



INFORMATION FOR CARE MANAGERS. EMPOWERMENT FOR PATIENTS.

Innovative and interactive workshops for care managers.

OUR MISSION

We are a small working group within Genentech whose expertise is in creating innovative health care programs that enable better patient care. As a care manager, you play a pivotal role in bridging the gap between doctors and patients. The more informed you are, the more you can enhance your skills and ideas to offer and enable better patient care.

The objective of these workshops is to provide information only and will not be supported for Continuing Education (CE) credits or serve as a replacement for a requisite education course or curriculum. Additionally, the workshops are designed to enhance your understanding of each topic, but are not meant to supersede your professional judgment.

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DESIGNED WITH THE CARE MANAGER IN MIND

Chronic and advanced illnesses not only affect the patients, they affect the caregivers and families as well. We've created these workshops to empower you as a care manager in enabling better patient care.

The workshops are informational only and do not replace medical advice. Additionally, participants do not receive continuing education or requisite educational course or curriculum credit.

THESE WORKSHOPS ARE DESIGNED TO:

- Highlight the critical role care managers and patient navigators play in helping patients receive timely diagnoses, treatment and quality care across the care continuum
- Engage care managers and help them better guide and advocate for patients during their treatment journey
- Encourage coordination of care between health care providers and improve the efficiency of care
- Teach a multidisciplinary approach to care management and psychosocial support
- Help patients and their families navigate the burden associated with chronic and advanced illness

WORKSHOP OVERVIEW

WHAT: 1- to 2-hour workshops, including presentations, case studies and Q&A led by experts in the field of care management

WHERE: On-site delivery within your institution or at a local venue and/or live webcast

WHO: Care Managers, Nurse Practitioners, Nurses, Nurse Navigators, Asthma Educators, Medical Assistants

WHY: Enable better patient care by addressing the needs of families and patients who suffer from cancer, multiple sclerosis, asthma and other chronic illnesses

WORKSHOP: (COMING SOON)

ENHANCING PATIENT CARE THROUGH CONTINUITY OF CARE (CoC)

AN EDUCATIONAL PROGRAM FOR CARE MANAGERS

Effective CoC helps improve patient care; enhance the patient, family and caregiver experience; and reduce health care costs. This workshop examines the key principles of CoC, why it is important and the role care managers can play in its effective implementation.

WHAT YOU'LL LEARN

- The definition and 3 key pillars of CoC
- The importance of effective CoC
- The roles of different care team members in CoC
- Common challenges encountered in CoC
- Best practices and strategies for improving CoC
- Opportunities for enhancing CoC within your organization

**EFFECTIVE CoC IS CRITICAL FOR OPTIMAL PATIENT CARE
THE CONSEQUENCES OF INEFFECTIVE CoC INCLUDE MEDICATION ERRORS, DUPLICATIVE TESTING AND
UNNECESSARY PROCEDURES, EMERGENCY DEPARTMENT VISITS AND HOSPITAL READMISSIONS.**

WORKSHOP:

MEETING THE CHALLENGES OF MULTIPLE SCLEROSIS (MS)

AN EDUCATIONAL PROGRAM FOR CARE MANAGERS

This workshop will provide treatment insights on this unpredictable disease, and show how strong care management skills can help determine the proper level of care and intervention needed at various stages of the patient's disease.

WHAT YOU'LL LEARN

- How MS is diagnosed and treated, the different phenotypes of MS and the range of symptoms that may affect patients with MS
- Treatment and coping strategies to help patients and their care partners better manage the symptoms and challenges of MS
- Guidance on how to address adherence issues and psychosocial concerns, and when to intervene
- Sample situational-based probing questions to foster open communication and frank discussions

**MS AFFECTS 2.3 MILLION PEOPLE WORLDWIDE.
PATIENTS WITH MS FACE A VARIETY OF DEBILITATING SYMPTOMS THAT AFFECT
THEIR DAILY ACTIVITIES AND QUALITY OF LIFE.^{1,2}**

Sources: **1.** Kalb R, Reitman N. http://www.nationalmssociety.org/NationalMSSociety/media/MSNationalFiles/Brochures/Clinical_Bulletin_Overview-of-Multiple-Sclerosis.pdf. Accessed March 1, 2018.
2. International Organization of Multiple Sclerosis Nurses. *Multiple Sclerosis: Best Practices in Nursing Care Disease Management, Pharmacologic Treatment, Nursing Research*. 4th ed. http://iomsn.org/wp-content/uploads/2016/07/BestPractices_4th.pdf. Accessed March 1, 2018.

WORKSHOP:

SUPPORTING MEMBERS WITH ADVANCED ILLNESS

THE ROLE OF CARE MANAGERS

You are the source of information, comfort and guidance for patients with terminal illnesses.

This workshop helps you increase the skills to help guide patients and their families in managing their treatment.

