



# C+TAC

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2022 Annual Report

# Dear Members, Funders, Supporters, and Partners,

This year was a great one for our Coalition thanks to your amazing support and partnerships! We came together as advocates, changemakers, and innovators to do great work – and what we accomplished in 2022 was no small feat. We are proud to have helped introduce Advance Care Planning legislation, brought together faith and community advocates, uplifted our state coalitions, and helped guide regulatory bodies all in support of our mission to improve health care for people with serious illness and their family caregivers. We worked with our members to produce a [Payer Toolkit](#), updated our [ACT Index State Report](#), and we helped build a serious illness messaging toolkit.

We also welcomed four new Board members: David Jones, Dom Moore, Edith Clifton, and Mai Pham. And thanked those rotating off the Board for their dedication and service, Rich Umbdenstock and Rev. Yvonne Delk.

Moving into 2023, we are excited to continue to highlight the progress of the Blue Chair Fund, launched in honor and memory of patient advocate, Shirley Roberson, as a social-change movement for patients and caregivers. And with our community model work in Louisville, we will continue to work to ensure that resources are available to the over 12 million patients and caregivers, especially those who are most in need in underserved and under-resourced communities

We look forward to connecting state coalitions, policymakers, regulatory directors, and C-TAC members to advance state policies to drive us further toward our goals in the strategic plan, which we released for Coalition feedback.

And with the launch of the Multi-Payer Collaborative, we will continue to focus on advancing payment reform with health plans and health systems to bring our Coalition's moonshot goal closer to reality.

Thank you to our members, supporters, and partners for making this work possible.



**Jon Broyles**  
**Chief Executive Officer**  
**Coalition to Transform Advanced Care (C-TAC)**

# 2022 Annual Report

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**C+TAC**

# Policy Advocacy



This year C-TAC expanded our relationships on the Hill, deepened our engagement with state leaders, and continued our dialogue with the Administration through our regulatory and administrative advocacy. Our focus remains creating a continuum of care for patients and their family caregivers from diagnosis through to the end of life, working with innovative care models such as: Home-Based Primary Care, Palliative Care, PACE, and Hospice.

*Here are highlights of the impact on our 2022 policy priorities*

## 1. Removing Barriers to Advance Care Planning

- We worked Rep. Edward Blumenauer (D-OR) and Sen. Mark Warner (D-VA) on the bipartisan bill “Improving Access to Advance Care Planning Act” (H.R.8840/S.4873). Sen. Susan Collins (R-ME) also co-sponsored the bill. The bills’ sponsors were unable to secure any of the provisions in the end of the year Consolidated Appropriations Act, 2023, but pledged to reintroduce the bill in the 118 th Congress.

## 2. Integration of Community-Based Organizations into Care

- In partnership with USAging, we launched a three-year project to identify and help promote best practices in community-based organizations' approach to serious illness care, including advance care planning.
- And we continued to promote community models of care, both in our recommendations to the Innovations Center at the Centers for Medicare & Medicaid Services (CMMI) and in pilots underway in areas such as Louisville, Kentucky. C-TAC Board member David Jones says *"I've had the privilege of joining this effort in Louisville, where I live. C-TAC's local work will test care models that connect patients in our poorest neighborhoods to advanced care resources and support trusted caregivers – ministers and fellow church members – in their essential human service."*

## 3. Accelerating State Policy Advocacy on Palliative Care Benefit Design and Implementation

- With our partner, the Petrie Flom Center at Harvard Law, C-TAC convened a dozen state stakeholders committed to new models of care within their Medicaid programs to

support people with serious illness and improve health equity.

- Hawaii has already filed a state plan amendment with the Center for Medicaid and CHIP Services (CMCS) to create a community palliative care benefit, while other states have initiated similar processes.
- We asked CMCS to issue federal policy guidance on serious illness, which they haven't done since 2011 (concurrent hospice care for children). This will help to prioritize key areas of state need and support our CMS policy champions in standardizing key aspects of serious illness care.
- We developed a proposal for Sen. Whitehouse's (D-RI) staff to focus on what can be done to advance a palliative care model in Rhode Island and other states. Targeting a three-pronged approach: 1) advance legislation; 2) propose an expansion of the Medicaid Innovation Accelerator Program to develop funds at the federal level for states; and 3) propose legislation that would direct the HHS Secretary to develop a plan for how Medicare will address the seriously ill population at the federal level.

