INTRODUCTION
The National Hospice and Palliative Care Organization, American Academy of Hospice and Palliative Medicine (AAHPM) and Hospice and Palliative Nurses Association (HPNA) will host a two-day Virtual Conference: Overcoming Challenges in Community-Based Palliative Care. The conference will address key clinical practice and program development challenges, providing practical solutions to ensure the delivery of exceptional quality care and the success of community-based palliative care.

Streamed live from NHPCO headquarters in Alexandria, VA on July 17 and 18, the live content features four keynote presentations and eight Webinar-based concurrent sessions. Now in its eighth year, the Virtual Conference reaches over 1,300 participants from all over the world, and offers the ability for attendees to chat live with fellow virtual attendees in the Networking Lounge, review materials prior the conference in the Resource Center, and explore new product offerings in the Digital Swag Bag. The Virtual Conference will be available on-demand in MP4 format for three months after the event.

AUDIENCE MAKEUP
The 2019 Virtual Conference will gather physicians, nurses, social workers, counselors, spiritual care professionals, advanced practice professionals as well as program planners, managers and executives seeking to increase their knowledge, improve their competence and enhance their professional practice in developing programs for and providing the highest quality of community-based palliative care.

WHY SUPPORT THE 2019 VIRTUAL CONFERENCE?
As a supporter of this year’s Virtual Conference, you are tapping into a unique audience that spans across three organizations. The conference offers you a turn-key opportunity to build awareness and to be associated with thought leaders with extensive hospice and palliative care experience.
**SUPPORT OPPORTUNITIES**

**Keynote Presentations - $3,000 each (exclusive)**

As a supporter of one of our keynote presentations, you align your company and brand to influential leaders with extensive hospice and palliative care experience. Additionally, you further show your commitment to providing practical solutions to ensure the delivery of exceptional quality care and the success of community-based palliative care.

Four keynote presentations are available:

**VIRTUAL ROOM ONE**

**Opening Keynote: The Landscape of Community-Based Palliative Care**

*Lori Bishop, MHA, BSN, RN*
Vice President of Palliative and Advanced Care
NHPCO

*Joe Rotella, MD, HMDC, FAAHPM*
Chief Medical Officer
AAHPM

**VIRTUAL ROOM TWO**

**Keynote II: Hospice and Palliative Care – Living in Perfect Harmony**

*Elizabeth Fowler, MPH*
President and CEO
Bluegrass Care Navigators

**VIRTUAL ROOM THREE**

**Keynote III: If Only Someone Had Warned Us**

*Dan Hoefer, MD*
Chief Medical Officer
Sharp HealthCare Outpatient Palliative Care Program

**VIRTUAL ROOM FOUR**

**Closing Keynote: Innovation – It Takes a Village**

*Ruth M. Thomson, DO, MBA, HMDC, FACOI, FAAHPM*
Inpatient Palliative Medicine Consultant and Medical Director
Jack Byrne Center for Palliative & Hospice Care

**Production Support - $3,500**

The main cost associated with a virtual conference is that of producing the content for the conference and delivering this content in an engaging, informative and interactive way. The conference sponsors have teamed with CommPartners to create our virtual platform. By supporting the production of the Virtual Conference, your name and brand will be further recognized as a company that supports continuing education.
Webinar-based Concurrent Sessions - $2,000 each (exclusive)
In addition to the keynote presentations, the 2019 Virtual Conference platform is comprised of concurrent webinar sessions. Align your company with a topic that most fits your target audience. Sessions may be purchased individually or in session packages.

Value Proposition and Metrics – Demonstrating Your Worth to Potential Partners  
Speakers: Judy Bartel, MSN and Joan Hanson, RN

Mental Health Challenges in the Community-Based Palliative Care Setting  
Speaker: Jason Webb, MD, FAPA, FAAHPM

The "Business" of Community-Based Palliative Care  
Speaker: Turner West and Holly Hodge, CPA, MBA

Opioid Abuse –Managing in the Community-Based Palliative Care Setting  
Speaker: Mary Lynn McPherson, PharmD, MA, MDE, BCPS

Alternative Pain Management Strategies  
Speaker: Connie Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN

Telehealth  
Speaker: Dana Lustbader, MD, FAAHPM

Identifying and Honoring Boundaries in Community-Based Palliative Care (Professional and Personal)  
Speakers: Joel Fry, MSW and Robert Parker, CENP, CHP, CHPN, DNP, RN

Successful Transitions in Care  
Speaker: Suzi Johnson, MPH

Networking Lounge - $1,500 (exclusive)
Networking is a key component of NHPCO's virtual events. The 2019 Virtual Conference Networking Lounge connects attendees from across the globe. As a supporter of this live, dynamic environment, you play a pivotal role for attendees interested in starting new discussions, meeting new people and capturing the latest information from their peers.

The Resource Center - $1,500 (exclusive)
The 2019 Virtual Conference Resource Center is the one stop for attendees to access vital conference information, such as session handouts, articles and other educational materials. Your company name and mission will be recognized on the Virtual Conference Supporter Tab and prominently associated with the Resource Center.

Digital Swag Bag - $1,000 (Multiple Opportunities Available)
Digital swag bags are a great alternative for event hosts looking to engage tech- and environmentally friendly attendees. Rather than carrying a cumbersome bag throughout the event, attendees will receive a digital swag bag via text, email, or a link to your company site. The 2019 Virtual Conference digital swag bag will be filled with discount codes provided by your company, free offers and/or contests that bring you and your company more brand awareness during and after the conference.

Video Library - $1,500 (exclusive)
A Video Library including dozens of hospice and palliative care videos will be available to all attendees to enrich their learning experience and provide inspiring, motivational and timely content during breaks or before and after the conference sessions. Your company name and mission will be recognized on the Virtual Conference Supporter Tab and prominently associated with the Video Library.

*Faculty subject to change