

NCSI Coalition:

5 Years of Impact, Growth, and Vision (2020–2025)

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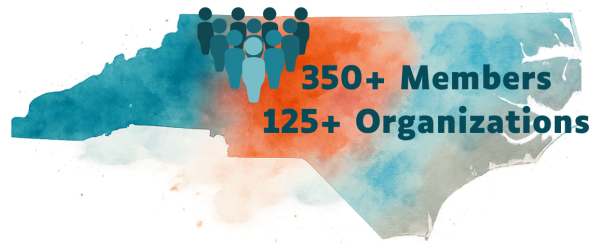
Executive Summary

The North Carolina Serious Illness Coalition (NCSI Coalition) was founded in February 2020 as an evolution of the North Carolina Institute of Medicine's (NCIOM) Task Force on Serious Illness Care.¹ The mission of the Coalition is to continue statewide partnerships to improve quality of life, access to care, and health equity among people living with serious illness and their caregivers, across the lifespan.¹

In just five years, the NCSI Coalition has transformed from a small group of committed leaders into a statewide force for change, uniting more than **350 participants from over 125 organizations** who share in the mission and vision.² Through its three core workgroups, Advance Care Planning & Clinical Practice, Caregiver & Patient Engagement, and Communications, Advocacy & Education, the Coalition has:

- **Expanded reach and collaboration** across healthcare, social services, academia, advocacy, and community partners
- **Elevated patient and caregiver voices** to raise awareness of lived experiences
- **Driven policy change** to improve access to supportive care and resources
- **Delivered education and information** to professionals, patients, and families statewide³

The Coalition's newsletters, monthly "Friday Facts" series highlighting thought leaders from across the state, annual "Joining Our Voices" symposium, and educational and advocacy opportunities have created the relationships, resources, and momentum needed for real change in North Carolina.



As North Carolina's population ages and the demand for serious illness care and support increases, **the Coalition is standing at the ready to do even more to ensure every patient facing a serious illness has access to person-centered, high-quality care,** but only with sustained support and committed partners.⁴

Formation & Founding Goals

“Serious illness occurs when chronic or acute health conditions become serious enough to affect a person’s general health and functioning, and the illness is potentially life-threatening. For individuals with serious illness, it is possible that the effectiveness of curative treatment will decrease, and the focus of care may shift toward comfort.”⁶

People experiencing serious illness and their families have unique challenges in accessing and coordinating care, mitigating financial burdens, caregiver burnout and stress, and navigating healthcare and end-of-life decisions.⁵

In response to the rising need to address the health needs of an aging population and the impact of serious illness on families, the North Carolina Institute of Medicine, a non-partisan state-sponsored health policy organization, convened a task force on serious illness care and published its findings in 2020^{1,6}. The report identified a series of priority recommendations to address the needs of this population, including the establishment of **“coordinated statewide leadership to facilitate implementation of recommendations and ongoing work to achieve quality of living for individuals with serious illness,”** resulting in the formation of the NCSI Coalition that same year.⁶

“People experiencing serious illness and their families have unique challenges in accessing and coordinating care, mitigating financial burdens, caregiver burnout and stress, and navigating healthcare and end-of-life decisions.”⁵

The recommendations focused on strengthening services and support for individuals living with serious illness, their caregivers, and their healthcare providers, as well as health system and public policy considerations.⁶ Recommendations were organized according to the following categories:

- Health system and culture change to support serious illness care
- High-quality person-centered care
- Engaging with patients and families to meet goals of care
- Development of the health and human services workforce and infrastructure to support serious illness care

The focus areas, recommendations, and vision of the initial task force continue to drive Coalition efforts 5 years later. (See Appendix A for a crosswalk of NCIOM Recommendations and corresponding NCSI Coalition activities and accomplishments)

NCSI Coalition Vision Statement: “A culture of care that prioritizes person-centered quality of life, access, and equity across the age spectrum for anyone with serious illness, their families, and their communities.”¹

