

New Languages in the Conversation

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Ethics Conference Video Project

Capturing Different Points of View

QUESTION 1:

What AGE should someone complete their advance directives?

- 16 to 18 years of age
- 21 years of age
- 35 to 40 years of age
- 55 year of age or older

Different Perspectives

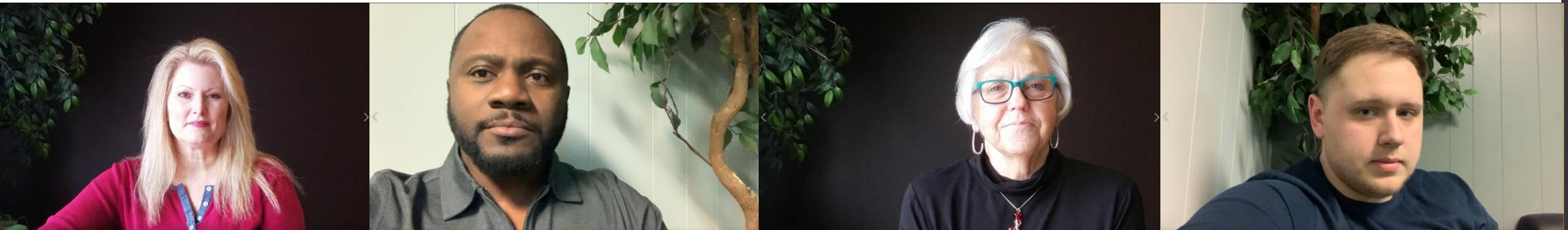
Who are you and what do you want (or not want)

- Not all medical situations are dire-strights, life or death, but most of these situations are *unpredictable*. Making sure trusted decision-makers, including family and friends, know what you would want or, not want, in case of a serious medical incident is a gift often overlooked because we are too scared to talk about “it.”
- This video project helps provide more stories and voices from diverse perspective (age, culture, religions, gender, life experience, etc.) to answer that question, **“what is most important to you if someone had to make important medical decisions when I can’t speak for myself.”**

Different Perspectives

Who are you and what do you want (or not want)

- What did you see....



The Future: Video Advance Directives

The Conversation is Changing

QUESTION 2:

Do you feel a video recording of someone giving healthcare directives should be honored?

- YES
- NO

Video Advance Directives

LEGALITY

- At least two states have embraced videos as a way to record—and share—your end-of-life wishes.
 - Maryland
 - New Jersey
- There are laws allowing a video or audio tape recording to supplement a written advance directive.

Video Advance Directives

LEGALITY

- “While those laws haven’t been challenged in court, advocates of the new technology point out that courts have been **very receptive of a variety of forms of advance directives**, so they are likely to accept a video as well.”

Video Advance Directives

ACCEPTANCE

- Dr. Fred Mirarchi, surveyed 700 physicians at 13 hospitals, asking them to interpret patients' wishes based upon paper forms versus video expressions. The doctors preferred the clarity of the video messages, said Mirarchi who is medical director of University of Pittsburgh Medical Center Hamot in Erie.
- "Our study shows that medical professionals are more likely to reach a consensus after viewing a video testimonial, proving that we can do better than paper forms alone." he said.

Video Advance Directives

ACCEPTANCE

- What is still unknown is whether a critical mass of the public is willing to trust the cloud-based registries to store their advance directives.
 - Employee Incent from Employers

Enrollment Code

You may have been given an enrollment code in an email invitation from your employer, health insurance plan or membership organization, allowing them to reward you for creating your emergency, critical and advance care plan. This is optional. What you say in your care plan is not disclosed to them. **Note: only signed emergency, critical and advance care plans qualify for most enrollment code rewards.*