# Regulatory Comments

C-TAC worked with our Regulatory Task Force and submitted comments for over 20 proposed rules and requests for information, including the Proposed Physician Fee Schedule rule, CMS' RFI on Medicare Advantage, NASEM's RFI on Federal Policies that contribute to Racial and Ethnic Health Inequities, HHS' proposed rule on Nondiscrimination in Health Programs and Activities, and CMS' RFI on Health Equity. Most importantly, several final rules acknowledged our comments and even quoted C-TAC's comments (the final were SNF, ESRD, Physician Fee Schedule, and Hospital Inpatient rules) confirming that not only is CMS listening to us but that they agree that what we say merits acknowledgement.



# Health Equity

Nearly 18 months after releasing our action plan on health equity, we [released an impact report](#) on what we did, what we learned, and what we're committed to in the future. Highlights include:

- Developed 2025 strategic plan with refined vision and mission
- Released updated policy agenda with recommendations on health equity
- Hosted three workshops on health equity, with partners such as Center to Advance Palliative Care, Massachusetts Serious Illness Coalition, Reimagine, Holistic Underground, and others



# 2022 National Leadership Summit

Over two days, 400 leaders from the Coalition convened in Washington, DC, to assess progress and chart a path forward to our shared goal of our 2030 Moonshot. We launched the [Blue Chair Fund](#) and released practical tools that Summit participants could use in building toward Shirley's vision of a person-centered healthcare system:

- [Payor Toolkit: Designing and Implementing Community-Based Palliative Care](#)
- [2022 ACT Index](#) to help build the business case for policy reform

Important action steps for C-TAC coming out of the Summit included: (1) supporting and expanding the impact of community models; (2) strengthening our mobilization efforts to support payment reform on the federal and state levels; and (3) supporting meaningful quality measures such as Heard and Understood.





# Our Team

## C-TAC Staff

- Sandra Arias, Partnership Associate
- Jennifer Blemur, Director of Policy & Advocacy
- Jon Broyles, Chief Executive Officer
- Jennifer Driscoll, Senior Project Manager
- Sarah Park, Partnership Manager
- Alishia Parkhill, Chief Strategy Officer
- Jim McGuire, Associate Director of Marketing and Communications
- Luke Scuitto, Partnership Associate Director

## C-TAC Board of Directors

- Nancy Brown, Chief Executive Officer, American Heart Association
- Jeff Burnich, MD, Former Chief Physician Enterprise Executive, Canopy Health
- Edith Clifton, Chair of the SEMATAC Steering Committee
- Pat Courneya, MD, Chief Health Plan Medical Officer, HealthPartners
- Reverend Dr. Yvonne V. Delk, Minister, United Church of Christ
- Alex Drane, Co-Founder & CEO, ARCHANGELS
- Mark Ganz, President & CEO Emeritus, Cambia Health Solutions
- David Jones, Jr., Founder, Chrysalis Ventures
- Tom Koutsoumpas, Co-Founder, C-TAC & CEO, Capital Caring Health
- Dominic Moore, MD, Medical Director of Palliative Care, Intermountain Healthcare
- Bill Novelli, Co-Founder, C-TAC & Professor, McDonough School of Business, Georgetown University
- Ravi Parikh, MD, Assistant Professor, Medical Ethics and Health Policy and Medicine, University of Pennsylvania
- Hoangmai (Mai) Pham, MD, President, Institute for Exception Care
- Charlotte Yeh, MD, Chief Medical Officer, AARP Services

# 2022 C-TAC Members

## A-F

A Sacred Passing  
 Accessia Health  
 Advocate Aurora Health  
 Aging & In Home Services of Northeast Indiana  
 Alabama Hospice and Palliative Care Organization  
 Alivia Care, Inc.  
 Alliance for Home Health Quality and Innovation  
 America's Health Insurance Plans  
 American Hospital Association  
 Arizona End of Life Care Partnership  
 Association for Home & Hospice Care of North Carolina  
 Avow Hospice  
 Be Present Care  
 Benjamin Rose Institute on Aging  
 Betsy Trapsso, Inc.  
 Big Bend Hospice Inc  
 Bob Eckardt  
 Brenda Maynor  
 California Hospice & Palliative Care Association  
 Cambia Health Foundation  
 Capital Caring  
 Care Navigation and Advocacy, LLC  
 CareDimensions

