

2025

IMPACT REPORT

Center to
Advance
Palliative Care
capc

- 2 A MESSAGE FROM OUR CEO
- 3 2025 AT-A-GLANCE
- 4 BRINGING PALLIATIVE CARE TO MORE PEOPLE AND MORE PLACES
- 7 ADVANCING HEALTH EQUITY FOR PEOPLE WITH SERIOUS ILLNESS
- 8 TRANSFORMING CARE IN EVERY CLINICAL ENCOUNTER
- 11 STRENGTHENING POLICY TO IMPROVE CARE QUALITY
- 12 BUILDING ON OUR PROGRESS



The Center to Advance Palliative Care (CAPC) is a national organization dedicated to improving quality of life, advancing health equity, and strengthening care delivery for people living with serious illness, and their caregivers. We provide health care professionals and organizations with the tools, training, and insights necessary to make health care work better for everyone.

Founded by Diane E. Meier, MD in 1999, for more than two decades CAPC has been the country's leading organization driving access to high-quality palliative care services. Today, our efforts extend beyond specialty palliative care as we work toward system-wide improvements in quality, equity, and outcomes for patients and caregivers.



Palliative Care Everywhere.

At CAPC, we believe all people living with serious illness, and their caregivers, should have access to health care that relieves suffering and improves quality of life. To every CAPC member, palliative care clinician, program leader, and administrator, every partner organization, researcher, patient advocate, and funder working toward a future of palliative care everywhere:

Here's what we made possible in 2025.

Dear Friends and Colleagues

Testing new ways to make change

Taking relationships to the next level

Charting the future of the field, together

An important shift took place in recent years: we no longer have to explain *why* palliative care matters. We are focused on the *how*. How to expand the education pipeline to grow the palliative care workforce. How to ensure sustainable payment for palliative care services so that every patient receives the highest-quality care. How to integrate technology and build partnerships to reach every person with serious illness.

Palliative care is at a turning point—and so is CAPC.

CAPC is a small team serving a large field, including 1,700 organizational members. In 2025, we developed and tested sustainable, high-impact new programs that complement CAPC membership. We piloted learning communities for safety net providers and health equity champions, an intensive education program to address workforce shortages, and virtual workshops on hot-button clinical issues. We've learned two things from these activities: that they result in meaningful change for patients, and that we can take them to scale in 2026.

2025 was a year of convening and collaboration at CAPC. For the first time since 2019, we brought palliative care program leaders together for a sold-out National Seminar. It was a joy to feel the energy and activism among colleagues working to transform care! We also developed new ways to partner with professional associations. We went beyond information sharing to co-developing solutions that bring palliative care information and skills to new communities of health professionals. These relationships are the key to driving our mission forward.

At CAPC we proactively drive progress toward the vision of Palliative Care Everywhere. That's why in 2025 we began planning for two major initiatives to advance growth in the field. In 2026, we will launch a new data collection platform to provide critical insights about where and how palliative care is delivered across health systems and communities. And, we will bring together palliative care leaders and partners to define minimum quality standards for specialty palliative care programs in all care settings, for patients of all ages. These national leadership strategies will accelerate palliative care access, payment, and quality in the years to come.



Brynn Bowman, MPA
Chief Executive Officer



"CAPC tackles big thorny challenges head-on, because we believe patients deserve more from health care. I am deeply grateful to our members, funders, and partners who make it possible for CAPC to think big. Together we made a difference in 2025, and I am excited to share our progress with you."

— Brynn Bowman, MPA

2025 At-A-Glance

27,956

Course Takers

174,631

Clinical Training Courses
Completed

1,700

Member Organizations
Across the U.S.

1.5 M

Visits to capc.org by
One Million Users

856

Responses to
the Second Annual
Palliative Pulse
Survey

797

Palliative Care
Leaders at the
Sold-Out CAPC
National Seminar

178

Virtual Events Hosted

Bringing Palliative Care to

More
People
and

"With the training from CAPC, I was able to start and run a very successful palliative care program." — *Susan B, NP*

More
Places



18

New Courses on Health
Care Leadership

3,333

Professionals Attended
Virtual Events on Program
Design, Leadership, and
Clinical Care

CAPC is *the* national organization driving growth in palliative care. Since our founding, palliative care has gone from an emerging care model to one of the fastest-growing specialties in U.S. health care. We advance this growth by equipping palliative care teams, health system leaders, and policymakers with the tools and evidence needed to strengthen programs and expand access.

