

Be@Ease
**Building Community Partnerships for
 Advance Care Planning**

Conference Session 7K
 Friday March 28, 2014 -- 2 to 3 P.M.

Be@Ease
Planning for the unexpected

www.BeAtEase.org

Today's Presenters

- Sarah Bealles, President & CEO, JourneyCare Inc.
- Syl Boeder, Director of Community Outreach, Be@Ease
- Laurie Kennedy, Principal, Market Infomatrix
- Bob Lee, Founder, Ride for 3 Reasons & Be@Ease Benefactor

Be@Ease
Planning for the unexpected

Today's Objectives

- Create an effective community partnership and conduct a community-wide advance care planning campaign
- Demonstrate the value of advance care planning to individuals, community groups and major employers
- Use tools, techniques and materials to help community residents complete advance care plans

Be@Ease
Planning for the unexpected

Project Background

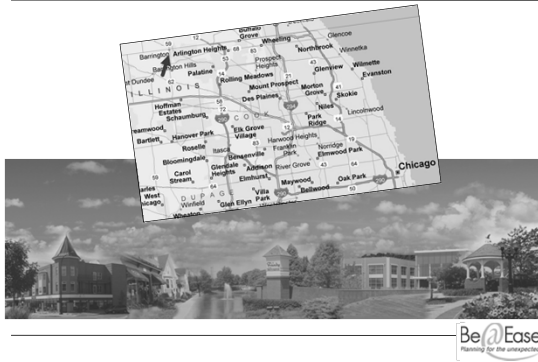
**JourneyCare –
 Advance Care Planning is important for everyone**



Making
Every
Moment
Count

Be@Ease
Planning for the unexpected

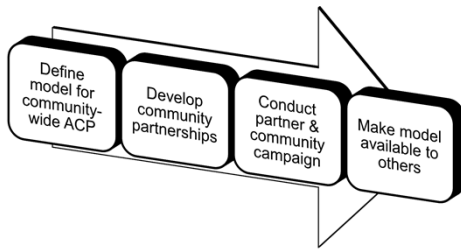
Community – Barrington, IL



Our Team



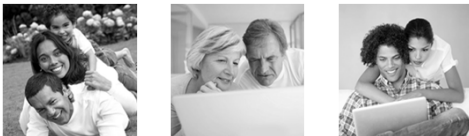
Program Model



Positioning, Resources & Tools

Target Market

Planning is for adults of all ages (18+ years)



Positioning Statements

Life is unpredictable...

If the unexpected happens will you be ready?



Be@Ease prepares you and those you love for the what-ifs in life.



End of life decisions should not be made at the end of life.

-- A Peace of Mind Benefit --



My What-if Plan – A 3-Step process for advance care planning

<p>Resources:</p> <ul style="list-style-type: none"> The Conversation Project (TCP) PREPARE National Healthcare Decisions Day Be@Ease 	<p>Resource:</p> <p>Five Wishes (online & hard copy), co-branded with Be@Ease</p>	<p>Resources:</p> <ul style="list-style-type: none"> TCP Five Wishes Be@Ease

Marketing Collateral

Public Relations

Press Conference

Local/Regional News & Magazine Coverage

Bob Lee – Media Interviews

Community Drive

Community Partners

Advocate Good Shepherd Hospital & Medical Staff	Bob Lee – Ride for 3 Reasons
Barrington 220 (Community Unit School District)	Financial Planners Advisory Council
Barrington Area Community Foundation	Healthier Barrington Coalition
Barrington Area Council on Aging	JourneyCare
Barrington Area Development Council	Lake Barrington Woods
Barrington Area Library	Wellness Place
Barrington Area Ministerial Association	

- ### Partner Campaigns
- Advocate Good Shepherd Hospital – link to associate wellness incentives
 - JourneyCare – ingrain in organizational culture; intranet education for all staff and volunteers
 - Council on Aging – group and individual counseling, staff education
 - School District – all-staff presentation, tie to health insurance coverage
 - Ministerial Association – 17 congregations, each adapts to fit
-

Feet on the Street

- Community service groups (e.g., Rotary)
- Retirement communities
- Local Library
- Home Owner's Associations
- School Parent Teacher Organizations
- Financial community (e.g., banks, CPA firms, attorneys, advisors)
- Local government board meetings



Project Metrics

Project Metrics

- 45 presentations to over 2,000 people
- Nearly 4,000 Five Wishes distributed (*print and online*)
- 7 of 13 partners have begun their internal drives
- Barrington Area Ministerial Association (BAMA), one of our partners, represents 17 church congregations.

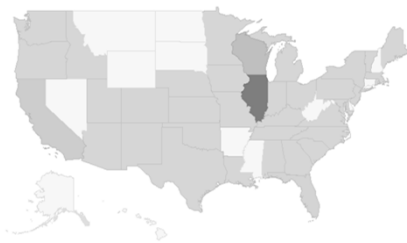


Website Metrics

- Over 8,200 pageviews
- 73% of those accessing Five Wishes Online (FWO) are women, 27% are men.
- Most prevalent age groups accessing FWO: 55 to 64 (52%), 35 to 54 (30%)
- Most prevalent methods of first hearing about Be@Ease: news stories (37%), employer (33%).



Where are Be@Ease visitors located?



Learnings

Learnings

- Metrics – Concrete results are hard to come by; think in terms of numbers of people touched
- Advance Care Planning is a PROCESS!
- Partnership initiatives take more time
- One size does not fit all
- Stories make it real
- Engage PR/Media source as a partner



Website Demonstration



- Help others Be@Ease
- Use our turnkey solution for Advance Care Planning
- Find everything you need at www.BeAtEase.org
- Start your community drive today!



Questions?

Please visit our website: www.BeAtEase.org

e-mail: barrington@BeAtEase.org
Phone: 224-770-2541

Today's Presenters

- **Sarah Bealles:** President & CEO, JourneyCare (JC). Since 1982, JC has provided compassionate end-of-life care and pain and symptom management to thousands of patients and families, making every moment count for those touched by serious illness and loss. JC serves a 10 county area in Illinois. Contact: sbealles@journeycare.org
- **Syl Boeder:** Director of Community Outreach. Prior to joining the Be@Ease campaign, Syl served on various not-for-profit community boards as well as the JourneyCare hospice board. Prior to her retirement in 2008, she was Director of Community Relations & Older Adult Services for Advocate Good Shepherd Hospital. Contact: sylvia.boeder@gmail.com
- **Laurie Kennedy:** Project Director, Marketing Deliverables & Budget. Laurie provides product development, market research, and project management services to senior living, healthcare, and hospice organizations. Contact: lauriek@marketinformatix.com
- **Bob Lee:** Be@Ease Benefactor. His Ride for 3 Reasons around the borders of the US provided project funding to develop and complete the community drive and make the resources available for use by other communities free of charge. Contact: bob@3reasons.org