Coalition Workgroups

To better accomplish its specific goals and strategies, NCSI Coalition created thematic working groups, allowing members to focus their efforts and expertise. The current working groups include:

- **Advance Care Planning & Clinical Practice**
- **Caregiver & Patient Engagement**
- **Communications, Advocacy, & Education**

The [Advance Care Planning & Clinical Practice](#) workgroup is committed to improving the quality of care for seriously ill patients in North Carolina. The mission of the work group is to ensure consistency in palliative and end-of-life care throughout the state and make it easier for North Carolinians to learn about, complete, and access advance directives and portable medical orders (including the MOST form), so that each individual receives care aligned with their personal goals and wishes.⁶

The [Caregiver & Patient Engagement](#) workgroup engages with the community at a grassroots level to elevate and amplify the lived experiences of the community in policy recommendations and healthcare processes. It aims to support activities related to soliciting community feedback, promoting health equity, and expanding caregiver support resources, particularly those that address the financial burden and physical and mental well-being of family caregivers.⁶

The [Communications, Advocacy, & Education](#) workgroup fosters active collaboration and cooperation across the NCSI Coalition, providing communications expertise to develop educational and outreach activities to raise awareness, promote education, and support advocacy efforts.⁶

Through these workgroups, NCSI Coalition has made significant progress towards its founding goals, growing the community, fostering state-wide collaboration, and creating invaluable resources for members.



2020-2025 Accomplishments

The Coalition has successfully engaged a wide range of stakeholders with a shared goal of creating systems of care in North Carolina that prioritize quality of life, access, and equity for all people with serious illness in the state.¹

Coalition Engagement and Impact:

- Monthly E-Newsletters & Topic Presentations.
 - 85+ Thought leaders, industry experts, organizations and initiatives have been highlighted on our Friday Facts online program and monthly meeting presentations, sharing health care news, trends, innovations, advocacy, and personal stories from throughout North Carolina.²
- 350+ health professionals, providers, consumers, and caregivers from throughout North Carolina.²
- 125+ organizations represented
 - Including: health systems, hospice & palliative care providers, universities, aging, pediatric & disability service providers, community organizations, government agencies, trade associations, advocacy groups, and family caregivers.²
- 20+ graduate and undergraduate interns hosted from public health, medicine, social work, and health administration.²
- 250+ participants registered for the 2024 Annual Virtual Symposium²
- 4000+ unique visitors to the website over the past 18 months.
- Membership and event participation are offered at no cost to support accessible and inclusive events regardless of ability to pay.

Highlights of Special Program and Initiatives:

- **Championing Advance Care Planning** through Coalition programming, convening the ACP Educators Collaborative, and coordinating grant-funded projects to run workshops throughout North Carolina on Advance Care Planning.² Promoting *MindMyHealth.org*, a free and secure website to support completing, storing, and sharing Advance Directives.⁷ Advocating for updates to state-sponsored forms for portable medical orders, and modernizing legislation to ease the administrative burdens for completing, storing, and sharing Advance Directives.^{2,8} (See Appendix B).
- **Promoting Palliative Care & Serious Illness Conversations** between patients and providers regarding goals of care through Coalition educational programs and partnerships.² Convening the NC Clinical Consortium to increase training

competencies, promoting palliative care awareness, and collaborating with CaroNova and other organizations to design innovative care delivery and funding models.^{2,8}

- **Forming the NC Caregiving Collaborative** alongside the NC Coalition on Aging and the NC Children’s Complex Care Coalition to convene organizations and individuals engaged in caregiving advocacy.⁹ The collaborative represents NC in the Caregiver Nation State Network, advancing the goals of the National Strategy to Support Family Caregivers.⁹ Collaborative initiatives include coalition-building with diverse caregiving stakeholders across the lifespan, elevating caregiver voices and promoting awareness through media channels, and organizing educational, research, and advocacy events to highlight caregiver support and resources.⁹
- **Advocating for Legislative and Public Policy Priorities** to support those living with serious illness and their family caregivers, and expand access to care. Developed bi-annual policy priorities to align with the NC General Assembly schedule, delivered a 3-part “Advocacy 101” educational series of live and recorded webinars as a resource for members and organizations, and participated in lobby days and individual meetings at the state and national level to raise awareness and share data and personal stories.^{10,11} (See *Appendix C*)

