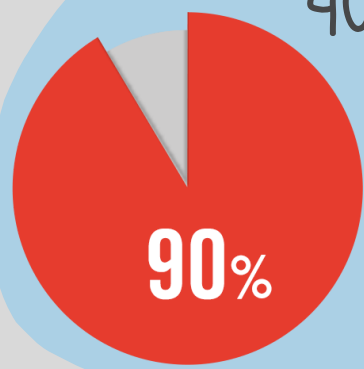




TALK TO YOUR DOCTOR about

Advanced Care Planning
Because you matter



90% believe that talking to their loved ones at end-of-life is important
Only 27% actually do.

80% say that if they were seriously ill, they would want to talk to a Doctor about end-of-life.
Only 7% actually do



60% of people think that making sure their family is not burdened by tough decisions is "extremely important", but 56% have not communicated their end-of-life wishes

82% of the population think it is important to put their wishes in writing.
Only 23% have actually done this



WISHES. VALUES. BELIEFS