In 2025, 51,000 palliative care professionals turned to CAPC for:

- Data-driven insights on national trends
- Practical guidance for designing and operating programs in all care settings
- Leadership skills-building to navigate the complex health care landscape
- A community of peers solving problems together

CAPC's approach to serving the field is simple: we listen. Every year we survey palliative care professionals to ask what's going well, where challenges persist, and how we can help.

Nearly 900 professionals responded to the 2025 Palliative Pulse survey. In response, we delivered education on topics such as serving patients in rural communities and Emergency Departments, supporting team well-being, improving billing practices, and onboarding new clinicians to the palliative care program.

From webinars and Virtual Office Hours to how-to guides and tailored technical assistance, CAPC helps palliative care leaders build and sustain high-quality programs.





“It was so wonderful to convene with like-minded individuals from around the nation to learn together and take the passion of this work home.”

— Amy P, MSN, RN, CCRN, PCCN

CAPC National Seminar
Where palliative care leaders build and connect

797

Palliative Care Leaders Convened

78%

First Time Attendees

99%

Would Attend Again

After a five-year hiatus, the CAPC National Seminar returned in September 2025 in response to strong demand from the field. Nearly 800 palliative care leaders gathered in Philadelphia to learn, share strategies, and reconnect at a pivotal time for serious illness care.

Seminar content was shaped by priorities identified in CAPC's Palliative Pulse survey, including high-functioning interprofessional teams; program financing and demonstrating program value; managing growing patient volumes; supporting workforce well-being; and reducing disparities for people with serious illness. The Seminar stands apart for its focus on the operational, financial, and leadership priorities essential to sustaining high-quality palliative care programs.

The Seminar sold out and generated a waitlist of more than 100 people. Attendees represented 48 states, Washington DC, and Puerto Rico, with 622 joining for the first time.

Participants left with practical tools to build stronger programs and new connections to sustain their work.

↓

The CAPC National Seminar will return October 13-15, 2027, in Columbus, Ohio.

Advancing Health Equity

for People with Serious Illness

CAPC has an unwavering commitment to advancing health equity for people living with serious illness, and their caregivers. Working at the intersection of research, clinical excellence, and systems change, we equip health care organizations and leaders with practical strategies to reduce care disparities.

Our approach includes:

- Tools, training, and convening opportunities for health equity champions
- Clinical education for health professionals
- Publications and presentations on strategies to reduce disparities
- Participation in state and national advisory committees working to advance equitable care

In 2025, we conducted a comprehensive literature review of more than 200 peer-reviewed articles examining efforts to improve the health care experiences of Hispanic patients with serious illness, and their families and caregivers. The findings are guiding the development of new tools and best practices to address persistent gaps in care, including pain management and patient-provider communication.

We also launched the CAPC Health Equity Accelerator to strengthen and sustain local efforts to improve health equity. The Accelerator provides change agents with a structured action plan, year-long faculty mentorship, and ongoing peer learning to support the design and implementation of meaningful interventions in their communities.



50

Health Care Leaders Across 19 States Advancing Local Equity Initiatives Through the CAPC Health Equity Accelerator

250

Health Equity Champions Joined Monthly Office Hours for Peer-To-Peer Problem Solving and Support



CAPC Health Equity Accelerator Faculty

“Thank you CAPC for embracing these actions and leaning in to these issues.”

— *Virtual Office Hours Participant*

Transforming Care in

Every Clinical Encounter

"CAPC communication courses have improved my relationship with patients. I am now confident in compassionate communication and my ability to help patients and their families navigate a difficult time." — Stephanie S, RN



CAPC staff members, Allison Silvers and Melissa Scholl, attend Advocacy Day at the 2025 Caregiver Nation Summit

People living with serious illness interact with the health care system across many settings, from primary care to the ED to specialist visits. By integrating palliative care principles and practices into each one of these encounters, clinicians can improve quality of life for patients and caregivers.

CAPC equips clinicians from all specialties and settings with core palliative care skills, including pain and symptom management, clinical communication, and caregiver support. Since the launch of our online curriculum in 2015, more than 170,000 clinicians from across professions have taken more than 1.5 million courses.

In 2025, CAPC took our clinical education to the next level by launching a new series of interactive virtual workshops. These sessions address complex and emerging clinical topics in serious illness care. Ninety-nine percent of participants indicated they will change their clinical practice based on what they learned.

Caregiver Support

In 2025, CAPC launched a new initiative to support the caregivers of people living with serious illness, in partnership with the Steven S. Elbaum Family Center for Caregiving at Mount Sinai. Together we are scaling access to caregiver support programs nationwide by translating evidence and best practices into practical tools and technical assistance.



