

# **NASEM Roundtable on Quality Care for People with Serious Illness**

## **Webinar Series**

### **Changing Public Perceptions to Build Awareness, Knowledge, and Uptake of Palliative Care: An Evidence-based Approach**

#### **Webinar #2**

### **Exploring an Evidence-based Toolkit and Tailoring Messages to Specific Audiences**

**May 30, 2024**

## **Webinar Speaker Biosketches**



**Anthony Back, MD** is Professor of Medicine at the University of Washington. He was educated at Stanford University and Harvard Medical School and did his postgraduate medical training at the University of Washington in Seattle and the Fred Hutchinson Cancer Research Center. His research into patient-oncologist communication, funded by the National Cancer Institute and numerous foundations, led to founding of VitalTalk, a 501c3 with the mission of disseminating communication skill training to doctors and nurses who care for patients with a serious illness and their families. VitalTalk is one of the most successful non-profit startups in medical education and has trained >800 faculty who teach workshops that have reached >28000 clinicians in person and >250,000 clinicians online.

At the University of Washington, Dr. Back co-founded the Cambia Palliative Care Center for Excellence. He is the PI on a project jointly funded by The John A. Hartford Foundation and the Cambia Health Foundation that created an online toolkit for improving public outreach and messaging about palliative care (<https://seriousillnessmessaging.org/>) using evidence-based methods.



**Brynn Bowman**, MPA, is chief executive officer for the Center to Advance Palliative Care (CAPC). Ms. Bowman is a nationally recognized leader in scaling practice and culture change in health care delivery for people with serious illness. An expert in palliative care education, she specializes in health care leadership; palliative care business and financing; palliative care program design; palliative care education for non-palliative care specialists; and palliative care delivery during the COVID-19 pandemic. Her work has been instrumental in the development of clinician engagement and education strategies to equip the U.S. health care workforce with the skills needed to care for patients with serious illness and their families.

In 2020, Ms. Bowman was selected as a Health and Aging Policy Fellow where she served with the Senate Finance Committee. In 2019, she was co-chair of the Roundtable on Quality Care for People with Serious Illness workshop: “Building the Workforce We Need to Care for People with Serious Illness.” In 2021, she co-chaired the Roundtable’s workshop “Caring for People with Serious Illness during the COVID-19 Pandemic: A Workshop on Lessons Learned and Future Directions.” Ms. Bowman has served on a number of advisory groups, including the Stakeholder Advisory Committee of the American College of Surgeons Geriatric Surgery Verification Program; Aquifer palliative care curriculum development for medical students; and the Serious Illness Care Program Implementation Collaborative. In 2018–19, Ms. Bowman led a consensus process to grow the field of pediatric palliative care that codified a road map of priority actions and led to the development of a national coordinating pediatric palliative care task force. Ms. Bowman has characterized palliative care education in multiple peer-reviewed publications, including *Health Affairs*, the *Journal of Palliative Medicine*, and the *Journal of the American Geriatrics Society*, and others. Formerly vice president of education at CAPC, Ms. Bowman was responsible for developing CAPC’s online clinical training curriculum and a wide range of technical assistance. Ms. Bowman graduated from Harvard College in 2008 with an AB in biological studies and received her MPA from New York University in 2017.



**Jane Carmody**, DNP, MBA, RN, is a Senior Program Officer with The John A. Hartford Foundation, a national private foundation dedicated to improving the care of older adults. She held significant leadership positions with health care systems, including as executive director of a large regional health system’s home health care and hospice services, hospital chief nursing officer (CNO), system CNO for a health care system and chief clinical leader for a large national home health care and hospice company.

Dr. Carmody has a doctorate in nursing practice (DNP) from Rush University, an MBA from Creighton, a social work degree from the University of Nebraska-Omaha and a diploma in nursing from Mercy College in Des Moines. She has

national certification in executive nursing practice (CENP) from the American Organization of Nurse Executives (AONE) and a board certification in nurse executive-advanced from the American Nurses Credentialing Center (ANCC).



**Marian Grant, DNP, ACNP\_BC, ACHPN, FPCN, FAAN, RN,** is a consultant for the [National Partnership for Healthcare and Hospice Innovations \(NPHI\)](#), a policy consultant for the [Coalition to Transform Advanced Care \(C-TAC\)](#), the [Center to Advance Palliative Care \(CAPC\)](#), and the [National Patient Advocacy Foundation](#), and a marketing consultant for the University of Washington's [MessageLab Serious Illness Messaging project](#), [VitalTalk](#), and several hospice organizations.

