



Photo by Marvin Young

C-TAC
COALITION TO TRANSFORM
ADVANCED CARE

2020 ANNUAL REPORT

OUR MISSION AND VISION

The Coalition to Transform Advanced Care (C-TAC) is dedicated to the goal that **all Americans with serious illness, especially the sickest and most vulnerable, receive comprehensive, high-quality, person- and family-centered care that is consistent with their goals and values and honors their dignity.**

We will achieve this by empowering consumers, changing the health delivery system, improving public and private policies, and enhancing provider capacity.

Letter from the Executive Director

When we announced the moonshot goal in 2019, we couldn't have anticipated what 2020 had in store. We continue to grapple with three simultaneous pandemics: COVID-19, systemic racism and economic injustice.

But we also could not have predicted the courage, commitment and selflessness demonstrated by those on the frontlines. Our field has stepped up to support the sickest and most vulnerable among us in their time of greatest need. It is for this reason that we remain confident that our movement can and will achieve the moonshot goal: **to ensure that 12 million people with serious illness have a high quality of life by 2030.**

To reach this goal, we must embrace community models of care that address the full spectrum of needs for people living with serious illness. Health care has a critical role to play in this model, but it should also address social and spiritual needs that affect those with serious illness. We must also acknowledge that many communities are suffering disproportionately as a result of long-standing racial disparities and economic injustices. Community models of care should support everyone with serious illness, but especially the sickest and most vulnerable among us.

Here is what we're focusing on in 2021:

- Developing and releasing a policy agenda built on a foundation of health equity, guided by C-TAC's policy experts and our new Equity Taskforce
- Advancing community models that can be adapted to meet the unique needs of individuals and families around the country
- Measuring our progress toward the moonshot and continuing to develop best practices using our Advanced Care Transformation IndexSM
- Convening our field (virtually) for two major events: Our Policy Forum and our National Summit on Advanced Illness Care

The following annual report illustrates how far we came in 2020 and where we go from here, from taking the Summit virtual to appointing four new members of our Board of Directors, who have become pivotal members of our team. Look out for updates on our work throughout 2021 and beyond. I hope that you will join us as we all work to build a more equitable healthcare system.

Thank you,



Jon Broyles
Executive Director

Letter from the C-TAC Co-Chairs

2020 was a truly unprecedented year for our nation and the serious illness care movement. From the COVID-19 pandemic to a national reckoning with systemic racism and economic injustice, we have come together to tackle immense challenges. This spirit of community and collaboration is at the heart of C-TAC's work and will be integral to achieving our Moonshot Goal.

Supporting our members and partners on the frontlines of the COVID-19 pandemic has been central to our work. This crisis has reinforced the need to strengthen the continuum of care and ensure that the sickest and most vulnerable among us have access to clinical and non-medical services that can improve their quality of life.

We also saw long-standing racial inequalities come to a head, compelling our Coalition to build our strategy on a foundation of health equity. We have launched a taskforce devoted to addressing the inequities that plague our healthcare system and their expertise will offer guidance in each area of our work.

Our Board of Directors was also excited to welcome our four newest members in October: **Shirley Roberson, Ravi Parikh, MD, MPP, Charlotte Yeh, MD, and Meena Seshamani, MD, PhD**. Their unique vantage points on serious illness care will be essential as our Coalition charts a course for the years ahead. We would also like to recognize **David Longnecker, MD**, who retired from his position as C-TAC's Chief Clinical Innovations Officer and Secretary Treasurer of our Board of Directors in 2020. Dr. Longnecker has been a pivotal member of the C-TAC team throughout its existence and we are truly grateful for his expert insight and steadfast support of our mission.

We also understand the importance of measuring our progress in order to drive change. Our Advanced Care Transformation Index has already proved to be an excellent tool in Arizona, where we have developed best practices for improving serious illness care based on Index findings. We have identified the need for a home- and community-based palliative care network in the state and are now working with leaders on the ground to design and implement that network to ensure that people with serious illness receive the care they need.

Looking ahead to 2021 and beyond, we invite you to join C-TAC as we continue to develop and advocate for community-based solutions that foster a healthcare system that works for everyone.