Coalition-Wide Strengths, Opportunities & Challenges

The Coalition’s first five years have been marked by growth, statewide impact, and lessons learned. To guide the next phase, it is helpful to assess the Coalition’s internal strengths and limitations alongside external opportunities and threats.

<p>Strengths</p> <ul style="list-style-type: none"> • Multidisciplinary stakeholder engagement from a wide range of health and social service providers, organizations, and associations • Intentional cultivation of patient and caregiver voices brings unique perspectives and insights • Agile, responsive member base of experts and thought leaders • State-wide Coalition member presence creates a real-time “finger on the pulse” in NC for serious illness trends • Academic connections provide an opportunity for hosting internships and contributing to research and program development 	<p>Opportunities</p> <ul style="list-style-type: none"> • COVID-19 raised public awareness and increased institutional resources related to chronic and critical disease care ¹² • NC expansion of Medicaid provided increased access to services, including palliative care ¹³ • Increased societal interest in topics related to aging and caregiving ¹² • Local academic institutions with established public health research programs • New provider payment and care models are being piloted in NC ¹⁴ • Motivated stakeholders to advocate for changes in practices and policies
<p>Weaknesses/Limitations</p> <ul style="list-style-type: none"> • Lack of control over enacting legislation and administrative changes related to advance care planning, funding, and increased access for palliative care and other supportive services • Limited Coalition influence over large institutional processes and standards • Volunteer nature of the Coalition, limited staff support & budget impacts bandwidth and capacity 	<p>Threats to the Coalition</p> <ul style="list-style-type: none"> • Turnover of members due to institutional changes, retirement, illness, moving, etc. • Member fatigue and competing demands on time and energy for Coalition activities • Increased competition for grant funding and institutional sponsorships for Coalition programs and sustainability

Looking Ahead: Priorities for the Next Phase

Coalition priorities, accomplishments, and thoughtful reflection of the identified strengths, limitations, opportunities, and threats guide the Coalition's 2025 strategy and beyond.

The Coalition is grounded in its mission to be a voice for serious illness care in North Carolina and has identified action steps to improve the quality and consistency of care for seriously ill patients, increase awareness and use of Advance Care Planning, advocate for the needs of individuals living with serious illness and their caregivers, and support collaboration and cooperation across all Coalition members and workgroups.

Connect Diverse Stakeholders

- Engage voices from patients, family caregivers, providers & direct care workforce, industry, community-based organizations & associations, and elected officials in awareness and advocacy efforts
- Outreach to new participants representing marginalized communities, as well as health systems, businesses, and payor groups
- Maximize value and engagement for Coalition participation

Convene Thought Leaders

- Leverage Coalition participants' interest and expertise in programming
- Strengthen the impact and initiatives of the NC Caregiving Collaborative, NC Clinical Consortium, and ACP Educators Collaborative
- Support efforts to validate and promote palliative care and ACP models
- Continue partnership with state and national organizations to advance serious illness support, research, and advocacy

Create Meaningful Content

- Continue monthly programming and special events to offer desirable educational programs
- Strengthen the Coalition website to serve as a more robust resource for members and the public
- Enhance the availability of online and printed resources for Advance Care Planning and promoting conversations around serious illness, palliative care, end of life, and caregiving
- Plan and promote community-centered and professional workshops and training opportunities

Collaborate on Innovative Initiatives

- Support the NC Caregiving Collaborative and Caregiver Nation State Network
- Advocate for legislation to revise signature and notary requirements for Advance Directives
- Promote understanding and completion of advanced care planning documents
- Promote interdisciplinary training and expanded access for serious illness, caregiving, palliative care, and end-of-life care
- Secure organizational and individual sponsorships, as well as grant funding to support initiatives and sustainability

Conclusion

The Coalition's participants and partners are uniquely positioned to improve the quality of life for millions of North Carolinians living with or caring for someone with a serious illness. Moving forward, the Coalition must continue creating meaningful engagement for the patients, caregivers, advocates, professionals, and community collaborators who work tirelessly for all who call North Carolina home.

