



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

Three-Part Webinar Series hosted by the
**NASEM Roundtable on Quality Care for
 People with Serious Illness**

Webinar #3

Case Studies: Applying the Research to Change Public Perceptions about Palliative Care

Thursday, June 13, 2024, 12:00 pm to 1:00 pm ET

WEBINAR AGENDA

12: 00 PM	Welcome and Opening Remarks Peggy Maguire, JD President, Cambia Health Foundation
12:05 PM	Case Studies: Improving Messaging and Outreach about Palliative Care Anthony Back, MD Co-Director, University of Washington Center for Excellence in Palliative Care Professor of Medicine, University of Washington Marian Grant, DNP, Marketing Consultant <i>Center to Advance Palliative Care</i> Diane Meier, MD and Brynn Bowman, MPA

	<i>University of Alabama at Birmingham</i> Center for Palliative and Supportive Care Aras Acemgil, MBA, Administrative Director <i>MemorialCare Long Beach Medical Center</i> Katy Hyman, MDiv., Director of Palliative Care
12:40 PM	Question & Answer Session Brynn Bowman, MPA Chief Executive Officer, Center to Advance Palliative Care Moderator
12:55 PM	Wrap-up and Closing Remarks Peggy Maguire, President, Cambia Health Foundation
1:00 PM	Webinar Ends