

## Remarks from David Klein

CEO & President, The Lifetime Healthcare Companies

We are here today to announce a very special “Gift Giving Campaign.” This is a campaign that encompasses all of the religious faiths you see represented here – and many more. Let me make it clear that this is not a campaign to raise money. This is a campaign to encourage people to give their families - and themselves - the gift of “peace of mind.”

This is a campaign to encourage everyone in our community to learn more about Advance Care Planning. Advance Care Planning is a way to assure yourself that your wishes will be known and followed – and to take the burden off of your loved ones – should you become ill or injured and unable to speak for yourself.

Advance Care Planning begins long before you get to that point. It begins with conversations -- with your family, friends and physician about your wishes and beliefs.

Your particular spiritual community can make a great influence on your choices for end of life care. Each of these spiritual leaders has given their own advance care directives a great deal of thought. Those thoughts are represented in the advance care directives that these leaders will be signing today as part of this news conference.

The Advance Care Planning campaign is a Rochester Health Care Forum Initiative, co-sponsored by Excellus BlueCross BlueShield and the Rochester Health Commission, to improve the quality of care at the end-of-life.



David Klein, CEO & President, The Lifetime Healthcare Companies