The Coalition is standing at the ready to do even more in the community as the need intensifies across the state, but only with sustained support. Investment is needed to help shape equitable, person-centered care, so that:

- **Patients** will have the information they need to make informed decisions and ensure their care reflects their values
- **Caregivers** will have their voices heard and gain access to the resources and support they urgently need
- **Providers** will be equipped with the training, tools, and standards to deliver high-quality, consistent, evidence-based care
- **Policymakers** will be guided by data and real stories to shape legislation that improves serious illness care (*See Appendix C*)

Call to Action

Now is the critical moment for action by potential funders, policymakers, prospective partners, and Coalition participants:

Partner with the NCSI Coalition on education and advocacy

- Join the Coalition and invite other colleagues and partners to join
- Share Coalition resources with your networks
- Present at an educational session
- Attend the "Joining Our Voices" annual symposium and other special events
- Help us advocate for policies to support patients, families, and communities
- Fuel the infrastructure needed for equitable, person-centered care

Become a Coalition sponsor

- Support the Coalition as an individual or organizational sponsor to help expand statewide reach and ensure continued programming and Coalition management, while maintaining our commitment to free membership and event participation. (*See Appendix D*)

Together, we can ensure that person-centered care, equity, and dignity are not just ideals, but realities, for every North Carolinian facing serious illness.

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Appendices

A. 2020 NCIOM Serious Illness Task Force Recommendations & 2025 NC Serious Illness Coalition Accomplishments (Draft)

Crosswalk

Updated 8/6/2025

The NC Serious Illness Coalition is the evolution of the work done in 2019-2020 by the NCIOM Task Force on Serious Illness Care. Our work is a continuation of statewide partnerships to advance the recommendations made in the Task Force's final report.

**The 13 NCIOM Priority Recommendations are in Red
Bolded items were specifically assigned to the NCSI Coalition**

Coalition Workgroups:

Advance Care Planning & Clinical Practice (ACP/CP), Caregiver & Patient Engagement (CPE),
Communication, Advocacy & Education (CAE)

NC IOM Recommendation	Coalition Workgroup	2020-2025 NCSI Coalition Accomplishments
Health System and Culture Change to Address Serious Illness Care		
2.1: Establish coordinated statewide leadership to facilitate implementation of recommendations and ongoing work to achieve quality of living for individuals with serious illness	ACP/CP CPE CAE	<ul style="list-style-type: none"> NCSI Coalition established in February 2020 Continuous leadership structure with part-time paid executive director & administrative support Executive Committee including work group leads and other Coalition representatives Volunteer membership - growth to 350+ members from more than 125+ organizations Monthly meetings for information sharing and workgroup meetings to advance goals and priorities
2.3: Prioritize health equity and the reduction of disparities as guiding principles throughout implementation of all recommendations of the Task Force on Serious Illness Care	ACP/CP CPE CAE	<ul style="list-style-type: none"> On-going work to identify and address issues around health equity in serious illness support. Monthly meetings, Friday Facts and special events designed to raise awareness about issues and include diverse voices and stakeholders in all initiatives
Delivery of High-Quality Person-centered Serious Illness Care		
3.1: Deliver goal-concordant, coordinated, team-based care for individuals with serious illness	ACP/CP	<ul style="list-style-type: none"> Efforts to ensure provider stakeholder involvement in Coalition to promote palliative care, end of life support and serious illness conversation training through educational events and special task forces designed to support interdisciplinary care providers, training and address issues such as NC Palliative Care Scorecard