Thank you,



Tom Koutsoumpas
Co-Chair and Co-Founder



Bill Novelli
Co-Chair and Co-Founder

2020 Board of Directors

Co-Chair

Tom Koutsoumpas

President and CEO, National Partnership for Hospice Innovation; President and CEO, Capital Caring Health

Co-Chair

Bill Novelli

Professor, McDonough School of Business, Georgetown University; Former CEO, AARP

Nancy Brown

CEO, American Heart Association

Jon Broyles

Executive Director, C-TAC (ex officio)

Jeffrey Burnich, MD

Chief Physician Enterprise Executive, Canopy Health

Patrick T. Courneya, MD

Chief Health Plan Medical Officer, HealthPartners

Reverend Dr. Yvonne V. Delk

Minister, United Church of Christ

Alexandra Drane

CEO, Rebel Health and ARCHANGELS;
Wellness Expert, Prudential; Cashier, Walmart

Mark Ganz

President and CEO Emeritus, Cambia Health Solutions

Lucy Kalanithi, MD

Clinical Assistant Professor of Medicine,
Stanford School of Medicine

BJ Miller, MD

President & Counselor, Mettle Health

Ravi Parikh, MD, MPP

Assistant Professor in the Department of Medical Ethics and Health Policy and Medicine at the University of Pennsylvania; Staff Physician, Corporal Michael J. Crescenz VA Medical Center; Senior Clinical Advisor, C-TAC

Shirley Roberson

Patient Advocate and Originator of the “Blue Chair” story

Meena Seshamani, MD, PhD

Vice President, Clinical Care Transformation, MedStar Health

Richard Umbdenstock

President Emeritus, American Hospital Association (AHA)

Charlotte Yeh, MD

Chief Medical Officer, AARP Services, Inc.

Member List

ACADEMIC INSTITUTIONS

- The CSU Shiley Institute for Palliative Care
- Marian University
- Trillium Institute
- UPenn School of Nursing

ADVANCE CARE PLANNING PRODUCTS & SERVICES

- AD Vault
- Aging with Dignity / Five Wishes
- Docubank
- Fox Valley ACP Partnership
- Health Care Agent Literacy Project
- Institute on Healthcare Directives
- Iris Healthcare
- Kitchen Table Conversations
- Koda Health
- Life in Motion Guide
- Respecting Choices
- The Conversation Project
- Wisercare
- Vital Decisions
- Vynca

COMMUNITY-BASED SERVICES & SUPPORTS

- A Sacred Passing
- Aging & In Home Services of NE Indiana (AAA)
- Chaplaincy Innovation Lab
- HealthCare Chaplaincy
- Healwell
- The Peaceful Presence Project
- The Pinwheel Project
- Progressive National Baptist Convention
- Vital Comm Lines

CONSUMER PRODUCTS

- Common Practice
- MemoryWell

CONSULTING ORGANIZATIONS

- Medecision
- Patient Advocacy
- Teleios Collaborative Network
- Turnlane

FOUNDATIONS

- Benjamin Rose Institute
- Cambia Health Foundation
- David and Lura Lovell Foundation
- John A. Hartford Foundation
- The John and Wauna Harman Foundation
- Ralph C. Wilson, Jr. Foundation
- SCAN Foundation
- Stupski Foundation

Member List (continued)

HEALTHCARE PROVIDERS

- Alive Hospice
- Avera eCARE
- Big Bend Hospice
- Bluegrass Care Navigators
- Bluestone Physician Services?
- Capital Caring Health
- Carolina Caring
- Community Hospice and Palliative Care Services
- Compass Pathways
- Hospice Compassus
- Cornerstone Hospice
- The Elizabeth Hospice
- Good Samaritan Hospice
- Good Shepherd Community Care
- Home Centered Care Institute
- Home Instead Senior Care
- Hope HealthCare
- HopeWest
- Hosparus Health
- Hospice Buffalo
- Hospice East Bay
- Hospice of Acadiana
- Hospice of Chattanooga
- Hospice of Cincinnati
- Hospice of Santa Cruz County
- Hospice of the Valley
- Hospice of the Western Reserve
- Hospice of Washington County
- Iowa City Hospice
- Livio

- Mission Hospice
- MJHS Hospice & Palliative Care
- Mountain Valley Hospice and Palliative Care
- Nathan Adelson Hospice
- Navihealth
- Prospero Health
- ResolutionCare
- Samaritan Healthcare & Hospice
- Trellis Supportive care
- Unity Hospice
- VNA Health Group
- VITAS

HEALTH SYSTEMS

- Advocate Aurora Health
- Cedars-Sinai Medical Center
- Gunderson Health System
- MedStar Health
- Sutter Health / Sutter Health at Home
- Vanderbilt Health

