



# The Carolinas Center

Innovation and Excellence in Advanced Illness at End of Life

## MEMBER BENEFITS & VALUE

*VOICE - LEADERSHIP - IMPACT - INNOVATION*



### Why join The Carolinas Center?

To receive trusted and proven assistance, guidance, and support in staying on top of the issues affecting you in the rapidly changing world of healthcare. You and your staff are already stretched to the max keeping up with your own hospice and palliative care business and providing the best care possible to the families in your community. The Carolinas Center stays abreast of issues that matter to you, but that you might not have the time and in-house expertise to monitor.



### 4 Pillars to Your Success

- The Carolinas Center's **leadership** is recognized by state and national organizations who appreciate the strength of our staff and programs and regularly tap us for advice, guidance and service on policy task forces and coalitions. We are singularly focused on leadership so that our hospice and palliative care members can provide quality hospice and palliative care and ensure its continued excellence and accessibility.
- Our track record **of hard work and positive impacts** since 1977 in our capital cities of Raleigh and Columbia, and in Washington D.C. Whether through our leading education, unrivaled technical assistance, or strength in advocacy, The Carolinas Center is recognized as the premier authority on hospice throughout the Carolinas.
- Your membership in The Carolinas Center gives you **voice** in Raleigh and Columbia as we actively advocate with relevant partners for policies that improve the business environment for your program. We are also active in national organizations such as NHPCO and NAHC, and are the only state hospice association with a membership in The Coalition to Transform Advanced Care (C-TAC).
- Building on our foundation and these partnerships, **we provide innovative thinking** for a positive impact on policy, practice and a sustainable future for our members who are providing the significant ground-level work for patients and families in the two Carolinas.



***How do we work on your behalf? And how does this benefit you?***

***Through Advocacy & Collaboration*** – Our staff is at the table, well connected with others who are on the forefront of community initiatives and issues that you care about: state and federal policy-making agencies; insurance payers; state and national regulatory agencies; the state medical, hospital, and bar associations; and other state and national groups such as hospice associations, coalitions on aging, care for the seriously ill, and pediatric palliative care.



***Benefits to you:*** These connections that we make on your behalf provide you with vital insights and information on the kinds of issues that affect you: insurance, CMS regulations and compliance, billing changes, legislative issues, advance care planning, veterans' issues . . . and so much more. Having The Carolinas Center as a reliable source for this information can help you avert problems and keep you moving forward in ways that are good for your business and your customers.

***Education*** – Our educational offerings set the standard for hospice and palliative care professional development. Offered in a variety of formats, they are timely, accessible and affordable; and they give you and your staff the tools needed to succeed in your business.



***Benefits to you:*** You cannot remain competitive and be successful in the dynamic world of health care/hospice/palliative care without good training. We find the best and most relevant and bring it to you.

***Technical Assistance*** – Our expert staff are your keen eyes and ears with regard to a wide range of regulatory, compliance and quality topics. TCC also offers limited consulting and training to you and your program as part of your current member benefit.



***Benefits to you:*** We do the leg work for you, and our updates are prompt, concise, in context and solution-oriented in areas that affect all hospice and palliative care providers. We are also sensitive to individual provider needs and will customize our help for you.

## ***The Carolinas Center***

### ***Member Benefits***

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***Information*** - TCC delivers the information you need, when you need it, and in a format you can immediately use through: weekly e-newsletters, providing up-to-date hospice and palliative care news and information on relevant topics; regular email alerts and social media posts, keeping you updated on need-to-know information in real time. Our Member Interest Groups (MIGs) provide a forum for you to learn, share, network and act together with your peers to advance the state of hospice and palliative care practice in the Carolinas. (A list of our MIGs is included as a separate attachment.)



***Benefits to you:*** We are your eyes and ears and distill complex information into products that keep you thoroughly informed and up-to-date in ways that are critical to your business.

***Expert & Responsive Staff*** – Our staff expertise is the “real deal”. Four staff members possess a combined 70 years’ experience in hospice and palliative care, plus an additional 25+ years in healthcare and non-profit management and leadership.



***Benefits to you:*** Our staff is credible and focused on working in ways that benefit you. In close partnership, we count on you to keep us up-to-date on your needs. Member engagement informs what we do, and makes us all more effective. We are 100% dedicated and responsive to your needs by phone, email, and in face-to-face settings: working to serve you and, ultimately, those you serve.

***Members Only Site:*** TCC created a member-restricted site that offers an opportunity to learn, share and collaborate from anywhere:

- o Online Data & Information about hospice, palliative care and advanced illness management A library of tools and resources, some of which can be co-branded
- o Full text searchable resources that provide guidance and how-to information in support of your hospice work
- o The latest information from CMS, OIG and other regulatory agencies.



***Benefits to you:*** Help is at your fingertips 24/7 as long as you have internet service. You aren’t always dependent on “office hours” to get your questions answered and your work done.



### **Other Extras that Benefit your Business:**

- Group Purchasing Program (private health insurance exchange, and other affinity providers)
- Free hospice/palliative care locator on our website
- Free employment listings
- Leadership opportunities
- A hard-working board of directors who has developed a strategic plan that is forward-thinking and just what is needed. The majority of the board are hospice and palliative care providers like you who know what it is like in the trenches every day. Other board members bring expertise in related healthcare fields, and their input is invaluable, since we don't work in a bubble, but alongside other healthcare providers.