3.4: Develop and apply new payment models to support palliative care delivery	ACP/CP	<ul style="list-style-type: none"> Support initiatives through CaroNova and other specific research projects designed to advance new models
3.5: Convene a work group tasked with assessing and developing appropriate quality metrics for serious illness care	ACP/CP	<ul style="list-style-type: none"> Early efforts on developing quality reports, educational efforts and glossary of key terms. Recent efforts to promote palliative care and serious illness conversation training among academic health systems
Engagement with Individuals and Families to Meet Goals of Care		
4.2: Develop statewide initiative for improved awareness of, and support for, completion of advance care planning	ACP/CP CAE	<ul style="list-style-type: none"> Received on-going grants from the License to Give Trust Fund Commission to offer ACP training in community organizations, including rural congregations across NC Developed ACP Educators Collaborative to convene leaders in ACP awareness and education to leverage expertise and promote statewide coverage of efforts Organized numerous educational sessions on ACP issues for Coalition members and broader audiences
4.6: Revise signature and notary requirements for advance directives documents	ACP/CP CAE	<ul style="list-style-type: none"> Developed Public Policy and Legislative Taskforce to highlight annual priorities with revising requirements as the key issue for Coalition focus Engaged advocates to develop language and legislative support for introduction and reintroduction of Bills Multiple Bills introduced in the NC General Assembly to revise signature and notary requirements to bring NC in line with 47 other states with modernized requirements HB 349 currently in consideration for 2025-2026 session
4.7: Ease administrative burden, increase participation in completing documents, and improve accuracy of Advance Directives	ACP/CP CAE	<ul style="list-style-type: none"> Addressed through the advocacy efforts mentioned above, as well as the grant work, ACP Educators Collaborative and educational sessions
4.9: Promote electronic completion and adequate integration of advance directives and portable medical orders	ACP/CP	<ul style="list-style-type: none"> Addressed through advocacy efforts for HB 349 and previous bills which includes an electronic submission component Promotion of free and secure Mind My Health web portal to obtain, store and share electronic copies of Advance Directives with care contacts Extensive efforts to recommend updates to the State to ensure consistency with portable medical orders though there have been challenges with final implementation by state offices Ensured consistency of MOST form with national POLST standards for medical orders

<p>4.11: Expand home- and community-based services to better support individuals with serious illness and their caregivers.</p>	<p>CPE CAE</p>	<ul style="list-style-type: none"> • Consistent public policy priority and advocacy for state studies, funding and programmatic support • Leveraging Coalition meetings and events to share information about community-based resources
<p>4.12: Establish Task Force on Caregiving for Those with Serious Illness and analyze additional legislative solutions and financing options to meet the needs of caregivers</p>	<p>CPE</p>	<ul style="list-style-type: none"> • Co-founded the NC Caregiving Collaborative with the NC Coalition on Aging and Children’s Complex Care Coalition to convene organizations and individuals engaged in caregiving advocacy • More than 20 organizations represented • Extensive efforts supported through 2-phases of national grants and technical assistance from the National Alliance for Caregiving, Grantmakers in Aging and Community Catalyst • The initial Changing the Care Conversation grant evolved into the Caregiver Nation State Network, NC is one of 10 states included in the national effort to advance the National Strategy to Support Family Caregivers & RAISE Act • Outreach and awareness efforts through identification and training of NC Caregiver Champions resulting in an extensive Media Toolkit with video testimonials and other social media support to share family caregiver lived experiences and recommendations • Joint educational and advocacy efforts with Essential Jobs, Essential Care to promote issues to support family caregivers and direct care workers • Currently undertaking a Landscape Analysis Project including an Environmental Scan of community-based caregiver resources, a provider survey and research review of family caregiving issues
<p>Development of the Health and Human Services Workforce and Infrastructure to Improve Serious Illness Care</p>		
<p>5.2: Promote models of interdisciplinary training for best practices in serious illness care, including palliative care</p>	<p>ACP/CP</p>	<ul style="list-style-type: none"> • Promoting Serious Illness Conversation Skill training, including establishment of NC Clinical Consortium of medical schools and other academic health programs to support interdisciplinary training • Support of CaroNova and other pilots to improve utilization and payment of palliative care
<p>5.4: Increase access to serious illness care through expanded implementation of innovative models of care delivery</p>	<p>ACP/CP</p>	<ul style="list-style-type: none"> • Focused educational events on different models of care as well as new funding mechanisms through updated Medicare Billing Codes • Advocated through legislative priorities for delivery and funding support