NATIONAL NONPROFIT ORGANIZATIONS

- AARP
- American Heart Association
- Caregiver Action Network
- Center for Practical Bioethics
- National Academy of Medicine
- National Alliance for Caregiving
- National POLST

Member List (continued)

NATIONAL PROFESSIONAL & TRADE ASSOCIATIONS

- America's Health Insurance Plans
- America's Physician Groups
- American Academy of Home Care Medicine
- American Hospital Association
- Association of American Medical Colleges
- Social Work Hospice and Palliative Care Network
- National Partnership for Hospice Innovation (NPHI)
- National Academy of Elder Law Attorneys (NAELA)

PAYERS

- Aetna
- Anthem
- Blue Shield of California
- Cambia Health Solutions
- CareFirst
- CareMore and Aspire Health
- CareSource
- Centene
- Cigna
- HealthPartners
- Kaiser Permanente
- UnitedHealth Group

STATE ASSOCIATIONS, COALITIONS & COLLABORATIVES

- Association for Home and Hospice Care of North Carolina
- California Hospice and Palliative Care Association
- The Carolinas Center
- CIVHC

- Coalition for Compassionate Care of CA
- Homecare and Hospice Association of Utah
- Honoring Choices North Dakota
- Honoring Choices Pacific Northwest
- Honoring Choices Tennessee
- Honoring Choices Virginia
- Hospice Council of West Virginia
- Kokua Mau
- Louisiana Health Care Quality Forum
- Minnesota Network of Hospice and Palliative Care
- Oklahoma Hospice and Palliative Care Organization
- South Dakota Association of Healthcare Organizations
- Texas and New Mexico Hospice Organization

QUALITY IMPROVEMENT ORGANIZATIONS

- Community Health Accreditation Program (CHAP)
- Connecticut Center for Patient Safety
- Metastar
- Mountain Pacific Quality Health
- Stratis Health

Advocating for Equity

2020 forced us to face long-standing disparities in serious illness care, laid bare by the COVID-19 pandemic. We cannot ignore that those in communities of color have long been overlooked by our healthcare system, creating mistrust that prevents high-quality care and services from reaching those who need them most.

The protests held in support of Black Lives Matter and in the wake of the murder of George Floyd demonstrated the urgent demand for change. We are in the midst of an overdue national reckoning on racial and economic injustice that can and should transform the way that care is delivered for those with serious illness across the nation.

C-TAC has pledged to putting health equity at the center of our work during the pandemic and beyond. We have launched an Equity Taskforce, co-chaired by Rev. Dr. Tyrone Pitts and Rev. Dr. Yvonne Delk, that features a diverse array from leaders from across our Coalition who are helping us reimagine our 2030 moonshot goal with equity in mind. The Taskforce will also work with C-TAC’s policy team to craft a legislative and regulatory agenda designed to support the sickest and most vulnerable among us.

Our Equity Taskforce has committed to:



Address internal and external strategies, examining practices and policies of our team



Incorporate anecdotes and data from families who have been disadvantaged by the healthcare system



Identify and shed light on systemic inequities



Identify and spread models of care that address inequities

“ Systemic racism is the root cause contributing to the sickest and most vulnerable in our society being denied the care they need when they need it most. C-TAC and our partners must come together to eliminate systemic barriers, advocate for equity, and support a healthcare system that works for everyone - especially the underserved.”

Rev. Dr. Yvonne Delk, Minister, United Church of Christ;
Co-Chair, C-TAC Equity Taskforce and Member, C-TAC Board of Directors





Policy & Advocacy – Legislative

C-TAC has long served as a voice for our members and partners on Capitol Hill, working with lawmakers to find solutions that improve quality of life for those with serious illness. Much of our advocacy efforts took place remotely this year, but we were able to strengthen existing relationships and form new bonds with legislative champions.

As Congress responded to the COVID-19 pandemic with a series of relief packages, C-TAC policy experts worked tirelessly to advocate for people with serious illness and those who matter most to them. We embraced a community-focused approach to care, connecting medical and non-medical services to address the complex needs of those with serious illness. This community model will influence our work for years to come.

Legislative Highlights:

- Reauthorization of the *Older Americans Act* reauthorization with key serious illness provisions
- Supporting the reintroduction of the *Compassionate Care Act* in the U.S. Senate
- Educating stakeholders on Respecting Choices as an OAA Title III-D evidence-based program
- Passage of the *Helping Our Senior Population in Comfort Environments (HOSPICE) Act* in December
- Supporting the *Palliative Care and Hospice Education and Training Act (PCHETA)*, which passed the House in January
- Authorization of nurse practitioners and physician assistance to order home health through the *Coronavirus Aid, Relief, and Economic Security (CARES) Act*

In 2021 and beyond, C-TAC’s advocacy efforts will be grounded in health equity. Working with our diverse coalition of faith and community leaders, we will strive to advance legislation that supports everyone with serious illness, including those who have historically been underserved by our healthcare system.

