



# Save the Date

## November 7, 2009

### *Beyond the Health Care Proxy: Advance Care Planning for Patients with Serious Illness*

Excellus BlueCross BlueShield  
165 Court Street  
Rochester, N.Y.  
8:00am – 4:00pm  
Conference Fee: \$ 35.00

The all day conference will help you get it right and get paid for providing advance care planning for your patients with serious illness. The conference aims to:

- Explain a new model for enhanced provider reimbursement for thoughtful advance care planning conversations with seriously ill patients
- Demonstrate the process for patient-centered, goals based communication and provide opportunity to practice skills
- Discuss the nuts and bolts of the enhanced provider reimbursement model

This Train-the-Trainer conference is presented and developed by the Unwarranted Clinical Variations in End-of-life Care Workgroup jointly led by the University of Rochester Medical Center and Excellus BlueCross BlueShield.

The University of Rochester School of Medicine and Dentistry is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The University of Rochester School of Medicine and Dentistry designates this educational activity for a maximum of AMA PRA Category 1 Credit(s)<sup>TM</sup>. Physician should only claim credit commensurate with the extent of their participation in the activity.

**Seating is limited so register early!**  
**Registration will be on a First-Come, First-Serve basis.**

Register on-line using the Event Registration Form at [CompassionAndSupport.org](http://CompassionAndSupport.org)

**Registration deadline 10/26/09**

For further information, contact Dr. Patricia Bomba at [Patricia.Bomba@lifethc.com](mailto:Patricia.Bomba@lifethc.com) or 585-233-3918

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