



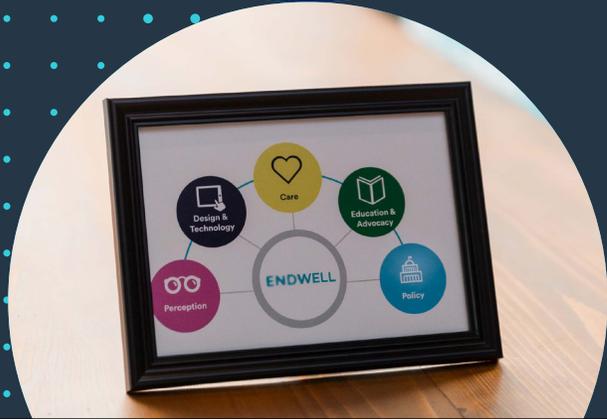
ENDWELL

ENDWELL

A better end-of-life experience.  
For everyone.

Annual Symposium  
Los Angeles | Skirball Cultural Center  
December 8, 2020

[endwellproject.org](https://endwellproject.org)



# Talking About Life – and Death

Conversations about death and dying have long been difficult for most people – but they don't need to be. It's time for a cultural shift, and End Well is leading the way.

Founded by Dr. Shoshana Ungerleider, End Well is a nonprofit bringing together people, ideas, technology, care and community to create a new perspective that will transform the end of life into a fully human and humane experience for everyone.

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# Connecting with Millions

End Well's vision of a better end-of-life experience resonates far and wide. Why? Because we are all human. Our connections thus far:

- **30+ million** annual views of social media content
- **600+ symposium** attendees with a 300-person waiting list
- **50,000+ followers** across [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#) and [Instagram](#)
- **Featured** in Forbes, PBS Newshour, CNBC, NPR, SF Chronicle, HUFFPOST
- **Celebrity keynote speakers** have included Tim McGraw, Meghan McCain, Dr. B.J. Miller, Esther Perel and Justin Baldoni

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## Focusing on what matters

The end-of-life experience is not a straightforward or easy one. At End Well, we approach the issue from several key angles, including:

- Grief and Loss
- Cultural Transformation
- The Future of Caregiving
- The Role of Design and Technology
- Human-Centered Health Care





## Our Venue

For End Well 2020, we're heading to the **Skirball Cultural Center** in Los Angeles.

An exquisitely-designed educational institution, the Skirball is an ideal venue for End Well. It's renowned as a gathering place that welcomes people of all communities and generations, inviting them to participate in cultural experiences that will help create a more just society.

The Skirball Cultural Center  
2701 N. Sepulveda Blvd.  
Los Angeles, CA 90049  
[www.skirball.org](http://www.skirball.org)



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# Previous Speakers



Alua  
Arthur

Lawyer,  
Death Doula



Meghan  
McCain

Co-Host ABC's  
*The View*



Tim  
McGraw

Country Music  
Icon



Esther  
Perel

Best-Selling  
Author, Therapist



Yoko  
Sen

Sound  
Designer

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## What Speakers are Saying



*“The thing I’m most proud of is that death no longer scares me. I feel like it’s this gift I have been given through this process to be able to be so open and raw.”*

– Meghan McCain

*“Forgiveness is such an incredible tool. To forgive yourself gives you the power to be more forgiving of and present with others.”*

– Tim McGraw



*“When spiritual needs go unacknowledged, when the voices of faith go unheard, we end up dehumanizing individuals [at the end of life.]”*

– Corey L. Kennard

*“I’m thankful for this community today that allows me to feel safe enough to acknowledge that I’m not very okay right now.”*

– Yoko Sen

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## Our Audience

End Well brings together all kinds of people in a dynamic gathering to share ideas on how everyone can experience the end of life in ways that match their values and goals.