“ I want to recognize C-TAC for its tireless work to transform advanced care so that all Americans with a serious illness have access to comprehensive, high-quality care.”

Sen. Jacky Rosen (D-NV)

Policy & Advocacy – Regulatory

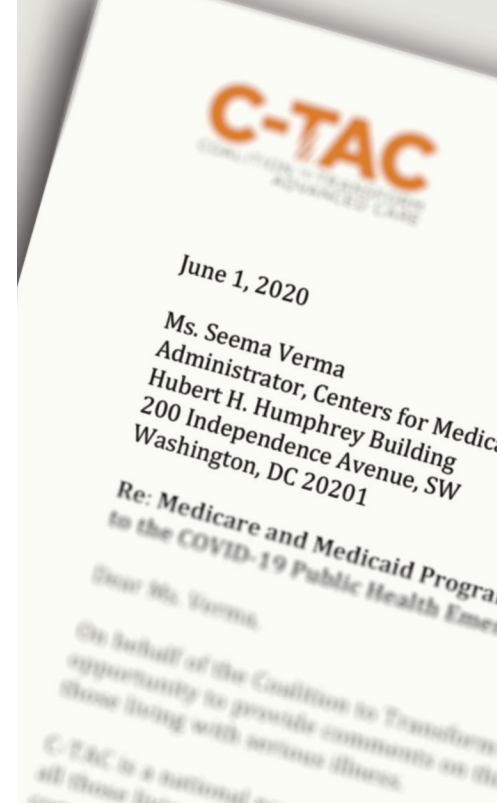
Analyzing and responding to regulations released by the Centers for Medicare & Medicaid Services (CMS) is a major pillar of C-TAC's advocacy efforts. 2020 was a watershed year for regulation, as CMS issued a variety of emergency waivers to give providers flexibility to respond during the COVID-19 pandemic. Many of these waivers had implications for people with serious illness and we have called for certain provisions to be made permanent.

C-TAC also convenes a taskforce of leaders in serious illness care to discuss the latest developments at CMS and the U.S. Department of Health and Human Services (HHS) that affect people with serious illness and their families. Here is a sample of what C-TAC regulatory experts accomplished in 2020.

Regulatory Highlights:

- Submitting comments on 11 key rules and regulations released by the CMS and agencies such as the U.S. Department of Veteran Affairs, analyzing their implications for people with serious illness and their families
- Sharing expertise with the Office of the Inspector General during an advance care planning billing audit
- Preparing recommendations to the Center for Medicare and Medicaid Innovation on future serious illness models
- Supporting waivers announced during the pandemic which allowed health care providers to bill for remote ACP conversations via audio-only telephone; C-TAC is advocating for measures like this to become permanent

The COVID-19 pandemic was far from over at the end of 2020 and C-TAC's policy advisors have continued to analyze new regulations from CMS in order to find solutions that work for people with serious illness, during the pandemic and beyond.



“ I’m thankful for the opportunity to participate in C-TAC’s regulatory task force and that C-TAC can be a continued voice for supporting the needs of patients and caregivers with serious illness.”

Brianna Plencner, CPC, CPMA, Manager, Practice Development,
Home Centered Care Institute (HCCI)



Community Pilot Projects

C-TAC put a community focus into action in 2020 via Faith Leader Engagement, funding two pilot projects to support faith communities in Louisville, KY: **Christ Cathedral of Praise** and **Christ Way Baptist Church**.

CTAC conducted a needs-and-asset assessment regarding the communities that both places of worship served. Based on this assessment, C-TAC co-designed and implemented a strategic intervention:

- Organized donation campaigns for food, hygiene essentials and personal protective equipment
- Connected community members with free, culturally-sensitive advance care planning resources.
- Convened local organizations to work together in support of those with serious illness
- Organized advance care and estate planning where 90% of the participants designated a power of attorney, health surrogate, or completed a living will
- Prepared, aggregated, and distributed advanced local community-based care organizations support materials with contacts
- Honored caregivers and introduced them to community support organizations

Community Impact - Louisville Pilot Projects

205

New households who can benefit from the Christ Way Church food pantry due to a food drive

13

Local and community organizations connected by C-TAC who will work together to support people with serious illness

14

Associate ministers who participated in bedside and grief training workshops to address their community needs

“ An elderly African American Woman participated in the Advance Care Planning Workshop at Christ Cathedral of Praise. After completing her last will and testament and determining her power of attorney, she said with a smile with arms raised, ‘I can finally respond yes when I am at the hospital to the question - do you have a living will.’”

