

**Collaborative for
Palliative Care**

*Supporting your journey through serious illness:
Education, research and advocacy*



REFRAMING PALLIATIVE CARE

EDUCATION, RESEARCH AND ADVOCACY

Thursday, December 6, 2018

7:30 a.m. – 4:00 p.m.

**Taylor Conference Center
Westchester Medical Center
Valhalla, NY**

Keynote Presenter:

Joseph J. Fins, MD, MACP, FRCP

Why Aid in Dying is Not the Remedy of Life's End

Additional Presentations:

Bridging Geriatrics and Palliative Medicine

Running an Interprofessional Palliative Hospital Consult Service

Maternal Mortality: The Race to Achieve Equity in the 21st Century

Unique Approaches to Pediatric Palliative Patients

New Approaches to Meeting Palliative Care Needs in the Community

**SPONSOR
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OPPORTUNITIES**

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ABOUT THE EVENT

Palliative care is an often misunderstood treatment equated with death and end-of-life care. Through lectures, panel discussions and case presentations, this event will provide health professionals a greater understanding of palliative care and an opportunity to network and exchange ideas.



KEYNOTE ADDRESS:

Why Aid in Dying is Not the Remedy of Life's End

Joseph J. Fins, MD, MACP, FRCP,
E. William Davis Jr., MD, Professor of Medical Ethics
Chief of the Division of Medical Ethics, and Professor
of Medicine at Weill Cornell Medical College. Solomon Center
Distinguished Scholar in Medicine, Bioethics and the Law, Yale Law School

ADDITIONAL PRESENTATIONS

Bridging Geriatrics and Palliative Medicine
Running an Interprofessional Palliative Hospital Consult Service
Maternal Mortality: The Race to Achieve Equity in the 21st Century
Unique Approaches to Pediatric Palliative Patients
New Approaches to Meeting Palliative Care Needs in the Community

WHO ATTENDS

Physicians, nurses, psychologists, lawyers, social workers, educators and other health care professionals from the tri-state area and beyond.

WHY SPONSOR

Sponsorship offers a unique opportunity for Health Care Organizations, Agencies, Professionals, Educational Institutions and others, to highlight their role in supporting progressive Palliative Care initiatives and educational opportunities in our region. Sponsor forms are due by October 15, 2018.

FOR ADDITIONAL INFORMATION

If you have any questions, please contact Mary Beth Morrissey, Phd, MPH, JD, President of the Collaborative at mamorrissey@Fordham.edu or Melissa Lang, DrPH, MPH, MPA, MA, Chief Executive Officer of Gilda's Club Westchester at mlang@gildasclubwestchester.org

REFRAMING PALLIATIVE CARE

SPONSORSHIP OPPORTUNITIES

Gold: Includes Two complimentary full-day registrations, full page ad in conference journal, prominent signage and recognition at conference, inclusion in all pre and post media.

\$2,500

The Inaugural Judge Kevin J. Quaranta Hope at Life's End Lecture

Why Aid In Dying is Not the Remedy of Life's End

Joseph J. Fins, MD, MACP, FRCP, E. William Davis Jr., MD, Professor of Medical Ethics Chief of the Division of Medical Ethics, and Professor of Medicine at Weill Cornell Medical College. Solomon Center Distinguished Scholar in Medicine, Bioethics and the Law, Yale Law School

\$2,500

The Reva Greenberg Lecture

Bridging Geriatrics and Palliative Medicine

Thomas V. Caprio, MD, MPH, MSHPE, CMD, HMDC, FACP, AGSF, FAAHPM, Associate Professor of Medicine/Geriatrics, Dentistry, Clinical Nursing, & Public Health Sciences; Program Director, Geriatric Medicine Fellowship; Director, Finger Lakes Geriatric Education Center; Medical Director, University of Rochester Geriatric Assessment Clinic; Chief Medical Officer, UR Medicine Home Care; Medical Director, Visiting Nurse Hospice & Palliative Care, University of Rochester Medical Center

\$2,500

The William Dawe Lecture

New Approaches to Meeting Palliative Care Needs in the Community

M. Carrington Reid, MD, PhD, The Irving Sherwood Wright Professor of Geriatrics; Director, Translational Research Institute on Pain in Later Life (TRIPLL), Weill Cornell Medical College

Silver: Includes One complimentary full-day registration, half page ad in conference journal, prominent signage at conference session and recognition at conference, inclusion in all pre and post media.