- Entrepreneurs
- Designers
- Technologists
- Funders
- Health Care Providers
- Caregivers
- Insurance Providers
- Patients
- Activists
- Journalists
- Policymakers
- Spiritual Leaders
- Artists
- Health Care Administrators



## What Attendees are Saying

*"I am ON FIRE about all the ideas I heard!! Bravo for such a fine conference!"*

*"I so enjoyed attending End Well – truly an invigorating and inspiring experience."*



*"It was a very special experience – unlike any conference. Rarely am I inspired and engaged through every single talk. The speaker quality was high, and the curation admirable."*

*"I've never been to an event with designers, entrepreneurs, patients, healthcare professionals, educators, artists, lawyers, funders and policymakers who all care about end of life."*



*"One of the most impactful days of my life."*

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A woman with long dark hair, wearing a light-colored blazer and dark pants, stands on a wooden stage. Behind her is a large screen displaying the word "ENDWELL" in a white, pixelated font. The stage is lit with blue light, and the audience is visible in the foreground.

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## Our Vision

We believe that everyone should live well, and end well.

When inevitably faced with issues of mortality, many of us – whether patient, family or clinician – will suffer needlessly for a variety of reasons, some cultural, some clinical, some a matter of access.

End Well's objective is to address these issues as a multidisciplinary community, bringing together design, technology, health, policy and activist initiative and expertise to create lasting culture change.

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# What We Care About

End Well is inspired by human-centered design thinking, which uses holistic thinking to take into account the various drivers of behavior and existing systems that affect outcomes for patients, families and clinicians. Among the values informing the End Well conversation are:



## Design

How can we apply empathic design principles across the entire spectrum of end-of-life care?



## Health Care

What design opportunities exist that merge 21st-century health system goals — better health outcomes, high quality and cost-responsible care — with a fulfilling end-of-life experience for everyone?



## Anthropology

What are the cultural, spiritual and traditional belief systems and practices that contribute to our relationship with mortality?



## Education

How can we activate essential learning to improve community, care, planning and communication interactions relating to the end-of-life experience?



## Technology

How might emergent technologies be utilized to expand the range of possibilities for the end-of-life experience?



## Personal

How can we support the individual as a patient or caregiver in times of suffering? What are the spiritual, religious or ritualistic practices that guide us in our personal journeys through the end of life?



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**Our 2020 Sponsorship Packages**



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# Presenting Partner

Your Logo Here

## \$100,000

- Company name in lead position on all event signage featuring partners.
- Company name featured as Presenting Partner on main stage.
- Logo display on website before, during and for 3 months following the event.
- Logo inclusion on e-blast communications to our list of 15,000+ subscribers.
- Prominent logo placement in all promotional literature.
- Reserved premium seating at End Well Symposium.
- Option to distribute promotional material at the event.
- Early Bird access to pre-event and inclusion as Presenting Partner on all pre-event signage.

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# Platinum Partner

Your Logo Here

**\$75,000**

- Company name in lead position on all event signage featuring partners.
- Company name featured on main stage.
- Logo display on website before, during and for 3 months following the event.
- Logo inclusion on e-blast communications to our list of 15,000+ subscribers.
- Prominent logo placement in all promotional literature.
- Reserved premium seating at End Well Symposium.
- Option to distribute promotional material at the event.
- Early Bird access to pre-event.

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# Diamond Partner

Your Logo Here

**\$50,000**

- Company name on all event signage featuring its partners.
- Company name featured as Diamond Partner on main stage.
- Logo placement on website before, during and for 3 months following the event.
- Logo inclusion on e-blast communications to our list of 15,000+ subscribers.
- Prominent logo inclusion on all promotional literature.
- Reserved premium seating at End Well Symposium.
- Early Bird access to pre-event.

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# Gold Partner

Your Logo Here

**\$25,000**

- Company name featured as Gold Partner on main stage.
- Live logo placement on website Partnership page before, during and following the event.
- Reserved premium seating for representatives of the organization.
- Early Bird access to pre-event.
- Logo inclusion on 1 e-blast communication to our list of 15,000+ subscribers.

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# Silver Partner

Your Logo Here

**\$10,000**

- Live logo placement on website Partnership for at least three months following the event.
- Reserved premium seating for representatives of the organization.
- Early Bird access to pre-event.
- Logo inclusion on 1 e-blast communication to our list of 15,000+ subscribers.