Caresource  
 Cedars-Sinai Medical Center  
 Cigna Health and Life Insurance Company  
 CIVHC  
 Coalition for Compassionate Care of California  
 COMPASS Pathways  
 Connecticut Center for Patient Safety  
 Coordinated Care Alliance (CCA)  
 Cornerstone Hospice  
 Cynthia Carter Perrilliat  
 David & Lura Lovell Foundation  
 David White  
 Denver Regional Council of Governments  
 DocuBank  
 ELDR  
 Elena C. Prendergast  
 Empassion Health  
 End of Life Doula, LLC  
 Eternally  
 Family Caregiver Alliance  
 Five Wishes  
 Florida Hospice & Palliative Care  
 Frances Nedjat-Haiem

# 2022 C-TAC Members

## G-K

Genevive

George Mark Children's House

Georgia Hospice and Palliative Care Organization

Geraldine Feaster

Goals of Care Coalition of New Jersey

Good Shepherd Community Care

GoodEnding, Inc.

Grief Advocacy

Grief Dialogues

Hawaii Care Choices

Hawaii Medical Services Association

Health Care Agent Literacy Project

Healthcare Chaplaincy Network

HealthPartners

Healwell

Heart and Soul Hospice

Home Centered Care Institute

Honoring Choices North Dakota

Honoring Choices Pacific NW

Honoring Choices Tennessee

Honoring Choices Virginia

Hope HealthCare Services

HopeWest

Hospice & Palliative Care Federation of Massachusetts

Hospice and Palliative Care Association of NY State

Hospice Buffalo

Hospice Compassus

Hospice Council of West Virginia

Hospice East Bay

Hospice of Acadiana

Hospice of Baton Rouge

Hospice of Cincinnati

Hospice of the Western Reserve

Hospice of Washington County

Hospice Savannah

Humana

Humane Prison Hospice Project

Illinois Hospice & Palliative Care Organization

Independence Blue Cross

Integrus Health

International End of Life Doula Association

Jane Conrad

Jodi Braun

The John and Wauna Harman Foundation

Kansas Advocates for Better Care

Koda Health

Kokua Mau

# 2022 C-TAC Members

## L-S

Life in Motion Guide  
Louisiana Health Care Quality Forum  
Louisiana-Mississippi Hospice Palliative Care Organization  
Maine Center for Palliative Medicine  
Maine Hospice Council and Center for End of Life Care  
Margherita Labson  
Massachusetts Coalition of Serious Illness Care  
Melanie Levav  
MemoryWell  
Minnesota Network for Hospice and Palliative Care  
Missouri Hospice and Palliative Care Association  
MJHS Hospice  
Mountain Valley Hospice  
Mountain-Pacific Quality Health  
Nathan Adelson Hospice  
National Alliance for Caregiving  
National End-of-Life Doula Alliance  
Northeast Georgia Health System  
Ochsner Health  
Oklahoma Hospice and Palliative Care Association  
Omega Home Network  
OnSky Health  
Partners in Care Foundation

Patient Advocacy MD  
PAUSE  
Pediatric Palliative Care Coalition  
Pulse Center for Patient Safety Education and Advocacy  
Rabbi Richard F. Address  
The Ralph C. Wilson, Jr. Foundation  
Rockbridge Area Hospice  
Roots & Roads Community Hospice Foundation  
Ryan House  
Samaritan Healthcare & Hospice  
Siobhan Aaron  
Social Work Hospice and Palliative Care Network  
Solvera Health  
South Carolina Home Care & Hospice Association  
South Dakota Association of Healthcare Organizations  
Stratis Health  
Susan Wurzer