\$750

Running an Interprofessional Palliative Hospital Consult Service

Michael Frankenthaler, MD, FCCP, Assistant Professor of Medicine, New York Medical College; Chief, Palliative Medicine, Westchester Medical Center; Erica Rotundo, MS, ANP-BC, ACHPN Nurse Practitioner, Palliative Medicine, Westchester Medical Center; Stacy Weissberg, LCSW Social Worker, Palliative Medicine, Westchester Medical Center; Samsiah Abdul-Majid, MBA, MA; Palliative Care Chaplain, Westchester Medical Center

\$750

Maternal Mortality: The Race to Achieve Equity in the Twenty-First Century

Mary Beth Morrissey, PhD, MPH, JD, President, Collaborative for Palliative Care, Karen Bullock, PhD, LCSW; Professor, Department of Social Work, North Carolina State University

\$750

Unique Approaches to Pediatric Palliative Patients

Gary Tatz, MD, Associate Professor of Pediatrics; Director, Pediatric Pain and Palliative Medicine; Attending, Pediatric Critical Care Medicine, Maria Fareri Children's Hospital, New York Medical College; Bruce C. Page MAT, MDiv, Director, Volunteer Services & Bereavement Coordinator, Hospice of Westchester; Mary Delaney, LCSW-R, Director, Family Support and the Family Resource Center, Maria Fareri Children's Hospital, Westchester Medical Center

Lunch Sponsor – \$500

Breakfast Sponsor – \$300

Friends Journal Listing – \$150

REFRAMING PALLIATIVE CARE

EDUCATION, RESEARCH & ADVOCACY

Sponsor / Donor Form

Name of Donor / Sponsor:

Address:

Contact Person:

Contact Phone:

Contact Email:

The deadline for ad submission is Friday, November 15th, 2018. Ads may be color or black and white. Files should be JPEG, TIFF, EPS or PDF (fonts and linked files included) at a resolution of 300 dpi. Digital files can be emailed to Kathleen.Carlisle@wmchealth.org

Full page: 7.5" x 10"

Half page: 7.5" x 4.75"

Third page: 7.5" x 3.25"

Quarter page: 3.5" x 4.75"

Please make checks payable to:

Collaborative for Palliative Care

Send completed form with payment to:

Collaborative for Palliative Care
c/o Business of Your Business LLC
Attn: Keith Douglas
333 Westchester Ave, South Suite 201
White Plains, NY 10604

Gold Level Sponsorship: Includes Two complimentary full-day registrations, **FULL PAGE AD** in conference journal, prominent signage and recognition at conference, inclusion in all pre and post media

The Inaugural Honorable Kevin J. Quaranta Lecture \$2500

The Reva Greenberg Lecture \$2500

The William Dawe Lecture \$2500

Silver Level Sponsorship: Includes One complimentary full-day registration, **HALF PAGE AD** in conference journal, prominent signage at conference session and recognition at conference, inclusion in all pre and post media.

Running an Interprofessional Palliative Hospital Consult Service \$750

Maternal Mortality: The Race to Achieve Equity in the Twenty-First Century \$750

Unique Approaches to Pediatric Palliative Patients \$750

Legacy and Friend Level Sponsorship:

Lunch Sponsor : Includes prominent signage at lunch and recognition at event, **HALF PAGE JOURNAL AD.** \$500

Breakfast Sponsor: Includes prominent signage at breakfast and recognition at event, and **QUARTER PAGE JOURNAL AD.** \$300

Friends Journal Listing \$150

TOTAL DUE: \$_____

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