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# Livestream Partner

Your Logo Here

## \$50,000

- This special opportunity allows you to market to our 25,000+ person remote audience around the country. Name, logo and website prominently featured to all live stream attendees during the full day live stream event.
- Company name featured as Livestream Partner on signage.
- Logo inclusion on 1 e-blast communication to our list of 15,000+ subscribers.
- Live logo placement on website Partnership page before, during and following the event.
- Reserved premium seating for representatives of the organization.

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# Presented by Video Partner

Your Logo Here

## \$25,000

- This special opportunity allows you to market to our 35,000+ digital audience around the country. Name, logo and website prominently featured on exclusive video content.
- Company name featured as Video Partner on signage.
- Logo inclusion on 1 e-blast communication to our list of 15,000+ subscribers.
- Live logo placement on website Partnership page before, during and following the event.
- Reserved premium seating for representatives of the organization.

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# ePatient Fellowship Partner

Your Logo Here

## \$25,000

- This special End Well Fellowship opportunity allows 10 ePatients the opportunity to attend the symposium free of charge (includes registration, travel stipend and lodging) and amplify their voice in the movement.
- Company name featured as ePatient Fellowship Partner on signage.
- Logo inclusion on 1 e-blast communication to our list of 15,000+ subscribers.
- Live logo placement on website Partnership page before, during and following the event.
- Reserved premium seating for representatives of the organization.

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# Supporter of End Well

Your Logo Here

**\$5,000**

- We welcome the opportunity to partner with individuals, organizations and visionary investors that cannot attend the Symposium but would like to invest in our mission.
- Logo inclusion on 1 e-blast communication to our list of 15,000+ subscribers.
- Includes name on website before, during and following the event.

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*Customized sponsorships are also available.*

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# Our Advisors

## **Anthony Back, MD**

Professor of Medicine at University of Washington

## **Claire Bidwell Smith**

Grief Therapist, Best-Selling Author

## **Shawna Butler, RN, MBA**

Director,  
Singularity University Partnerships and Cancer XPRIZE

## **Ira Byock**

Chief Medical Officer,  
Providence Institute for Human Caring

## **Rev. Cynthia Carter Perrilliat, MPA**

Executive Director, Alameda County Care Alliance

## **Ellen Donahue-Dalton**

Executive Vice President/CMO at MEDecision

## **Alexandra Drane**

Co-founder and Chairman of the Board, Eliza Corporation

## **Liz Dzung**

Assistant Professor, UCSF, Division of Palliative Medicine  
& Social Behavioral Science Program

## **Edward Feigenbaum, PhD**

Professor Emeritus,  
Stanford University Department of Computer Science

## **Eva Frye**

Brand Strategist + Storyteller

## **Leilani Graham**

ePatient Faculty Member, Account Strategist at Google

## **William Greineisen, PhD**

Director, Strategy and Corporate Development,  
Cox Enterprises

## **Bruce Jang**

Director, Strategic Innovation, Salesforce

## **Lucy Kalanithi, MD**

Clinical Assistant Professor of Medicine,  
Stanford School of Medicine

## **Ayana Khalid**

Managing Director, Healthy + Wellness Practice,  
The Glover Park Group

## **Shruti Kothari, MPH**

Director, Kaiser Permanente Ventures

## **Margaret Laws**

President and CEO, HopeLab

## **Andrew MacPherson**

Principal, Healthspieren

## **Aditi Mallick, MD**

Consultant, McKinsey & Company

## **Celine Marquez**

Director of Oncology, Syapse

## **BJ Miller, MD**

Palliative Care Specialist,  
University of California San Francisco Medical Center

## **Angela Ni, MPH**

Senior Manager, Kaiser Permanente

## **Penny Nii**

Computer Science Researcher in AI at Stanford University,  
Artist

## **Michelle Notkin Rosen**

Trustee, CPMC Foundation

## **Jim Paustian**

ePatient Faculty Member

## **Liz Prives**

Sheryl Sandberg & Dave Goldberg Family Foundation

## **Sunita Puri**

Medical Director of Palliative Medicine, USC

## **Will Rosenzweig**

UC Berkeley, Haas School of Business and HopeLab

## **Ivor Williams**

Senior Design Associate, Helix Centre



# Connect with Us

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