VOTE “YES!” HOUSE BILL 349

Help Our Citizens Take Charge Of Their Health,
Ease The Burden Of Advance Care Planning

BACKGROUND

- NC is one of **only three states** that requires a notary **AND** witnesses to complete Advance Care Planning (ACP) Documents. ^{7,9}
- **HB 349** would align NC with the rest of the country and allow residents to use a notary **OR** two qualified witnesses. ^{7,9,12}
- In 2024, there were **1,993,441 people over 65** years old in NC. This population is projected to **increase 52%** by 2050. ¹¹
- 70% of US adults express **preferences for less aggressive treatments** near the end of life, but **only 37% have fully executed** ACP documents. ^{3,6,10}
- In the **absence of ACP** documents, medical professionals may perform major and costly interventions unknowingly **against a patient’s preferences**. ^{1,10}
- Completing ACP documents was associated with less in-patient time at the end of life, and an overall adjusted **cost savings** of \$9,500. ^{2,13}
- An ACP **reduces the decision burden on caregivers**, and reduces guilt, conflict, distress, and regret when caring for a critically ill loved one. ^{4,5}



WHAT IS AN ADVANCE CARE PLAN?

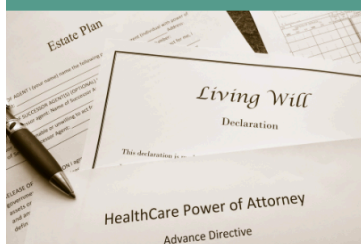
An Advance Care Plan includes:

- **Health Care Power of Attorney**
 - Designating someone to make healthcare decisions if you are unable to do so yourself. ⁸
- **Advance Directives i.e. “Living Will”**
 - Treatments you would, or would not like to receive in an emergency, directives around life-sustaining care, organ donation preferences, etc. ⁸

WHO NEEDS AN ACP?

Everyone! But especially...

- Older adults
- People living with serious illnesses, like cancer
- Those at risk for cognitive decline⁸



“WHEN AN ADVANCE DIRECTIVE IS NOT AVAILABLE IN CASES OF EMERGENCY, IT CREATES A COMPLEX SITUATION FOR THE CARE PROVIDERS AND SURROGATE DECISION MAKERS”

- ALEXIA TORKE, MD, MS

- Nesterenko, Chernoguz, & Hoepfer, 2021

WHAT IS NC GA HOUSE BILL 349?

PART I. HEALTH CARE POWERS OF ATTORNEY SECTION 1.1. G.S. 32A-16(3) reads as rewritten: "(3) Health care power of attorney. – Except as provided in G.S. 32A-16.1, a written instrument that substantially meets the requirements of this Article, **that is signed in the presence of two qualified witnesses, and witnesses or acknowledged before a notary public,**¹²



Easing the administrative burden required to fully execute a Health Care Powers of Attorney for those unable to access a notary, or those unable to easily find two witnesses who are not relatives, heirs, healthcare providers, or employees of healthcare facilities at the time of signing. This change will allow more North Carolinians to make their preferences known, ease the burden on their loved ones, and ensure they receive care that aligns with their values.

MEMBERS OF THE NORTH CAROLINA GENERAL ASSEMBLY

Please **Vote “YES”**

to ease administrative burden and give North Carolinians agency in their healthcare.