Dr. Grant maintains a clinical practice as a palliative care nurse practitioner at the University of Maryland Medical Center. She is adjunct faculty at the University of Maryland and Johns Hopkins Schools of Nursing. In 2014, Dr. Grant was selected as a [Robert Wood Johnson Health Policy Fellow](#) working on Capitol Hill and at the Center for Medicare and Medicaid Innovation. Dr. Grant has served on the board of the Carolinas Center and the Hospice and Palliative Nurses Association and speaks nationally and internationally on palliative care, messaging, and health policy. Before becoming a nurse, Dr. Grant had a career in marketing at the Procter & Gamble Company and worked on the Max Factor and Cover Girl cosmetics brands there. She is the daughter of immigrants and refugees.



**Kimberly S. Johnson, MD, MHS** is a Professor with Tenure in the Department of Medicine, Division of Geriatrics, Duke Palliative Care, and Senior Fellow in the Center for the Study of Aging and Human Development at Duke University Medical Center in Durham, North Carolina. Her research focuses on understanding and eliminating racial disparities in palliative and end-of-life care for seriously ill African Americans. She has led large national studies of hospice providers and multi-site studies to improve palliative care delivery. Dr. Johnson has

published widely and is nationally recognized for her work investigating how cultural beliefs and preferences and organizational practices and policies may influence the use of hospice care by older African Americans. She is the Director of the Duke Center for Research to Advance Health Care Equity (REACH Equity). The Center focuses on developing and testing interventions to reduce racial and ethnic disparities in health by improving the quality of patient-centered care in the clinical encounter. In addition to her program of research, Dr. Johnson has substantial experience leading research training programs for early-stage investigators as the Co-director of the Duke CTSA KL2 Program and the Research Education Core of the Duke Pepper Center.



**Peggy Maguire, JD**, is president of Cambia Health Foundation, and works with a wide range of stakeholders to drive health care transformation that results in better experiences for people and families. Sojourns®, the Foundation's signature program, promotes palliative care to help people with serious illness and their caregivers live well. Through Healthy People, Healthy Communities, the Foundation invests in whole person care models that address social determinants of health, improve health equity, and empower consumers to take charge of their health and wellbeing. Under Peggy's leadership, the Foundation has

invested \$46M to advance palliative care quality, access and awareness. In 2016, the American Academy of Hospice and Palliative Medicine recognized the Cambia Health Foundation with its highest honor, a Presidential Citation.

Peggy also oversees Corporate Social Responsibility, Ethics, Compliance and Palliative Care Solutions for Cambia Health Solutions, the Foundation's parent company. Peggy launched and provides strategic direction for Cambia's regional health plans' "Personalized Care Support" program, which includes benefits for palliative care services, as well as specialized case management and resources for family caregivers. Peggy joined the company in 1997 as an associate general counsel and has held several posts, including chief of staff to the CEO, vice president of Legal Services, and director of Litigation & Risk Management. Previously, Peggy worked as an attorney at Garvey Schubert & Barer.

Peggy was recognized by Portland Monthly magazine as an Extraordinary Board Member in 2017 for her service to the community and leadership of the Cambia Health Foundation. She was honored by Dress for Success Oregon with its Athena Award in 2016, by the Girl Scouts of Oregon and Southwest Washington as a Woman of Distinction in 2015, and by the Portland Business Journal as a Woman of Influence in 2014. She received her bachelor's degree in philosophy and anthropology from Lawrence University and her law degree from Northwestern School of Law of Lewis and Clark College. She completed an Executive Program at the Stanford Graduate School of Business in 2016.



**Diane E. Meier, MD, FACP, FAAHPM**, is Director Emerita and Strategic Medical Advisor of the Center to Advance Palliative Care, a national organization devoted to increasing access to quality health care in the United States for people living with serious illness. Under her leadership the number of palliative care programs in U.S. hospitals tripled since 2002.

Widely regarded as a preeminent change agent, Dr. Meier has received numerous awards that recognize and celebrate her achievements. In September 2008, Dr. Meier was awarded a MacArthur Foundation Fellowship (MacArthur Genius

Award). She was named one of “20 People Who Make Healthcare Better in the United States” by HealthLeaders Media in 2010 and was elected to the National Academy of Medicine of the National Academy of Sciences in 2013. In 2017 she received both the Gustav O. Lienhard Award of the National Academy of Medicine and the American Hospital Association’s HRET TRUST Award. Dr. Meier served as a Health and Aging Policy Fellow in Washington, DC, in 2009–10, working on the U.S. Senate Committee on Health, Education, Labor & Pensions (HELP) and at the Department of Health and Human Services.

Dr. Meier has published more than two hundred works in peer-reviewed medical literature. Her most recent book, *Meeting the Needs of Older Adults with Serious Illness: Challenges and Opportunities in the Age of Health Reform*, was published by Humana in 2014. She has been featured in the media numerous times, including the PBS NewsHour Brief But Spectacular and the New York Times Magazine.