Elder Angela Overton, Senior Advisor to the Interfaith Working Group, C-TAC

Engaging Faith Communities

As we face the COVID-19 pandemic, communities are more important than ever. The dedication and courage of faith leaders has helped us weather the challenges of 2020 and they play a pivotal role in the community model of care at the center of C-TAC's advocacy. The Interfaith Working Group offered us critical guidance and perspectives throughout the year. A core group of faith leaders also participated in our Working Group Steering Committee, sharing feedback and best practices that influenced faith community outreach across the organization.

120+

Members of our
Interfaith Working Group

23

States, as well as the District of
Columbia represented
in the Working Group

8

Virtual meetings of the
group's Steering Committee
to drive our work forward

Fostering Community Remotely

Despite the restraints of social distancing due to the COVID-19 pandemic, C-TAC and our faith leader partners were able to find new ways to engage with one another, providing support as well as advice during the crisis. C-TAC hosted webinars and town halls to address the needs of those we serve during COVID-19 from a spiritual perspective. We also partnered with members like the American Heart Association and the Home Centered Care Institute on virtual events in order to reach wider audiences.

Over **30** faith leaders joined our virtual Summit with support from the David and Lura Lovell Foundation and the Ralph C. Wilson, Jr. Foundation. They shared their unique perspectives on C-TAC's work and what still must be done.

Throughout 2021, our Interfaith Working Group will play a pivotal role in ensuring that C-TAC's efforts are designed to support the sickest and most vulnerable among us.

“It is truly a joy to be a member of C-TAC's Interfaith Working Group. At a time when faith leaders are especially relied upon, sharing ideas and guidance with others in the Working Group is a source of support, comfort and inspiration.”

Mona Negm, President and Founder, American Muslim Senior Society



Measuring Progress

The Advanced Care Transformation Index

The Advanced Care Transformation (ACT) Index, which measures the quality of serious illness care using **37** measures, was a critical tool for C-TAC in 2020. C-TAC has used this tool to improve serious illness care on the state and local level during the COVID-19 pandemic and it will support our efforts to build a more equitable healthcare system.

Evidence-Based Innovation

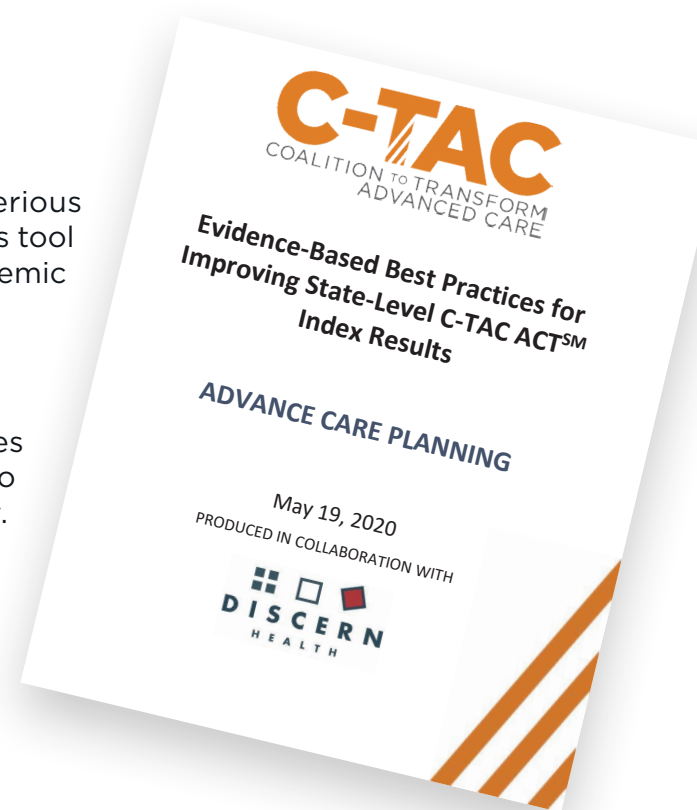
In May, C-TAC released a report that leveraged the ACT Index to develop best practices for promoting advance care planning, identifying **20** key actions that can be taken to encourage people to discuss their goals of care in communities around the country. While the research was conducted before the spread of the Coronavirus, its findings will guide our efforts during the pandemic and beyond.

