

UAB Center for Palliative and Supportive Care

Website and Communications Evolution

About CPSC

Established in November 2000 by UA Board of Trustees

Mission

The UAB Center for Palliative and Supportive Care serves patients and families experiencing serious illness by providing compassionate clinical care, demonstrating leadership in teaching health professionals and trainees, conducting collaborative research, and influencing health care delivery and public policy.

Vision

To become an international center of excellence in the field of Palliative Medicine through personalized care, innovative approaches and the sharing of expert knowledge.

Core Values

BY ACCEPTING OUR MISSION, WE ARE COMMITTED TO UPHOLDING OUR CORE VALUES OF:



Serving with integrity and compassion



Innovating through education and research



Leading through advocacy and influence



Caring through collaboration and interdependence



Sustaining through community and collegiality

CPSC Organizational Structure



• Feedback from Steering Team, C&E Taskforce, and Community Advisory **Board**

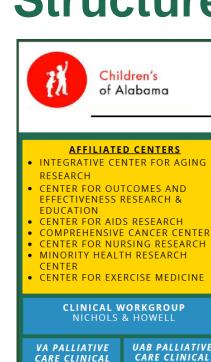
Tagline

 Personalized, Innovative, and Expert

UAB Web Team Initiatives

SIM

 Serious Illness Messaging branding quidelines



PROGRAMS **PROGRAMS**

- SAFE HARBOR INPATIENT
- **CONSULTATION**

COA CLINICAL PROGRAMS

- **INPATIENT** CONSULTATION
- MUSC DYS
- **ONCOLOGY**

UAB PALLIATIVE CARE CLINICAL

SUPPORT

SERVICES

CAPE

PSYCHOLOGY &

- INPATIENT CONSULTATION SUPPORTIVE
- CARE & **CAREGIVER &**
 - IMPROVING CAREGIVER
 - **COMMUNICATION SKILLS AMOUNG PATIENTS &**

GRECC CTAC BEACON NPCRC

CENTER FOR PALLIATIVE AND SUPPORTIVE CARE



ORGANIZATIONAL CHART

STEERING TEAM

DIRECTOR ASSOCIATE DIRECTORS

ADMINISTRATIVE DIRECTOR FOR SERIOUS ILLNESS ADMINISTRATIVE DIRECTOR ASSISTANT DIRECTORS

RESEARCH WORKGROUP

BAKITAS, ELK, ODOM, &

RONIT ELK, PHD SYLVIA HUANG, PHD, MA, MED JENNIFER HICKS, MSHA, MBA ARAS ACEMGIL, MBA

RODNEY TUCKER, MD, MMM

MARIE BAKITAS, DNSC, CPRN

ASHLEY NICHOLS, MD STEPHEN HOWELL, DNP SUSAN MCCAMMON, MD NICK ODOM, PHD, MSN SHENA GAZAWAY, PHD

GGPC DIVISION DIRECTOR

SIIPSC WORKGROUP **ELK & BAKITAS**

PALLIATIVE CARE RESEARCH **PRIORITIES**

- INCREASING ACCESS TO PALLIATIVE AND SUPPORTIVE CARE IN RURAL & UNDER RESOURCED **POPULATIONS**
- ADDRESSING CULTURE, LIVED EXPERIENCES AND RACISM: TOWARDS HEALTH
- SYMPTOM SCIENCE
- SUPPORT & BEREAVEMENT ENHANCING

KEN BOOCKVAR. MD-EX-OFFICIO

EDUCATION WORKGROUP HUANG & MCCAMMON

- CULTURAL PALLIATIVE CAR NETWORKING **PLATFORMS**
- CENTER (PCLC) UAB CLINICAL TRAINING TRAINING ACADEMY (CTA) WEBINARS
 - PALLIATIVÉ CAR SUBSPECIALTY

FELLOWSHIP

COMMITTEE KEZAR

- **PRACTITIONER PSYCHOLOGY &**
- **PROGRAM**

COMMUNITY ADVISORY **BOARD & CENTER LIAISONS**

SE INSTITUTE FOR NNOVATION IN PALLIATIVE & SUPPORTIVE CARE AT UAB

ALABAMA COMPREHENSIVE CANCER CONTROL COALITION

ALABAMA DEPARTMENT BLIC HEALTH

COMMUNICATION & ENGAGEMENT TUCKER & ACEMGIL

- DEVELOPMENT
- **WEBSITE & SOCIAL**
- PCLC/CTA
- MARKETING COMMUNITY
- ADVISORY BOARD
- COMMUNITIES
- **PARTNERSHIPS**
- **NEWSLETTERS**



Older Version of the Website



Current Version of the Website

LAS THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

Explore UAB @

Center for Palliative and Supportive Care

HEERSINK SCHOOL OF MEDICINE

Q

About Team Regional Outreach Research Education Patient Care News & Events Give



Personalized, innovative, and expert support for the stress of serious illness

proven track record of innovation and an undeniable wealth of experience, we have raisi prestiglous home for research and education programs that advance new insights in resj The Southeast institute for innovation in Palliative and Supportive Care.

Our mission is to serve as the leading regional resource center for the discovery, dissem palliative and supportive care principles and practice in the Southeast US. Please brows content from previous regional conferences and regional newsletters.

For Questions Contact:



Stacey Miller
Program Manager II
Phone: 205.434.6104
Email: staceymiller@uabmc.

Challenges

- Institutional barriers:
 - Frequent website updates
 - Analytics
 - Matrix institution: UAB Medicine website
 - Consistent messaging between all communication platforms



OUR SPECIALTIES PLAN YOUR VISIT V LOCATIONS FIND A PROVIDER CONTACT US

Palliative Care

Home | Our Specialties | Palliative Care

UAB Medicine's Division of Gerontology, Geriatrics, and Palliative Care delivers world-class care to older adults and patients with advanced or life-threatening illnesses as well as survivorship care and dignified end-of-life care. Our palliative care services are offered for both inpatients and outpatients, depending on the patient's circumstances and preferences.

Our Services Include:

Inpatient

The 12-bed inpatient UAB Palliative and Comfort Care Unit seeks to decrease the stress of the hospital setting with large rooms and hotel-like features that give patients and families the space they need to maneuver through difficult times. Opened in March 2006, the nationally-renowned center treats patients with advanced or life-threatening conditions, and it has provided care to more than 2,000 patients and their families since its inception. Some of the conditions commonly seen include cancer, heart failure, HIV, anorexia or other severe weight loss, trauma, genetic disorders, burns, sickle cell anemia, organ transplant, and chronic obstructive pulmonary disease. Focusing on the whole person, the treatment team goes beyond physical suffering to address emotional, social, family and spiritual





Thank you!