WHAT YOU'LL LEARN

- Care manager challenges and goals of care
- When palliative or hospice care is needed
- Communication techniques on how to motivate and support patients and families
- The grieving process for both patients and their families

ACCORDING TO THE AMERICAN CANCER SOCIETY, IN 2018 THERE WILL BE AN ESTIMATED
609,640 CANCER DEATHS IN THE UNITED STATES.

WORKSHOP:

MANAGING MODERATE- AND SEVERE-PERSISTENT ASTHMA

AN EDUCATIONAL PROGRAM FOR CARE MANAGERS

Asthma is often a significant burden on patients, caregivers and the health care system. In this workshop, care managers will discover a more effective strategy to help patients with their serious chronic illnesses.

WHAT YOU'LL LEARN

- Characteristics of patients with moderate-to-severe asthma
- Methods for controlling asthma and what factors contribute to uncontrolled asthma
- Definitions of quick relief versus long-term control
- How to create an action plan for patients with asthma
- Motivational interviewing techniques to foster open communication

**71% OF PATIENTS BELIEVED THEIR ASTHMA WAS “COMPLETELY CONTROLLED” OR “WELL CONTROLLED.”
ONLY 29% OF PATIENTS’ ASTHMA CASES WERE ACTUALLY WELL CONTROLLED.**

CURRENT TOPICS IN CARE MANAGEMENT:

FOUNDATIONS OF ONCOLOGY

It is well known that the diagnosis of cancer is very overwhelming for patients.¹ There is so much information for them to digest at the point of diagnosis that the care manager role is integral to helping the patient make care and treatment decisions.

WHAT YOU'LL LEARN

- Identification of the appropriate cancer care for your patients' illness
- Common methods of cancer screening, diagnosis and staging
- How to support your patients in terms of quality of life, active treatment and survival

266,000+ NEW CASES OF BREAST CANCER IN WOMEN ARE EXPECTED IN 2018.²
164,000+ NEW CASES OF PROSTATE CANCER IN MEN ARE EXPECTED IN 2018.²

CURRENT TOPICS IN CARE MANAGEMENT:

PALLIATIVE CARE

It is often difficult to discuss advanced care planning with patients at such a critical time in their lives. This workshop on palliative care delves into the foundations of palliative care and why it is important.

WHAT YOU'LL LEARN

- Differences of palliative versus hospice care
- Methods for selecting types of palliative care
- Tips on speaking to patients and families about care goals
- Ways to enhance communication and patient care coordination skills

**LUNG CANCER PATIENTS RECEIVING PALLIATIVE CARE HAD
LESS DEPRESSION, HIGHER QUALITY OF LIFE AND LONGER LIVES.**

Source: Rowland K, Schumann S-A. Palliative care: earlier is better. *J Fam Pract.* 2010;59(12):695-698.

CURRENT TOPICS IN CARE MANAGEMENT:

PSYCHOSOCIAL ISSUES IN CANCER CARE

Psychosocial issues affect a patient's entire life both mentally and physically. In some cases, it can even alter a patient's response to treatment. With this workshop, care managers can learn how to work with patients to help avoid some of these pitfalls.

WHAT YOU'LL LEARN

- Cancer and cancer treatment distress
- Importance of psychosocial assessment and intervention for patients with cancer
- Psychosocial issues throughout each phase of the disease
- Behavioral factors of quality of life and health outcomes
- “Normal” versus acute reactions

APPROXIMATELY 14%
OF PEOPLE DIAGNOSED WITH CANCER RECEIVE HELP FOR THEIR DISTRESS.

Source: Forsythe LP, Kent EE, Weaver KE, et al. Receipt of psychosocial care among cancer survivors in the United States. *J Clin Oncol*. 2013;31(16):1961-1969.

CURRENT TOPICS IN CARE MANAGEMENT:

CANCER SURVIVORSHIP

An individual is considered a cancer survivor from the time of diagnosis through the balance of his or her life. In this workshop, care managers will learn to identify psychosocial needs early in survivorship care planning to effectively communicate resources and provide emotional support.

WHAT YOU'LL LEARN

- Definition of cancer survivorship and current trends
- Key components of survivorship care plan and models of care delivery
- Ways to assess cancer diagnosis, treatment and survival challenges
- How to encourage psychosocial interventions and support healthy choices

NUMBER OF CANCER SURVIVORS IN THE UNITED STATES AS OF JANUARY 2016:
NEARLY 15.5 MILLION

Source: American Cancer Society. *Cancer Facts and Figures 2018*. Atlanta, GA: American Cancer Society; 2018.

<https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2018/cancer-facts-and-figures-2018.pdf>. Accessed March 1, 2018.

DEVELOPED BY EXPERTS

This workshop series was developed by a renowned group of contributing authors who are experts in the fields of oncology, nursing, multiple sclerosis, asthma, continuity of care and palliative care, with the feedback and guidance of leading experts in care management and quality programs in managed care.

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WORKSHOP SERIES FACULTY

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SCHEDULE YOUR PROGRAM TODAY!

For additional information or to schedule workshops either on-site or via live webcast, please contact your Genentech Account Manager.

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WE ARE DRIVEN TO ENABLE BETTER PATIENT CARE.