

Trends in demographics and medical technology have converged to make decisions about end-of-life care more difficult than ever. As hard as it may be to find care within one's own community, it is considerably more difficult to manage from a distance. And with increasing attention being paid to the health care needs of our aging society and the ever-growing demographic segment of persons 80 years old and above, it is more important than ever to provide a valuable end-of-life resource.



End With Care's end-of-life care resource is delivered free of charge through a public website. Addressing need and access to information, we help users identify and address:

- Types of care and service available
- Tools to help cope with difficult situations
- Decisions to be made
- Actions to be taken
- Personal choices to consider

According to a recent survey from the National Alliance for Caregiving and AARP, 43.5 million individuals provide unpaid care to someone who is ill, disabled, or aged. Recognizing the essential role that family and caregivers play, End With Care has been developed to serve:

- Individuals with life-threatening conditions
- Families, friends, caregivers
- Statewide care and service providers



We offer educational information and tools to locate resources such as counseling, support groups, hospice and palliative care, spiritual services, and in-home assistance. End With Care helps individuals and caregivers save time and energy by giving them a valuable collection of information and materials in one place, rather than having to search a variety of locations. Professional provider resources also benefit by having another platform to present their services and another way to reach the audiences they serve.

We are at an important crossroad in our philosophical, medical, and practical approach to the end of life. Instead of the traditional approach to keep individuals in expensive institutional settings, there are alternatives that can improve quality at the end of life, and at the same time provide a more responsible use of resources for our society.

End With Care is addressing and providing solutions to these issues by delivering valuable educational information and tools to help access needed end-of-life resources.

Program and Operational Goals

It is vital that End With Care be free of charge. Funding support will help us pursue the following programs and operational goals. In no particular order, we will:

Maintain and Enhance Our Website

- Through content development and acquisition, we will further enrich End With Care with more and varied information and materials. Additional offerings may include webinars, podcasts, videos, and creative expressions related to end-of-life through art, photography, prose, poetry, etc.

Community Building

- We will develop community forums/bulletin boards to facilitate discourse between and among users, exchanging ideas/best practices, and offering support and advice from those with similar/shared experiences.

Resource Directory

- We will print and distribute a limited quantity of our Directory to hospitals, select associations, councils, governmental agencies, libraries, community centers, etc., throughout Massachusetts. This will help us reach those populations who might not have the technology and/or basic computer skills to access our website.

Continuous Improvement

- We will refine and improve user's website experience, develop additional features, expand functionality, and improve administrative efficiencies. One such example directed to providers would enable them to self-maintain/update their listing, ensuring that information is up-to-date without expending our administrative time and manpower.

Connect Through Community Outreach and Education

- Coordinated efforts will promote End With Care to those with end-of-life needs, as well as to care providers, related agencies, organizations and institutions. Utilizing a range of approaches including: search engine optimization, email, Google AdWords, press releases, and social media, we will engage users, increase awareness, and educate audiences on our features and benefits.

Build Statewide Community of End of Life Care Providers

- We will continue to expand our provider resource directory. Those participating providers will benefit with additional no cost marketing, increased visibility, and expanded access to potential users.

Strengthen Our Infrastructure

- We will increase our Board of Directors and Advisors to help direct our strategic development, find or generate financial support, and to grow. We may also direct a stipend for an intern to support operational activities.

Develop and Engage Collaborations

- We will continue to find and make connections with provider associations, institutions, community-based organizations, officials in city, state and national government, and other expert voices. We will explore opportunities for collaboration to jointly work on events and/or initiatives.

We will follow a thoughtful plan to expand as budgets allow, helping those in need navigate a difficult time, circumvent problems, plan for and locate resources, and make better use of their time remaining.

Bridging those in need to those who can help

The necessity for an end-of-life tool is clear. Regardless of populations served, we will generate alliances within communities, raise awareness of resources and care, and positively impact individuals, families, caregivers, and their communities.

End With Care offers a unique application, dedicated solely to end-of-life issues and covering the entire continuum of care, from large institutions to nursing homes, hospice and palliative care centers to local community and home-based care options. Armed with information and access to support, we can help those in need to a more dignified passage through the last days of life.



"I have recently suffered a loss and need help going through the grieving process"
"What's the difference between hospice care and palliative care?"
"How can I help my children face the death of a family member?"
"What do I need to do when my loved-one has died?"
"We need in-home assistance. How can we find someone nearby?"
"What are advance care directives and how do I make my wishes know?"

These are but a few real world examples of how End With Care is helping those in need navigate the end of life.
