

## **From Cradle to Grave: Integrating Palliative care into Primary Care**

Primary care is thought to provide comprehensive services throughout the life cycle. However, while primary care is often part of the care of newborns as they age, primary care is often absent when a person nears the end of life. This presentation will use big data to illustrate the acute care centric nature of end-of-life care. It will then present evidence on the effectiveness of palliative care on end-of-life outcomes and make a case for the integral involvement of palliative care generalists in ensuring a good death.