

PALLIATIVE

CARE: HIGH TECH HIGH TOUCH

FRIDAY, JUNE 15, 2018

8:30 AM - 5:00 PM

Greetings,

The CSU Institute for Palliative Care at California State University San Marcos and the San Diego Coalition for Compassionate Care request your support of their third annual San Diego Professional Palliative Care Conference. This year's conference will be held Friday, June 15, 2018 on the campus of CSU San Marcos.

The 2018 conference theme, **Palliative Care: High Tech ♥ High Touch** will focus on palliative care practices across the spectrum (e.g., multi-disciplinary, team-based, and family-centered) and will highlight the use of both technology and the human touch in support of patients and families. As you may know, Palliative Care is person- and family-centered care that optimizes quality of life by anticipating, preventing, and treating suffering. It is appropriate throughout the course of serious illness – regardless of the patient's age. Palliative care addresses the physical, intellectual, emotional, social, and spiritual needs of patients and their families. The palliative approach utilizes interdisciplinary teams to increase patient autonomy, improve quality of life, and ensure that patients have choices. In short, it is providing the best care possible to patients and their loved ones.

For our third annual conference, we are delighted to welcome Dr. Michael Rabow, MD, FAAHPM, the Helen Diller Family Chair in Palliative Care, Professor of Clinical Medicine and Urology in the Division of General Internal Medicine at the University of California, San Francisco, to deliver the Thomas J. Chippendale Memorial Address.

Please join us in charting a course that will empower San Diego County health care leaders (e.g., physicians, physician's assistants, nurse practitioners, registered nurses, social workers, chaplains and administrators) with the tools to implement, expand, or improve their scope of practice in palliative care. Attendees come to us to earn continuing education and seek out new ideas that improve patient and family care, quality of life and satisfaction in all of our hospitals, outpatient clinics, medical offices, hospices, and care facilities.

Sponsorships are more than financial support. They are truly partnerships...a shared commitment to local professional development and to our local community's well-being. On behalf of the CSU Institute for Palliative Care at CSUSM and the San Diego Coalition for Compassionate Care, we thank you for your support and participation!

Enclosed please find the conference sponsorship form. If you have any questions or need additional information, please contact ipc-csusm@csusm.edu, or call 760-750-3550.

We look forward to partnering with you,

Alicia Munoz,
FACHE, CPHQ, CPPS
Chair, SDCCC

Vice President, Regional
Quality Network, Hospital
Quality Institute Hospital
Association of San Diego
and Imperial Counties

Sharon Hamill,
Ph.D.
Education Committee,
SDCCC

Faculty Director, CSU
Institute for Palliative Care
at CSUSM

Christine Knutson,
RN, MSN
Education Committee
Co-Chair, SDCCC

Nurse Educator
Consultant

Glenn Panzer,
MD, CMD, ABMS
Education Committee
Co-Chair, SDCCC

Associate Medical Director,
Chief Medical Officer
Emeritus, The Elizabeth
Hospice

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Institute for Palliative Care
AT CALIFORNIA STATE UNIVERSITY SAN MARCOS



JOIN US!

Friday, June 15, 2018
8:30 AM - 5:00 PM

CSUSM | USU Ballroom
333 S. Twin Oaks Valley Rd.
San Marcos, CA 92096

\$175—Registration
includes entry, breakfast, lunch,
dessert reception and parking

\$200—Registration
Registration + CE/CME
Certificate

For More Information
Phone: 760-750-3550
E-mail: ipc-csusm.edu

*Conference is open to all
Healthcare, Advocacy,
and Policy Professionals!*



**Conference Scholarship
Sponsor:**



2018 Sponsorship Invitation

PLATINUM SPONSOR \$5,000 (2 AVAILABLE)

- ♥ Prominent logo placement on all promo materials
- ♥ Acknowledgement as Platinum Sponsor in printed program and on conference website
- ♥ Corporate banner (provided by sponsor) displayed at event
- ♥ 1 six foot table at professional resource fair
- ♥ Premium reserved seats for 6 participants at the conference

GOLD SPONSOR \$2,500 (4 AVAILABLE)

- ♥ Logo placement on all promo materials
- ♥ Acknowledgement as a Gold Sponsor in printed program and on conference website
- ♥ 1 six foot table at professional resource fair
- ♥ Reserved seats for 4 participants at the conference

SILVER SPONSOR \$1,000 (10 Available)

- ♥ Name recognition on all promo materials
- ♥ Logo acknowledgement as a Silver Sponsor in printed program and on conference website
- ♥ 1 six foot table at the professional resource fair
- ♥ Seats for 2 participants at the conference

BRONZE SPONSOR \$500

- ♥ Acknowledgement as a Bronze Sponsor on conference website
- ♥ Company name in conference program
- ♥ 1 agency handout or brochure on the community resource table at the professional resource fair

Sponsorship Registration on Reverse

SAN DIEGO PROFESSIONAL PALLIATIVE CARE CONFERENCE

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2018 Sponsorship Invitation

THANK YOU FOR YOUR SPONSORSHIP!

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SPONSORSHIP LEVEL:

- PLATINUM SPONSOR \$5,000 (2 AVAILABLE)
- GOLD SPONSOR \$2,500 (4 AVAILABLE)
- SILVER SPONSOR \$1,000 (10 AVAILABLE)
- BRONZE SPONSOR \$500

SPONSORSHIP DEADLINE:

Logo Inclusion —*April 15, 2018*
Submit Corporate Banner to be displayed — *June 10, 2018*

MAKE CHECK PAYABLE TO:

CSUSM Foundation

MAIL FORM AND CHECK TO:

Attn: Sharon Hamill
CSU Institute for Palliative Care at CSUSM, CRA 6120
333 S. Twin Oaks Valley Road
San Marcos, CA 92096-0001

CONFERENCE REGISTRATION: www.csusm.edu/sdpc2018