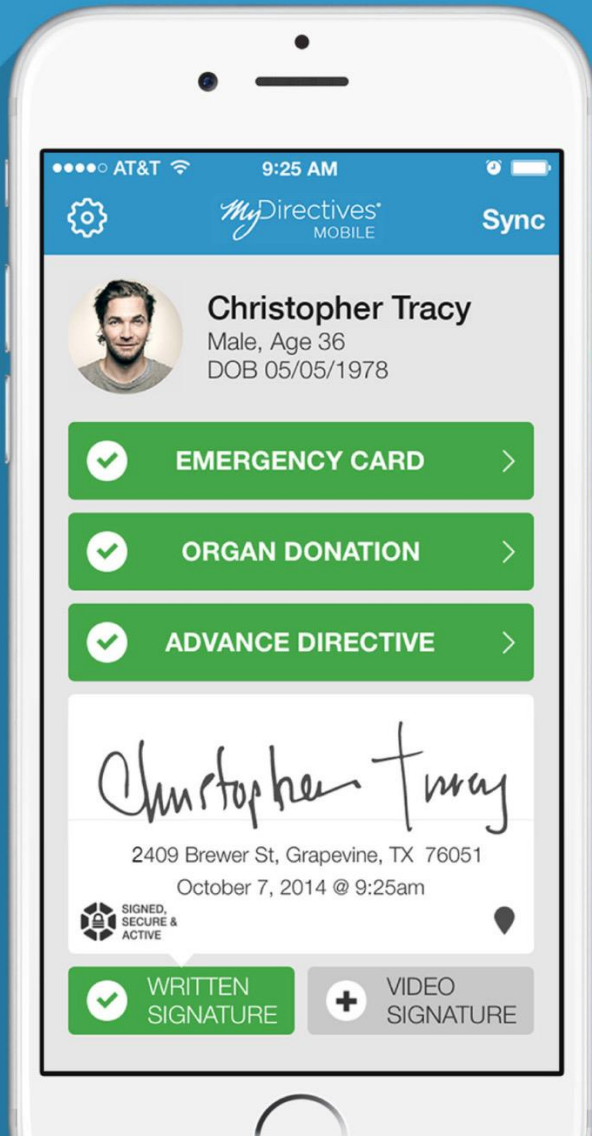
Enrollment Code

The Future: APPs

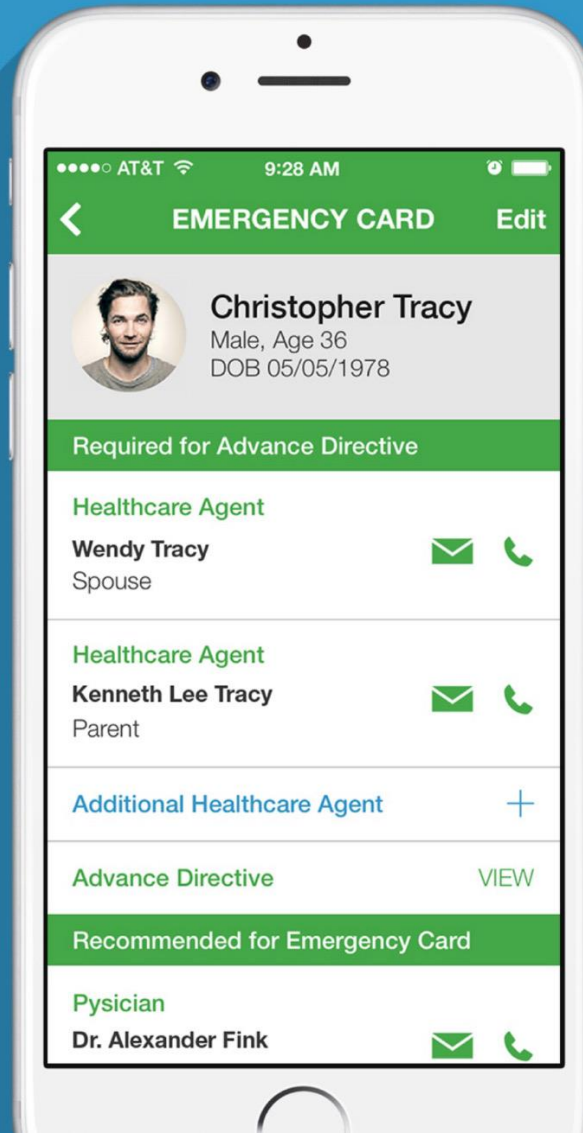
FREE Apple App for iPhone Users



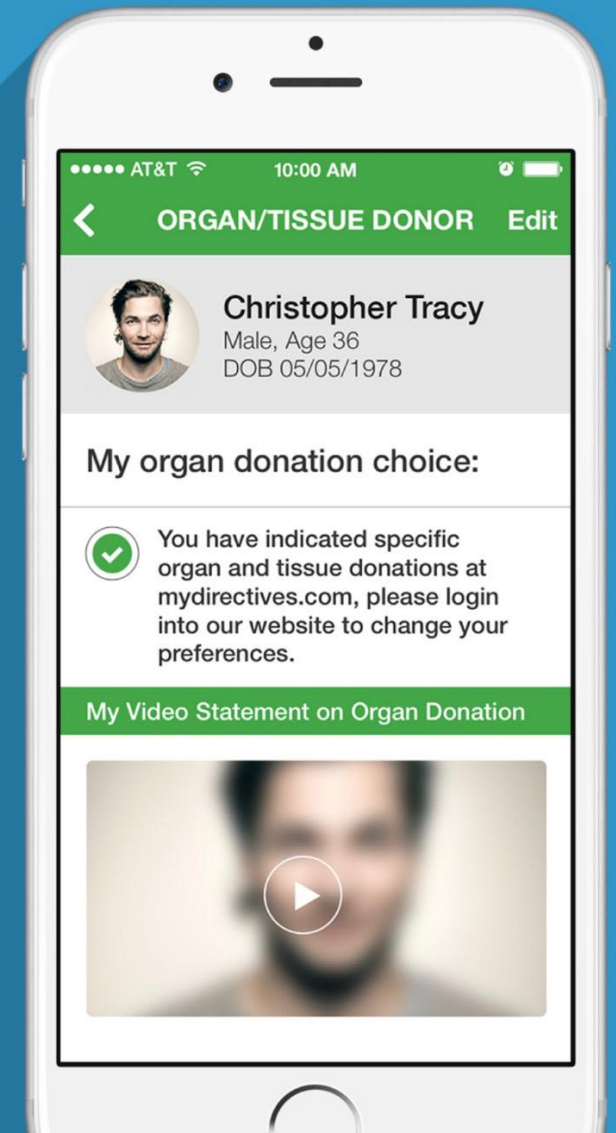
All your emergency information in one place!



Who can make decisions for you if you can't?



Are you an organ donor?
Use both text and video to let people know.



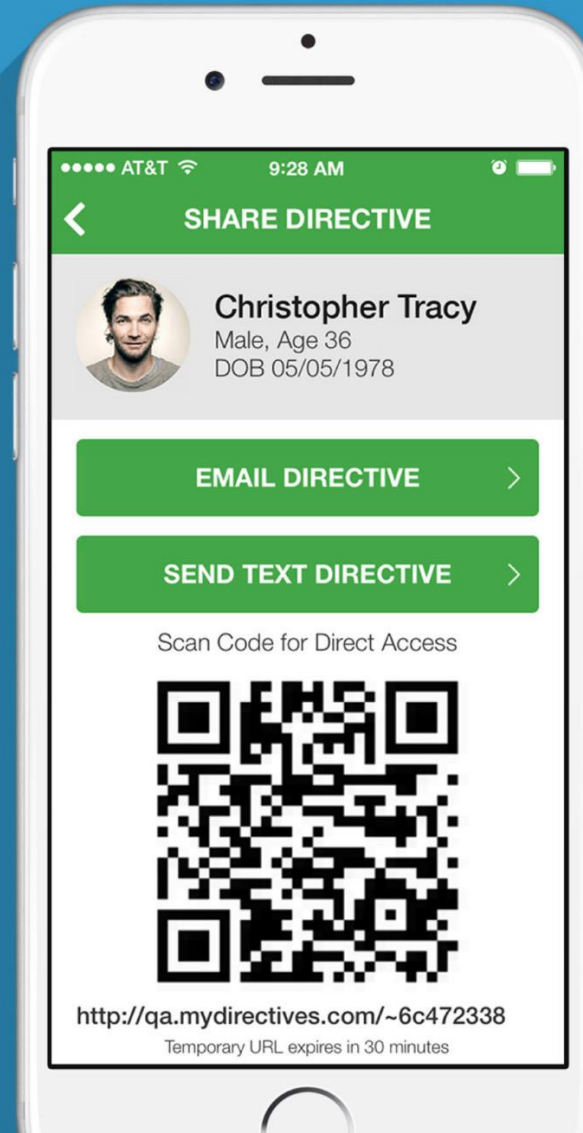
Rather than setting up their own advance directive registry, **Maryland steers citizens to mydirective.com**

- Registered User
- Accessible worldwide
- HIPAA Compliant

ALSO... stores other critical health related information:

- Living Wills
- POLST forms

MyDirectives is available 24/7 by email, text or QR code.



How MyDirectives Works

Everything you need for a 21st century emergency medical care plan is in our award-winning Universal Advance Digital Directive (uADD)™. You can complete it in minutes or take as long as you need to feel confident. The four basic parts are:

My Decisions

What are your values and treatment goals? Use your own words or select from a list of answers. Keep this relevant with updates as needed.



My Thoughts

Make a hospital visit better with messages, video posts, music, and photos that help caregivers know more about you and help you feel more confident.



My Healthcare Agents

Who do you want to represent you if you can't communicate during a health crisis?



My Circle

Keep all your key contact info in one place. Convenient for you, and vital to your caregivers in a crisis.



Universal Advance Digital Directive™

The Future: APPs

The video message,” says co-founder and CEO Jeff Zucker, “is a pretty cool way to...see is the person in their right mind, not saying it in a moment of stress or panic.”

QUESTIONS?



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