



# 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 #1**

## **Addressing Public Misperceptions about Palliative Care**

**Monday, May 20, 2024, 12:00 pm to 1:00 pm ET**

### **WEBINAR AGENDA**

12: 00 PM	<p><b>Welcome and Opening Remarks</b></p> <p>Jane Carmody, DNP, MBA Senior Program Officer, The John A. Hartford Foundation</p> <p>Peggy Maguire, JD President, Cambia Health Foundation</p>
12:10 PM	<p><b>Addressing Public Misperceptions about Palliative Care: Why is it important?</b></p> <p>Diane Meier, MD, Founder, Director Emerita, and Strategic Medical Advisor, Center to Advance Palliative Care Professor, Icahn School of Medicine at Mount Sinai</p>

12:25 PM	<b>Evidence-based Principles for Public Outreach</b>  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
12:40 PM	<b>Question &amp; Answer Session</b>  Brynn Bowman, MPA Chief Executive Officer, Center to Advance Palliative Care Moderator
12:55 PM	<b>Wrap-up and Closing Remarks</b>  Peggy Maguire, President, Cambia Health Foundation
1:00 PM	<b>Webinar Ends</b>