15

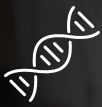
Courses Updated to Reflect the Latest Evidence in Pain and Symptom Management

174,631

Courses Completed in 2025 by 27,956 Health Care Professionals Across 1,700 Organizations

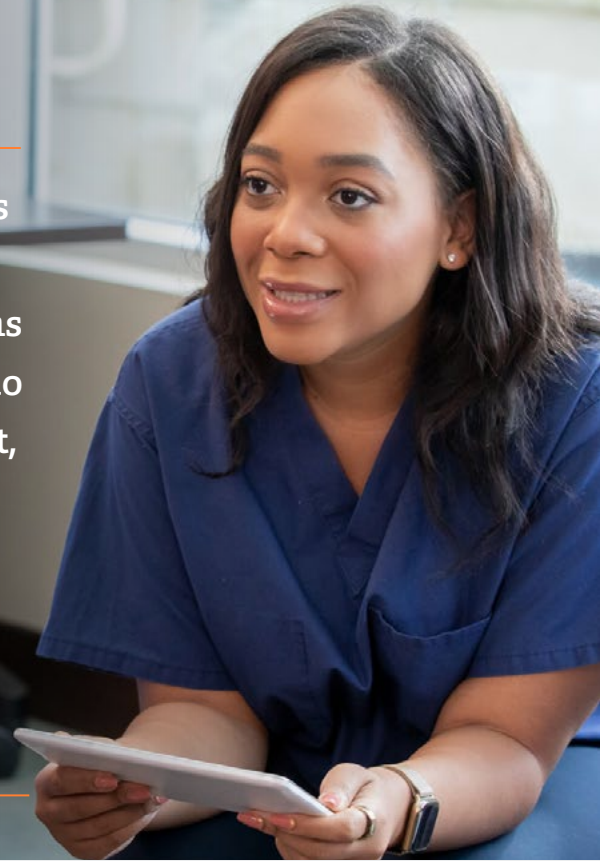
10,000

Clinicians Use the CAPC Curriculum Each Month on Average



"I believe that in the perfect world, all the patients I care for would also have a palliative care team. In our area, there are limited palliative care teams to refer to. In my medical oncology practice, we do our very best to provide care to the whole patient, but the reality is we are limited by time, resources, and lack of education in the field. We can and should do better for our patients, and the CAPC certificate program will help [us] do this."

— Shannon O., NP, AGPCNP-BC



Expanding Palliative Care Skills in Rural Michigan

9

Months to Improve Knowledge and Skills

15

Communities Across the State of Michigan with Trained Oncology Professionals

Nowhere is palliative care education needed more than in parts of the country with limited access to specialists. In 2025, CAPC piloted a new Serious Illness Certificate Program designed to strengthen palliative care skills among clinicians practicing in these settings.

This cohort-based education program combines self-study courses and faculty-led case reviews to build comprehensive palliative care skills for clinicians across specialties. We launched the pilot in partnership with the Michigan Oncology Quality Consortium (MOQC), a state-wide quality improvement organization with a track record of improving health care experiences and outcomes for people with cancer.

Fifteen nurse practitioners, physician associates, and physicians were selected for the pilot through a competitive application process. These clinicians dedicated 9 months to improving their knowledge and skills. As a result, **15 communities** across the state of Michigan have oncology professionals better equipped to meet their patients' palliative care needs. A second cohort is already underway.



Cancer care. Patients first.
The best care. Everywhere.



Strengthening Policy to Improve

Care Quality

CAPC works to integrate palliative care into the fabric of U.S. health care. That requires sustained policy change at the state and federal levels to expand access to specialty palliative care, and to improve care quality for people with serious illness, and their caregivers.

Coordinating the field

CAPC's CEO, Brynn Bowman, served as Board President for the National Coalition for Hospice and Palliative Care in 2025. In this role she helped convene national partners to update the Clinical Practice Guidelines for Quality Palliative Care, build support for payment policies benefiting children with serious illness, and publish the Coalition's 2026-28 strategic plan.

Advancing state policy

State Medicaid programs remain one of the most promising avenues for growing palliative care access, with leaders such as California, Hawaii, and New Jersey demonstrating what is possible. In 2025, CAPC heavily invested in supporting state advocates focused on workforce development, Medicaid policy, and long-term services and supports that benefit families coping with serious illness. We took our Serious Illness Scorecard on the road, delivering 34 customized presentations to 30 states on how to use the Scorecard to drive change—turning data into actionable strategies for strengthening palliative care delivery.