We completed a second study in September, in which researchers determined that a home- and community-based palliative care network would allow people with serious illness to remain safe and at home by helping them and their family caregivers manage their conditions.

Arizona Coalition to Transform Serious Illness Care

C-TAC also continued to drive positive change for those with serious illness in Arizona, working alongside Discern Health and leaders on the ground from the Arizona Healthcare and Hospital Association, the Arizona End of Life Care Partnership. The Arizona Coalition to Transform Serious Illness Care also benefited from the expertise of a steering committee of over **40** professionals who care for people with serious illness on a daily basis.

With the support of the David and Lura Lovell Foundation and the Arizona Blues, we are now developing a model for a home- and community-based palliative care network which we plan to implement in order to improve the lives of people with serious illness across the state.



“ Meaningful numbers help drive change. Data is a critical feature for mapping the kinds of changes we think are important.”

Lou Gagliano, Strategic Advisor, C-TAC

Strengthening Coalitions

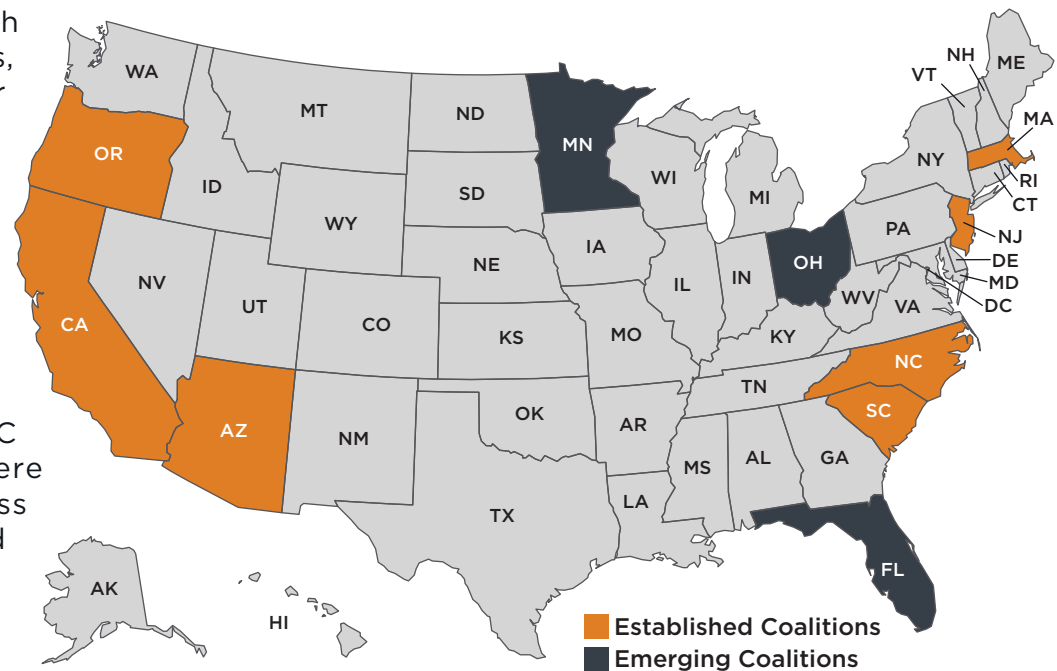
In 2020, C-TAC embraced community-level action as a pillar of our work. This has led to a greater emphasis on our efforts to support statewide coalitions across the country, who understand the needs of their community and can leverage their resources to support those living with serious illness and their families.

State Coalitions Are Driving Change Across the Nation

This work only became more important with the spread of the Coronavirus, as states handled the lion's share of the pandemic response. This crisis has shed light on the importance of connecting health care providers and non-medical community-based organizations to care for the sickest and most vulnerable among us.

C-TAC brings coalition leaders together each month for a State Workgroup meeting to share questions, best practices and lessons learned from their work. In addition to creating space for coalitions to connect with one another, this forum helps new state coalitions develop strategies using the expertise of their fellow Workgroup members.

The map on the right shows established and emerging state coalitions that will transform serious illness care. Many of these coalitions, including those in Oregon, Florida and Minnesota, grew out of commitments made at the C-TAC Summit. We are also excited to share that there is growing interest in developing serious illness coalitions in Utah, West Virginia, Michigan, and South Dakota.