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C. 2025-2026 Public Policy & Legislative Priorities

NC Serious Illness Coalition

2025-2026 Public Policy & Legislative Priorities

The following are the 2025-2026 public policy and legislative priorities for the NC Serious Illness Coalition. These priorities do not represent the entirety of the issues which the Coalition supports and on which it takes a position. The Coalition leverages collective advocacy through its members and partner organizations.

SUPPORT THOSE LIVING WITH SERIOUS ILLNESS & THEIR FAMILY CAREGIVERS

UPDATE REQUIREMENTS FOR ADVANCE HEALTH CARE DIRECTIVES

Support legislation to expand the ability for individuals to identify who will speak for them when they cannot speak for themselves, make their healthcare preferences known, and share their Advance Directives electronically. Align NC with the 46 other states who have updated signature and notary requirements for health care powers of attorney and advance health care directives, as well as electronic access to these documents.

STRENGTHEN PALLIATIVE CARE ACCESS

Support legislative efforts to strengthen access to palliative care services, including implementing new palliative care payment models, approve Medicaid coverage for comprehensive adult and pediatric palliative care, and explore development of a NC Palliative Care Advisory Council.

SUPPORT FAMILY CAREGIVERS

Support programs and services to lessen the caregiver burden, such as those providing respite care. Strengthen family leave policies and provisions, including paid and unpaid leave, and provide resources to employers to adopt workplace policies to help employed caregivers. Establish a state tax credit for family caregivers to help offset out-of-pocket costs for expenses incurred in caregiving, such as home modifications, assistive devices, and personal care items.

EXPAND ACCESS TO CARE

STABILIZE THE DIRECT CARE WORKFORCE CRISIS

Help stabilize the health care workforce crisis by building on existing initiatives already ongoing in the state and by expanding financial incentives such as loan repayment programs, tuition reimbursements, and stipends to attract and retain health care workers.

AUTHORIZE FULL PRACTICE AUTHORITY FOR ADVANCED PRACTICE REGISTERED NURSES

Support The SAVE Act. Bring North Carolina in line with long-established national standards by modernizing regulations to allow Advanced Practice Registered Nurses (APRNs) to work to the full extent of their training and education; thus improving North Carolina's healthcare system to deliver better care, faster access, and lower costs.

PROVIDE ADEQUATE RECURRING FUNDING FOR HOME & COMMUNITY BASED SERVICES

Provide adequate recurring funding for home and community-based services (HCBS) to address access to services for seniors, and for adults and children living with disabilities, medical complexities, or serious illness. Funding is needed to address waitlists and staffing across the HCBS continuum.

SUPPORT INDIVIDUALS TO SAVE FOR FUTURE SERIOUS ILLNESS CARE COSTS

Promote legislation to establish private-public partnerships to help individuals save and to empower families to take control of their financial future to help face the costs of serious illness care.

D. Sponsorship Brochure



ANNUAL COALITION & SYMPOSIUM SPONSORSHIP OPPORTUNITIES

WHO WE ARE

The North Carolina Serious Illness Coalition (NCSI Coalition) is a volunteer-led group of health professionals, providers, consumers, and caregivers focused on improving the lives of the seriously ill and their caregivers. The NCSI Coalition was founded in 2020. We are the evolution of the work done in 2019-2020 by the NC Institute of Medicine's Task Force on Serious Illness Care. The NCSI Coalition is a continuation of statewide partnerships to advance the recommendations made in the Task Force's final report.

