

## TO REGISTER

\$35 with/without CEU's

Register at:  
[bit.ly/EOLC23](https://bit.ly/EOLC23) or by  
scanning the QR code  
(CREDIT CARD ONLY)



### Continuing Education Credits Provided for Social Workers and RNs

- 3 CEUs pending approved for social workers. Grand Valley State University School of Social Work, an accredited social work education program, is authorized by Administrative Rule 338.2965 to award Michigan social work continuing education contact hours. Nursing CEUs pending. Others may request a certificate of attendance.

The mission of the Greater Grand Rapids End of Life Coalition is to increase awareness and create opportunities for improving end of life care within the greater Grand Rapids community. We are a community-wide collaboration of area hospices, hospitals, higher educational and service organizations. New members are always welcome.

# Implicit Bias: Culturally Sensitive Care for the Seriously Ill and Dying

Questions or to pay by check,  
please contact

[grendoflife@gmail.com](mailto:grendoflife@gmail.com)

GREATER GRAND RAPIDS  
*End of Life Coalition*

Emmanuel Hospice  
Faith Hospice  
Gilda's Club Grand Rapids  
Grand Valley State University  
Heather Hills Retirement Village  
Heritage Life Story Funeral Homes  
Michigan Cremation and Funeral Care  
So We May Know, LLC  
Spectrum Health Hospice & Palliative Care  
Trinity Health Lacks Cancer Center

Brought to you by

GREATER GRAND RAPIDS  
*End of Life Coalition*

An event for nurses, social workers, therapists,  
clergy, other health professionals

**Thursday, March 23, 2023**

*8 a.m. – 12:30 p.m.*

*Tabernacle Community Church*

**[www.grendoflife.org](http://www.grendoflife.org)**

# Implicit Bias: Culturally Sensitive Care for the Seriously Ill and Dying

Thursday, March 23, 2023  
8 a.m – 12:30pm  
Tabernacle Community Church

Everyone wants and deserves respect and dignity from healthcare providers. When we don't understand another's cultural background, we run the risk of falling short of best quality serious illness and end-of-life care; a situation that does not allow "do-overs."

## CONFERENCE OBJECTIVES

This conference will help participants discover their own implicit bias through self-reflection.

You will learn from experts in the field on ways to improve organizational outreach to people with various cultural backgrounds and acquire organizational tools/resources to develop program metrics designed to improve culturally appropriate care.

## AGENDA

7:30-8:00 AM

### Registration

8:00-8:10 AM

### Housekeeping and CE Requirements

8:10-8:15 AM

### Welcome from our host site: Tabernacle Community Church

8:15-9:15 AM

### Implicit Bias: What is it and why does it matter in healthcare?

Speaker: Mr. Terry Rostic from Mary Free Bed Rehabilitation Hospital

Learning objectives:

1. Define implicit bias behaviors
2. Recognize your own implicit biases

9:15-9:30 AM **Break**

9:30-11:00

### The Lived Experience: Experts from the Field on their past experiences and hopes for the future

Sharon Kim MPA. Associate Director at the University of Michigan Center for Health and Research Transformation (CHRT)

Laura Moody, MSN, BSN, RN, Nursing Professor, member of Grand Rapids and National Black Nurses Association

Simin Beg, MD. Director of Spectrum Health Hospice & Palliative Care

John Kim, MD. Hospice & Palliative Care Fellow at Trinity Health Saint Mary's

Learning Objectives

1. Describe the lived experience of culturally

insensitive care

2. Identify methods to educate/break barriers in diverse populations regarding PC and hospice services

3. Identify strategies to decrease/remove implicit bias from palliative care services, hospice organizations and care settings

11:00-11:15 AM **Break**

11:15 AM -12:15 PM

### "How will I know it when I see it?": Providing culturally appropriate care.

Speakers: Cassie Kobler, BA, MPA, Health Equity & Community Partnerships Coordinator, University of Michigan Health West

Denise Evans, MM, MA, Certified Facilitator - Implied Bias, Cultural Intelligence, Health Equity Social Justice, Racial Healing Practitioner

### Learning Objectives:

1. Discuss current implicit bias research and its application to the work setting
2. Identify strategies to decrease and/or remove implicit bias from healthcare organizations and care settings
3. Discuss measurement approaches for access and delivery of palliative care to communities of opportunity.

12:15-12:30 PM

### Final Questions, Wrap-Up, CE certificates

### Who Should Attend:

This seminar is designed for: Physicians, Nurses, Social Workers, Counselors, Educators, Psychologists, Hospice Personnel, Clergy, Chaplains, Lay Ministers, and interested public.