“ State coalitions are essential for C-TAC to achieve its moonshot goal- ensuring the highest quality of life for 12 million people with serious illness by 2030. I feel privileged to be a member of C-TAC and the Ohio task force.

Georganne Vartorella, MD, President and Founder, Patient Advocacy MD

2020 National Policy Forum

Leaders from across and outside the healthcare field gathered virtually for C-TAC's second annual National Policy Forum to discuss how the policy landscape for serious illness care has shifted during the COVID-19 pandemic.

C-TAC held the free event virtually, allowing us to reach a wider and more diverse audience than ever before. Expert panels shared insider analysis on the state of serious illness policy during COVID-19, particular as it affected communities already struggling with health inequities.

479

Attendees

45

States Represented

22

Expert Speakers

We were proud to include the perspective of **Leslie Redmond**, President of NAACP Minneapolis, who emphasized the need to actively combat systems that marginalize communities of color. Our keynote speaker, **Andy Slavitt**, Board Chair for United States of Care and former CMS Administrator, also challenged attendees to challenge their conventional approaches to care and find solutions that work for everyone.

The Policy Forum also featured in-depth discussions on several key policy issues affecting people with serious illness, including the healthcare gaps exposed by the COVID-19 pandemic, access to advance care planning, strategies for supporting our workforce and the rising need for telehealth in a time of social distancing.

This event was an important convening of leaders from across our movement, connecting trusted voices with new perspectives and allowing us to lay out a roadmap for supporting those with serious illness through policy change.



Faith leader and clinician **Rev. Dr. Gloria White-Hammond** joined the Policy Forum to examine the importance of advance care planning amid COVID-19.



“Ask yourself whether you want to go back to being comfortable with the world as we had it or if you're willing to risk some discomfort and asking the tough questions to make changes.”

Andy Slavitt, Board Chair, United States of Care; Former Acting Administrator, Centers for Medicare & Medicaid Services

2020 National Summit

The 2020 C-TAC Summit was an unprecedented event in our history, coming at the end of a tumultuous year and just before a presidential election. From Oct. 27-30, hundreds of attendees gathered virtually to address the most pressing issues facing people with serious illness and those who matter most to them.

We began by honoring essential workers as faith and community leaders gathered to recognize the tireless dedication shown by those who have served on the frontlines throughout the COVID-19 pandemic. The event included firsthand stories from people facing serious illness, calls for action from leaders representing communities who have historically been left behind by our healthcare system, and inspiring commitments from changemakers that will help us reach our moonshot goal of ensuring a high quality of life for 12 million people with serious illness by 2030.

Putting Equity at the Center

We were honored to include a diverse array of perspectives at the 2020 Summit, including voices from communities that have historically been left behind by our healthcare system. Leaders like **Gov. Brian Vallo** of the Pueblo of Acoma and **Gayle Dine'Chacon**, MD, Founder of the Center for Native American Health, underscored the inequities that have affected American Indian communities long before the COVID-19 pandemic. Other speakers emphasized the unique challenges affecting African American and Latinx communities during this crisis.

Established leaders in our field, including Drs. **Diane E. Meier** and **Ira Byock**, who echoed the call for systemic change and highlighted the need to support direct care workers as well as those with serious illness. Our Summit closed with commitments to action from innovators in serious illness care and a closing reflection from **Rabbi Richard Address**.



Gayle Dine'Chacon, MD, shared insight on health inequities and the experiences of American Indian communities during the COVID-19 pandemic.



**NATIONAL
SUMMIT ON
ADVANCED
ILLNESS CARE**

565
Attendees

36
States
Represented

128
Speakers

“C-TAC is setting the standard for all of us for effective virtual convening.”

Diane E. Meier, MD, FACP, FAAHPM, Founder, Center to Advance Palliative Care

Committing to Action

Several key leaders also used the Summit stage as a platform for committing to bold actions that will change the way that their organizations serve those affected by serious illness. We were excited by these announcements and look forward to providing support however we can.

Bradley T. Rosen, MD, MBA, Vice President of Cedars-Sinai Medical Center, delivered a compelling presentation that outlined the Cedars-Sinai commitment to ensuring goal-concordant care. This includes launching a new initiative to measurably improve the Serious Illness Communication Skillset for all Cedars-Sinai clinicians.

Brynn Bowman, MPA, serves as Chief Strategy Officer for the Center to Advance Palliative Care (CAPC), which has provided online training in palliative care for roughly 70,000 clinicians. Bowman, who will become Executive Director of CAPC in April 2021, committed to doubling the number of clinicians that receive this training within the next three years.

