

SUPPORTING THE UW PALLIATIVE CARE CENTER OF EXCELLENCE

At UW Medicine

The Goals of Palliative Care

At UW Medicine, the goal of palliative care is to improve quality of life for patients at the end of life, as well as for those with serious illness, chronic conditions or traumatic injuries. A coordinated team of doctors, nurses and other specialists ensures the necessary support for patients and families. Conversations help physicians and other care providers assess needs and offer compassionate, respectful and individualized care. These conversations allow us to:

- Address questions, concerns and fears faced by patients and families;
- Aid decision-making regarding symptom relief, pain management and end-of-life choices; and
- Clarify and support psychological, social and spiritual needs.

PALLIATIVE CARE IS OFTEN EQUATED with end-of-life care. However, palliative care is equally important in treating patients with serious illnesses, chronic conditions or traumatic injuries. Patients and families often have complex emotional and spiritual needs, in addition to the need to treat physical symptoms and reverse the effects of the illness or injury.

The UW Palliative Care Center of Excellence (PCCE) was created in 2012 with the goal of giving every patient access to healthcare focused on relief from symptoms, pain and stress, and on improving their quality of life. The PCCE represents a collaborative effort across the health sciences at the University of Washington — the schools of medicine, nursing, social work, dentistry, public health and pharmacy — to better serve patients and their families and the clinicians who care for them. The PCCE also reaches beyond the University into the broader community.

The PCCE's mission is to further improve palliative care for patients with serious illness (and for their loved ones), to support clinicians who provide this care, to generate new knowledge, and to provide educational and clinical resources to advance palliative care regionally, nationally and globally. This mission requires that we provide opportunities for research, education and training for students and clinicians seeking to provide the best possible care for patients and families. This mission also requires support from our community.

We welcome your partnership in improving palliative care to our patients and to patients around the world, and we have described our work — and opportunities for philanthropy — in the pages that follow.

Educating Professionals for a New Kind of Care

Palliative care education is in its infancy — for both new and established medical professionals. Faculty at the UW Palliative Care Center of Excellence will launch new educational opportunities that will enable us to recruit the brightest, most committed students into the field. In addition, the center will provide important specialized training to practicing clinicians. Four such projects are briefly described below.

Creating a Team-based Education Program

The future of care for serious illness is team-based. We are fortunate in that there is excellent training available in graduate and post-graduate palliative care education across the health sciences at the University of Washington. However, resource limitations have prevented the creation of an integrated inter-professional training program for students and clinicians from multiple healthcare professions. Donations to the PCCE Education Fund will enable us to create and implement integrated palliative care curricula across all healthcare professions.

Developing a Lecture Series for Practicing Clinicians

Most care providers were trained prior to the establishment of palliative care education programs. For that reason, practicing mid-career and senior clinicians are often unfamiliar with emerging palliative care knowledge and skills. One important avenue for educating practitioners in the

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field is through the use of an ongoing lecture series, one featuring national experts. Such lectures are often paired with workshops and other educational experiences which offer valuable opportunities for interaction, input, advice and collaboration. *Contributions for a single lecture or series will provide ongoing education to clinicians and foster professional collaborations.*

Establishing a Regional Training Center

More palliative care providers are urgently needed, but training opportunities for clinicians in the field are limited. To answer this need, the Palliative Care Center of Excellence is developing a Regional Training Center to educate physicians, nurse practitioners, nurses, social workers, spiritual care providers and other health professionals to deliver needed palliative care services. The PCCE is uniquely positioned to lead these training efforts across the five-state region served by the UW School of Medicine: Washington, Wyoming, Alaska, Montana and Idaho (WWAMI). A long-term goal is to develop a certificate program with multiple training modalities that would demonstrate expertise in palliative care. *Contributions will help support training efforts.*

Creating Scholarships for Palliative Care Education

Models of palliative care are spreading from urban teaching hospitals into community and rural healthcare settings. As these programs are established, new clinicians are desperately needed, particularly in medically underserved communities. It is challenging to attract students in the health professions into a field that serves primarily older, chronically ill patients who may be approaching the end of life. *Contributions that support scholarships for students in medicine, nursing, social work and spiritual care will help us attract future leaders in providing palliative care.*

Investment Opportunities: Education

Several specific endowed gift opportunities, allowing ongoing, steady program support over time, are listed below. However, gifts of any size and type are very welcome.

	Opportunity	Investment
Team-based Education Program	Named endowed education fund	\$50,000
Lecture Series for Practicing Clinicians	Named endowed lectureship	\$150,000
Regional Training Center	Named endowed fund	\$50,000
Scholarships for Palliative Care Education	Named endowed scholarship fund	\$100,000

Making New Discoveries in Palliative Care

Rigorous research forms the basis for sound medical practice. Yet as the nascent field of palliative care research grows more robust, traditional funding sources remain scarce. Research funds are needed to support fact-based innovations and to foster the professional development of emerging palliative care researchers.

