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Stanford Palliative Care

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Palliative Care to the People:

Partnering with a Patient Experience Department to Raise Awareness of Palliative Care in the Community

Objective:



As part of a collaboration between Stanford's clinical department of palliative care and Stanford's department of patient experience, we aimed to increase awareness about palliative care in the community.

Methods:

To reach the community, we:

- Created a **website**
- Launched a **Twitter** account
- Created an **Instagram** account
- Hosted 26 **public-facing talks, lectures, and webinars**
- Posted recordings of talks on **YouTube**

Results:

- **>10,000 exposures to content** (sum of Twitter/Instagram followers, YouTube views, new users to website, list-serve users)
- **1,663 attendees** at our 26 events
- **Likelihood to Recommend scores averaged 4 to 5** (on 5 pt Likert scale)

Lessons Learned:



Connect:

There are many people who can help with this work. Consider connecting with patient experience, marketing, health education team, interpreter services, information technology services, and other local palliative care teams to collaborate and create synergy around shared missions.



Leverage Technology:

Twitter, Instagram, and YouTube are all free to use. Websites may be able to be hosted by your home institution. Webinars may enable you to reach many people beyond your institution.



Use Your Team:

Your team members are also community members and can get you connected. Leverage the special interests of your team to provide unique content for the community. Learn promotion ladders and leverage those to incentivize and reward team member participation.