# 2022 C-TAC Members

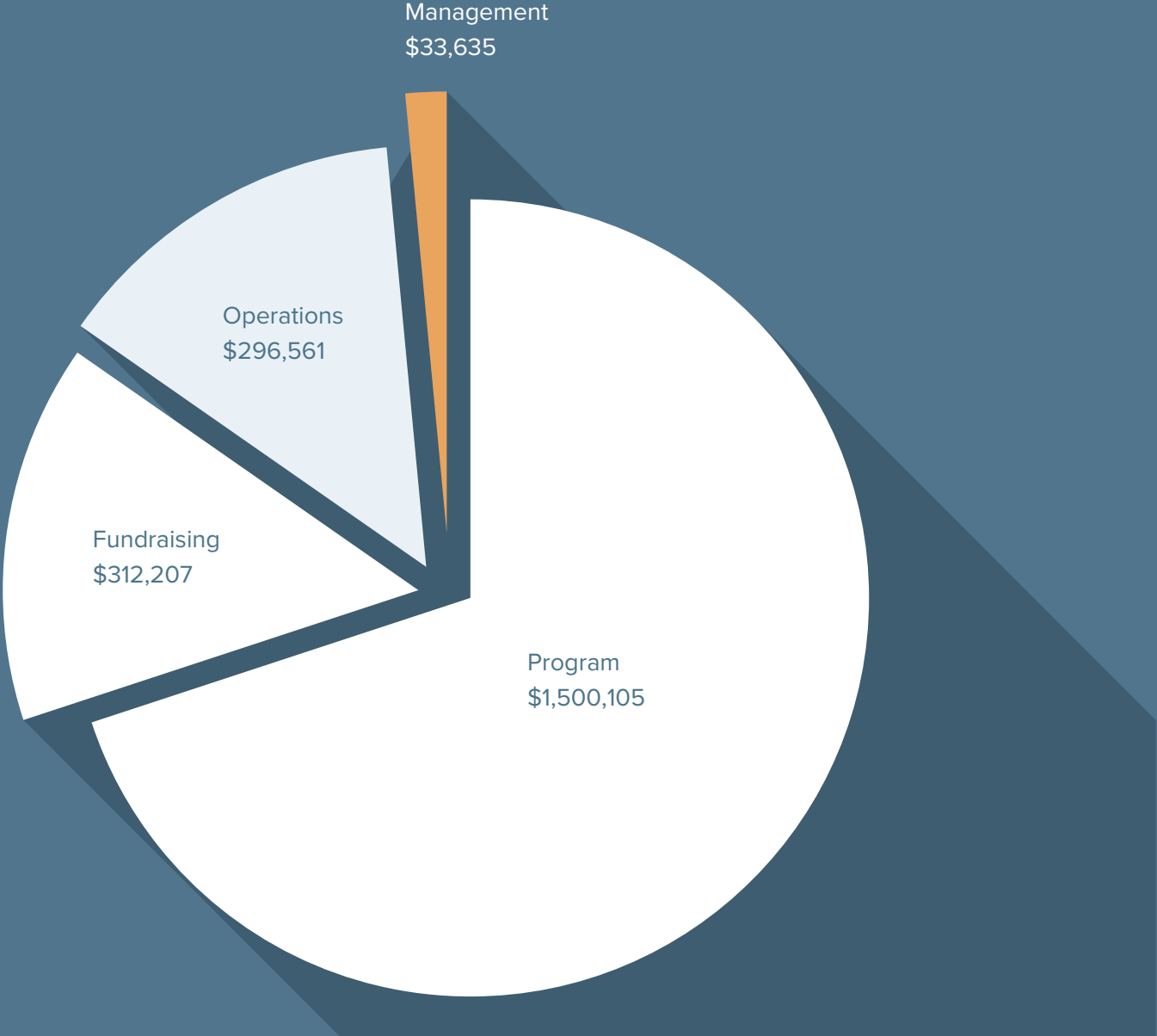
## T-Z

Teleios Collab  
Tennessee End of Life Partnership  
ThanaCare  
The Carolina Center  
The CSU Shiley Institute for Palliative Care  
The Death Deck  
The Death Designer  
The Elisabeth Kubler-Ross Foundation  
The HAP Foundation  
The Peaceful Presence Project  
The Sonnet Group  
Thoro Care  
Trellis  
Trellis Supportive Care  
Turnlane  
Unity Hospice  
Vanderbilt Medical Group  
Verde Valley Caregivers Coalition  
Vital Comm Lines  
Zen Caregiving Project

