FIVE CHARACTERISTICS OF PROGRAMS THAT CAPTURE THE FULL VALUE OF PALLIATIVE CARE

Despite mounting evidence of the broader benefits of palliative care, many administrators and physicians still think of palliative care as a way to provide a better experience for terminally ill patients. While it is certainly that, the best palliative care programs also yield longer survival rates, lower costs, and improved quality. In profiling palliative care initiatives around the country, our Physician Executive Council researchers identified five characteristics of the most effective programs.

**GROWTH-ORIENTED**

**CONSULT RATE AT MOST HOSPITALS FAR BELOW IDEAL**

- Set clear growth targets and set growth plan accordingly

**DEFINE FOUR POPULATIONS FOR PALLIATIVE CARE CONSULTS**

- Target rate 45%
- Target rate 40%
- Target rate 23%
- Target rate 4%

**SELF-AWARE**

**Patients receiving palliative care live longer**

(Despite receiving less aggressive end-of-life care)

- 33% of patients receiving aggressive end-of-life care
- 4% of patients receiving palliative care

**PHYSICIANS ARE OFTEN CONCERNED ABOUT BURDEN AND CONTROL**

- Address misperceptions directly
- Tell them what it is (patients actually like it)

**EASY TO USE**

**Keep laser focus on communications with referring physicians**

- Automate referral prompts

**RESULTS-DRIVEN**

**Track key measures**

- Operational
- Financial
- Clinical

**EMBEDDED**

- Embed palliative care skill set across the organization

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