

■ **MISSION & PURPOSE**

To present a *united, yet diverse voice* to the public and policy makers on behalf of providers, professionals and other organizations who are interested in working together to advocate for *equitable* health care policies and programs that will improve the care of patients and families living with serious or life-threatening illnesses

■ **PRINCIPLES & VALUES**

**Patients and Family Caregivers:** Why we exist and who we ultimately serve *regardless of race, gender, gender identity, sexual orientation, age, religion, ethnicity, socioeconomic status, or disability*

**Stronger and Better Together:** Fundamental belief that we can accomplish more together than apart

**Communication:** Persistence in sharing information with each other, the field, and key stakeholders

**Collaboration, Trust and Transparency:** Intentional efforts to work together in an environment of trust, transparency, *and inclusion* to achieve specific goals

**Inclusive Leadership:** Modeling positive and creative leadership that encourages, respects, and enables *new leaders and encourages innovative ideas*

■ **VISION**

All patients, families and caregivers who need it will have *access to quality* hospice and palliative care.

■ **STRATEGIC PRIORITIES**

(**High-priority** areas of focus to move us forward in achieving our collective Vision)

- Advocacy**
- Payment**
- Quality**
- Research**
- Workforce**

- **Coordinate** an advocacy agenda to improve the ability to speak with a more consistent voice to Congress and federal agencies (CMS).
- **Help** prepare the field for a risk-bearing reimbursement environment and present a unified message.
- **Lead** the strategic implementation of national palliative care guidelines and other activities with key stakeholders to drive quality.
- **Develop** a coordinated research advocacy strategy with key partners to increase investments in federal palliative care research.
- **Develop** an interdisciplinary workforce assessment and strategy.