

PRESS CONTACT:
Sandy George, CXO Communication
sandy@cxocommunication.com
(617) 413-6126

IHI LAUNCHES PHASE TWO OF INITIATIVE TO HONOR PATIENTS' END-OF-LIFE WISHES

All those interested invited to a free informational call on November 14

Cambridge, MA – November 12, 2013 – [The Institute for Healthcare Improvement](#) (IHI), a leading innovator in health and health care improvement worldwide, is now recruiting organizations for a new [Conversation Ready Health Care Community](#), a 9-month initiative designed to help clinicians in health care organizations become better able to receive and respect patients' wishes about end-of-life care.

The Conversation Ready Health Care Community is the second phase of work begun by a group of 10 [Pioneer Sponsor](#) organizations that spent the past year developing and enhancing practices that offer patients and families easier ways to convey their end-of-life wishes to health care providers who are prepared to listen and reliably respond. The goal of being "Conversation Ready" is to have processes in place that enable doctors, nurses, social workers, and others to prompt and document these discussions ahead of any medical crisis – helping to prevent stressful decision making on the spot with health professionals who lack vital information about patient preferences.

Building off the progress and success of the original group of Pioneer Sponsors – most of whom are continuing on to this second phase – IHI leaders are now gearing up to welcome a total of 40 organizations to deepen the effort with new models informed by the following core principles:

1. Engage with patients and families to understand what matters most to them at the end of life
2. Steward this information as reliably as allergy information
3. Partner with patients to develop appropriate goals of care
4. Exemplify this work to understand the benefits and challenges
5. Connect in a manner that is culturally and individually respectful of each patient

IHI's work to help health care become "Conversation Ready" is a companion initiative to [The Conversation Project](#), launched in August 2012 in collaboration with IHI. The Conversation Project is a public campaign dedicated to encouraging people to talk about their wishes for end-of-life care – not in the emergency department or intensive care unit, but around the kitchen table with the people they love. Too often, people die in ways they wouldn't choose. In fact, a recent national [survey](#) revealed that while more than 9 in 10 Americans think it's important to talk about their own and their loved ones' wishes for end-of-life care, less than 3 in 10 have actually held these sorts of discussions.

"Across the nation today, we're seeing a new era of partnerships emerging between clinicians, individuals, and their family members – where there is a focus on 'what matters to you?' In no other area could this be more important than an individual's end-of-life care wishes," stated Pat Rutherford, RN, MS, Vice President, IHI. "Through this new community, we aim to help remove barriers and accelerate progress amongst clinicians in all health care settings that want to be Conversation Ready."

For more details on the Conversation Ready Health Care Community, or to register for the free information call scheduled for 1:00 pm ET on Thursday, November 14, 2013, please visit:

<http://www.ihl.org/offerings/MembershipsNetworks/collaboratives/ConversationReadyCommunity/Pages/default.aspx>

About The Institute for Healthcare Improvement

IHI is a leading innovator in health and health care improvement worldwide. For more than 25 years, we have partnered with an ever-growing community of visionaries, leaders, and front-line practitioners around the globe to spark bold, inventive ways to improve the health of individuals and populations. Together, we build the will for change, seek out innovative models of care, and spread proven best practices. When it comes to raising the quality of health for all, IHI sees boundless possibilities and while we see the walls in front of us, we will not rest until we reach the other side. Learn more at [ihl.org](http://www.ihl.org).

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