*Through monthly meetings, monthly newsletters, the annual *Joining Our Voices* symposium and special events, we promote awareness and advocate for the seriously ill, their families, their providers, and their communities. We aim to engage a wide range of stakeholders with a shared goal of creating systems of care in North Carolina that prioritize quality of life, access, and equity for all people with serious illness in our state.*

COALITION ENGAGEMENT

- ❖ **Monthly E-Newsletters** highlight upcoming Coalition and other organizations' events, relevant reports and research related to serious illness, advance care planning, caregiver support, etc.
- ❖ **Monthly Friday Facts & Topic Presentations.** Each Monthly Meeting includes 2 presentation opportunities to highlight people and organizations, sharing relevant topics and innovations
- ❖ **Active Coalition Workgroups:** *Advance Care Planning & Clinical Practice; Caregiver & Patient Engagement; Communication, Advocacy & Education*
- ❖ **350+** health professionals, providers, consumers and caregivers from throughout North Carolina
- ❖ **125+** organizations are represented including: health systems, hospice & palliative care providers, universities, aging and disability service providers, community organizations, government agencies, trade associations, advocacy groups
- ❖ **250+** participants registered for 2024 Annual Virtual Symposium
- ❖ **4000+** unique visitors to our website over the past 18 months
- ❖ **20+** graduate and undergraduate interns hosted from public health, medicine, social work, health administration over the past 3 years.

2025 VIRTUAL SYMPOSIUM DATES & TOPICS

Tuesday October 28 - Thursday, October 30, 2025

12:00 - 1:30 pm ET each day

Session Topics Areas: Caregiving, Advance Care Planning, Serious Illness Conversations in Practice

SPONSORSHIP TIERS

For Organizations

Coalition Partner: \$5,000

Coalition Recognition

- Logo on Coalition website
- Logo on monthly e-newsletter
- Opportunity to be highlighted during monthly meetings

Symposium Recognition

- Opportunity to give 1-2 minute talk about your organization during a session
- Live recognition at all 3 symposium sessions
- Logo on symposium materials
- Highlight on symposium website
- Logo featured during recorded sessions
- Opportunity to introduce a morning session

Other Opportunities

- Option to have an Advance Care Planning Education worksop for your organization
- Option for other workshops for your organization with knowledge leaders from the Coalition (topics to be decided in consultation with your organization and Coalition leadership)
- “Train the trainer” opportunity to have a coalition expert train members of your organization to lead future educational workshops on a relevant topic (topic to be decided in consultation with your organization and Coalition leadership)

Coalition Sponsor: \$2,500

Coalition Recognition

- Logo on Coalition Website
- Logo on monthly e-newsletter
- Opportunity to be highlighted at a monthly meeting

Symposium Recognition

- Live recognition at all 3 symposium sessions
- Logo on symposium materials
- Highlight on symposium website
- Logo featured during recorded sessions
- Opportunity to introduce a morning session

Other Opportunities

- Option to have an Advance Care Planning Education worksop for your organization
- Option for other workshops for your organization with knowledge leaders from the Coalition (topics to be decided in consultation with your organization and Coalition leadership)

Coalition Supporter: \$1,000

Coalition Recognition

- Logo on Coalition Website
- Logo on monthly e-newsletter

Symposium Recognition

- Live recognition at all 3 symposium sessions
- Logo on symposium materials
- Highlight on symposium website
- Logo featured during recorded sessions

ADDITIONAL SPONSORSHIP TIERS

Symposium Sponsor: \$750

Symposium Recognition

- Live recognition at all 3 symposium sessions
- Logo on symposium materials
- Highlight on symposium website
- Logo featured during recorded sessions

Symposium Supporter: \$500

Symposium Recognition

- Live recognition at one featured symposium session
- Logo on symposium materials
- Highlight on symposium website
- Logo featured during recorded sessions

For Individuals

We also welcome individual contributions for the NCSI Coalition. All individual donors will be recognized in the Coalition's end of year newsletter and presentation:

Partner: \$1,000

Sponsor: \$500

Supporter: \$250

Friend: \$100

Additional Sponsorship Considerations:

We are excited to partner with your organization. If the above sponsorship tiers do not cover your organization's preferred partnership model, we are happy to discuss additional opportunities and benefits.

NCSI Coalition Contact:

Heather Altman, Executive Director

Email: haltman@hshig.org

Website: www.ncsicoalition.org

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