introduced the background of Transform Care, created to address the gaps of building a sustainable business/organization model that impacts more of the population. With knowledge in improving end-of-life care, a background in finance- strategizing and operations for health care, and experience in designing lead implementation initiatives for organizations, Loren founded Transform Care with Erich Bagen and Meredith Lobel.

Loren explained the external analysis conducted, which looks at the palliative landscape of San Francisco from what has been established by the group and examining what has changed since then. Next, reviewing things the Workgroup may have missed, or how the regulatory and financial landscape has changed as a result of SB 1004. Also, engaging with and learning from the players needed to implement the work to decide what the group will do together to identify the core initiatives.

Loren would then develop the overall strategy and implementation, plan of responsibilities, budget, the financial forecast of future, and a development plan for any additional resources. Input process from the group would range from desk research, interviews to facilitated designs sessions. Loren also discussed the timing and deliverables connected with the mentioned Transform Care approach. Lastly, she described the immediate next steps of conducting 10-15 internal workgroup interviews for review and reach an overall consensus.

Comment: Jeff mentioned huge potential with initiative in Advanced Care Planning to community.

Comment: Redwing pointed out the beginning linkages between the grant-making community and palliative world coming together with potential funding for end of life care.

Comment: Anne K. noted a challenge for Loren on keeping information of group members who are not able to make Palliative Care meetings on a consistent basis—voluntary participation and active interest concerning Palliative Care Workgroup and Transform Care action becomes a question. Having direction from the Transform Care team along with a definitive goal and reasonable timeframe would help with these questions.

Loren noted the communication difficulties from meeting-to-meeting, but preliminary input from workgroup would drive the immediate Transform Care effort; however when the time comes for leading initiatives then more engagement and interest from the workgroup and steering committee subgroup would be necessary to make decisions.

Comment: Marilyn asked if steering committee would be open to expansion with other projects.

Shireen clarified steering committee and how they utilize group members who have expertise in specific areas, such as data collection or within the faith community. The committee partners with featured members for different projects to help the group move forward and make immediate decisions.

Finally, before the Workgroup interviews begin, Loren is awaiting word from City and County of San Francisco and UCSF and will report back to the group.

Announcements:

Meaghan announced the approval of a deal with Blue Shield to reimburse for all residential services at Zen Hospice Project, however it does not include educational services yet. Outcomes of Blue Shield research related to Zen Hospice outreach with palliative care partners to help provide more referrals, such as Hospice by the Bay and Mission House. Also, referral admissions from several hospitals: CPMC Sutter, Kaiser, UCSF, and VA.

Marilyn announced National Healthcare Decisions Day at Alameda County on Thursday, April 19 with a professional exchange panel to discuss the terminally ill homeless population-- raising consciousness about the possibility of an endowment for beds in a facility which Alameda County plans to build. The ticket proceeds will provide emergency beds and hospice care for terminally ill homeless patients.

Next Meeting: Thursday, April 5th
2-3:30pm

1650 Mission St., 5th floor, Golden Gate conference room

All meeting information can be found here: <http://www.ltccsf.org/palliative-care>