Promoting Diverse Research Projects

Members of the UW Palliative Care Center of Excellence are currently pursuing an array of research interests, including:

- Improving communication among clinicians, patients and families;
- Identifying and treating depression and anxiety at the end of life;
- Advancing education about pain management;
- Understanding cultural differences and disparities in end-of-life care;
- Improving palliative care quality while reducing healthcare costs;
- Improving pediatric palliative care;
- Integrating spiritual belief systems into healthcare;

- Improving family support at the end of life;
- Preventing clinician stress and burnout; and
- Delivering effective outpatient palliative care.

Gifts designated to research will help develop and refine palliative care practice and improve the quality of care offered to seriously ill patients and their families.

Supporting Promising Pilot Research

The Palliative Care Center of Excellence is establishing a pilot research fund to launch promising and novel studies that have the potential to make a significant impact on palliative care. *Pilot funds are essential for helping both new faculty and senior scientists develop preliminary data, which are critical to obtaining major research grants.*

Investment Opportunities: Research

Several endowment and one-time gift opportunities are listed below. (Endowments allow ongoing, steady program support over time.) Gifts of any size and type are very welcome.

	Opportunity	Investment
Diverse Research Projects	Named endowed research fund	\$100,000
Promising Pilot Research	Named endowed pilot research fund	\$100,000
	Support for one pilot project	\$50,000

Innovations for Patients and Families

While palliative care has begun to bring greater focus to quality of life for seriously ill patients, there is significant work to be done. We must bridge gaps in clinical care while also measuring our effectiveness and making improvements.

Enhancing Palliative Care Delivery

Some components of palliative care, such as spiritual or bereavement care, are not well-funded and therefore not easily incorporated into treatment plans. The PCCE aims to create sustainable ways to ensure that palliative care makes all necessary healthcare services available. *Private donations will help the PCCE to develop new, sustainable programs to provide a full and balanced complement of palliative care services.*

Measuring and Disseminating Best Practices

To provide meaningful palliative care, we need to fully understand its effect on patients and families. Center faculty are interested in developing and implementing a set of quality metrics across multiple healthcare institutions. These metrics will demonstrate the value of the palliative care we currently provide, identify service gaps and needs for improvement, and document the benefit to patients and their families. These steps will constitute an important first step toward developing best practices and standards for effective palliative care. Contributions will enable us to create and apply robust metrics throughout UW Medicine and the region; in turn, we can serve as a resource for institutions around the country.

Investment Opportunities: For Patients and Families

Endowment opportunities, allowing ongoing, steady program support over time, are listed below. However, gifts of any size and type are very welcome.

	Opportunity	Investment
Enhancing Palliative Care Delivery	Named endowed support fund	\$25,000
Measuring and Disseminating Best Practices	Named endowed support fund	\$50,000

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Visionary Naming Opportunities

In addition to the opportunities listed on the previous pages, we would like to offer two other giving opportunities. These visionary investments would set a firm foundation — for years to come — for the center’s work in palliative care.

	Opportunity	Investment
Named Endowed Chair in Palliative Care	Chairs provide flexible funding in perpetuity, according to the donors’ vision. A source of resources and prestige, endowed chairs serve as a powerful tool to recruit and retain excellent faculty.	\$2 million
Named Palliative Care Center of Excellence	A gift of this magnitude would have a tremendous impact on a palliative care education, research and clinical care.	\$10 million

Make a Gift, Make a Difference

Please consider supporting patients and families at UW Medicine — as well as patients across our region and throughout the nation — by supporting the UW Palliative Care Center of Excellence.

To invest in our work in care, research or education in palliative care, or to learn more about the center, please contact Karen Franklin at 206.543.7421 or kfranklin@uw.edu. Thank you very much for your interest.

Lead Faculty



Randy Curtis, M.D., MPH

UW Professor of Medicine, Division of Pulmonary and Critical Care Medicine

Director, UW Palliative Care Center of Excellence

A. Bruce Montgomery-American Lung Association Endowed Chair in Pulmonary and Critical Care Medicine

Dr. Curtis cares for patients at Harborview Medical Center (in the hospital, in clinic and in the intensive care unit). He also has a large and successful research program that has focused on measuring and improving palliative and end-of-life care. His dedication and passion for palliative care has propelled him to become an international leader in the field. Among his many honors, Dr. Curtis recently received a Cambia Health Foundation Sojourns Award and an American Academy of Hospice and Palliative Medicine Award for Excellence in Scientific Research in Palliative Care.



Anthony L. Back, M.D.

UW Professor of Medicine, Division of Oncology

Co-director, UW Palliative Care Center of Excellence

Dr. Back is one of the nation’s leading innovators in patient-doctor communication. As an oncologist, he provides non-surgical therapies to cancer patients, as well as palliative and end-of-life care. He has an extensive background in teaching and training as well as a large research portfolio. Among many other forms of recognition, Dr. Back has received a Cambia Health Foundation Sojourns Award and an American Cancer Society Pathfinder Award.