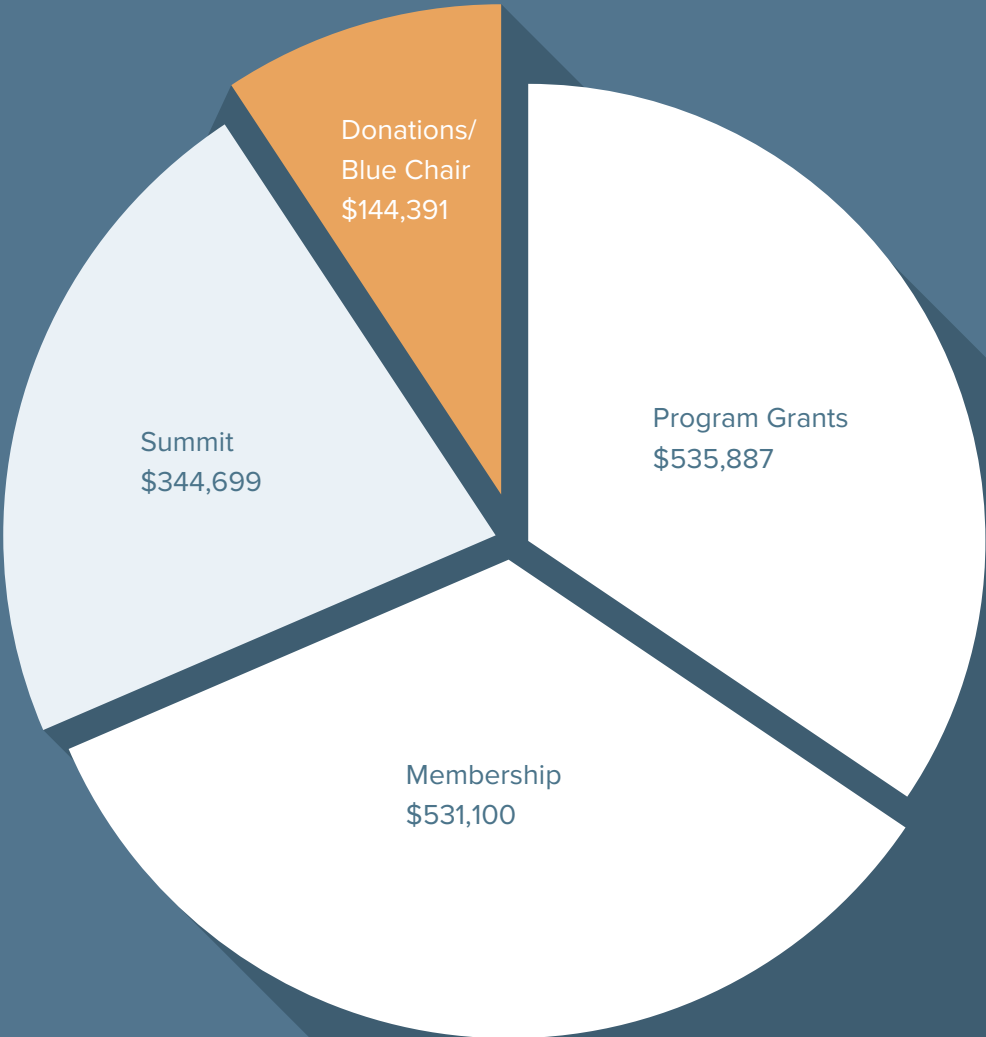




# Expenses



# Revenue





# Donations and Grants



## Blue Chair Fund

Alexandra Drane  
Bill Novelli  
Brian Lindberg  
Charlotte Yeh  
David A. Jones, Jr.  
David White  
Geraldine Feaster  
Hoangmai Pham  
Mark Sterling  
Melanie Phelps  
Nancy Brown  
Nancy LeaMond  
Pattie Yu  
Ravi Parikh  
Stephanie Anderson  
Susan Bodiker  
Tyrone Pitts  
Yvonne Delk

## Foundation Grants

Ho Chiang Foundation

The John A. Hartford Foundation

John and Wauna Harman Foundation

USAging

Peterson Center on Healthcare

Peter G. Peterson Foundation

Stupski Foundation