Alex Drane, CEO of Rebel Health and ARCHANGELS, also serves as a member of C-TAC's Board of Directors. She has committed to focusing all of her organization's resources to engaging caregivers at the local level, supporting the public engagement strategy of C-TAC's moonshot goal.

Torrie Fields, MPH, CEO of Votive Health, has committed to collecting the best-available evidence, in partnership with C-TAC, to enforce a standard of care that is based in clinical and operational excellence. She committed to ensuring that this is made available to all, regardless of their ability to pay.

MAKING PROGRESS

We were inspired by the organizations who committed to action during our 2019 Summit and followed through in 2020.

Susan Ponder-Stansel, CEO of Community Hospice and Palliative Care, committed to launching a statewide coalition in Florida and, while temporarily sidelined by the pandemic, the Florida coalition is set to launch this May.

The David and Lura Lovell Foundation sponsored faith leaders to attend our 2019 Summit and committed to bringing them back in 2020. We were thrilled to be joined by nearly 25 faith leaders at our 2020 Summit who were supported by the Lovell Foundation.

Meet the C-TAC Staff



Tom Koutsoumpas
Co-Chair, Board of Directors; President and CEO,
National Partnership for Hospice Innovation;
President and CEO, Capital Caring Health



Davis Baird
Policy & Advocacy Manager



Jennifer Driscoll
Senior Project Manager



Lou Gagliano
Strategic Advisor



Adriana Krasniansky
Community Health Strategy Intern



Brian Lindberg
Public Policy Advisor



Andrew MacPherson
Senior Policy Advisor



Bill Novelli
Co-Chair, Board of Directors; Professor,
McDonough School of Business, Georgetown
University; Former CEO, AARP



Jon Broyles
Executive Director



Torrie Fields, MPH
Strategic Advisor



Marian Grant, DNP, ACNP-BC, ACHPN, FPCN, RN
Senior Regulatory Advisor



Tim Bauerschmidt & Ramie Liddle
Caregiver Fellows



David Longnecker, MD
Chief Clinical Innovations Officer (Emeritus)



Cheryl Matheis
Strategic Advisor

Meet the C-TAC Staff (continued)



Kristina Minor
Operations Coordinator



Ravi Parikh, MD, MPP
Senior Clinical Advisor; Board Member



Alishia Parkhill
Strategic Advisor



Sage Rosenthal
Policy & Advocacy Associate



Luke Scuitto
Partnership Manager



Mark Sterling
Chief Strategy Officer



Stephen Waldron
Communications Manager



Elder Angela Overton
Senior Advisor to the Interfaith
Working Group



Sarah Park
Outreach Associate



Rev. Tyrone Pitts
Senior Faith Advisor



Shirley Roberson
C-TAC Fellow; Member, Board of Directors



Mike Simmons
Strategic Advisor, Community Engagement



Brad Stuart, MD
Chief Medical Officer



CB Wismar
National Summit Producer

Respecting Choices®

PERSON-CENTERED CARE

Respecting Choices® is an internationally recognized, evidence-based system for person-centered decision making that transforms the healthcare culture. Respecting Choices® supports organizations and communities to develop the systems and competencies to support individuals' decision making as a process that evolves over time, as their health status progresses. The process involves respectful and open communication between providers, individuals, and families, while keeping the focus of planning on what matters most to each person. By making sure preferences are known, documented, and honored, Respecting Choices® programs help you identify the care that is in-line with the goals of each individual.

Respecting Choices® offers a system of person-centered decision making that is guided by the best scientific evidence and results in care that is aligned with individuals' goals and values.

Founded in La Crosse, Wisconsin, in 1991, Respecting Choices® was developed as a national and international program by the Gundersen Medical Foundation starting in 1999. It now operates as a division of C-TAC Innovations.

Special Thanks to Sponsors

We would like to thank AARP, the Ralph C. Wilson, Jr. Foundation, the Cambia Health Foundation, the American Heart Association, the Home Centered Care Institute, the John A. Hartford Foundation, the Peterson Center on Healthcare, Pfizer, Inc., the Stupski Foundation, UCB, Vital Decisions, the David and Lura Lovell Foundation, Iris Health Plans, Prospero, the American Medical Student Association, Cyft, Grantmakers in Aging, Headspace, Livio Health, MemoryWell, Vynca, and Wisercare for their generous support of the Coalition to Transform Advanced Care.



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