Influencing federal policy

Because Medicare is the primary insurer for people with serious illness, CAPC prioritizes federal legislation and regulation that improves care quality for Medicare beneficiaries. In 2025, we collaborated with advocacy partners and organizations to submit 26 comment letters addressing issues such as protecting payment for virtual health care, advancing Age-Friendly hospital incentives, and standardizing clinical assessments for beneficiaries with serious illness, and their caregivers.



34

Presentations Delivered
Across 30 States on the
Scorecard Roadshow

26

Letters Submitted
Advocating for Specific
Policy Improvements



Building on Our Progress

In 2025, CAPC engaged new audiences, launched new programs, and advanced strategies to improve care for people living with serious illness. As our reach and impact grow, so does our responsibility to sustain and strengthen this work.

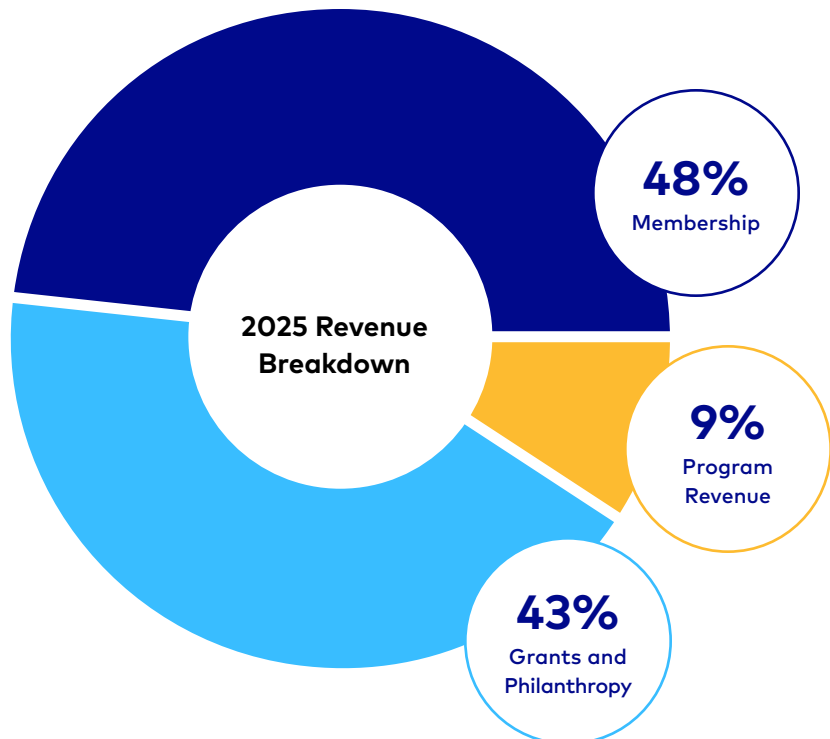
We maintained a 92% retention rate for CAPC Membership in 2025—well above industry standard. We invested in building new education programs that both deliver value to learners and diversify revenue. Grants and philanthropy remain essential to supporting our efforts to educate policymakers, payers, and health care leaders about their opportunities to improve serious illness care.

The year ahead builds on this progress. In 2026, CAPC will:

- Deliver intensive workshops on palliative care program financing and measurement
- Build new tools for pediatric palliative care delivery in community settings
- Highlight tested interventions to reduce disparities for Hispanic patients with serious illness
- Launch a new platform to track access to palliative care across the country
- Develop palliative care program standards to ensure high-quality care across all settings

92%

Retention Rate for
CAPC Membership
in 2025





CAPC expands its impact by partnering with national leaders and organizations that shape how care is delivered to people living with serious illness. In 2025, we formed new partnerships and strengthened existing collaborations, reflecting broader recognition of palliative care's role in improving quality and outcomes.

Through these partnerships, CAPC delivers education, co-hosts programs, and supports communications strategies that advance high-quality palliative care.

American Cancer Society

American College of Surgeons

American Hospital Association

American Thoracic Society

Catholic Health Association

National Academy for State Health Policy

National Alliance for Caregiving

National Kidney Foundation

Patient-Centered Outcomes Research Institute

The National Academies of Sciences, Engineering,
and Medicine

CAPC's vision is

Palliative Care Everywhere.

We won't stop until patients and caregivers receive the care they deserve. And we can't do this work alone. We are so grateful to the partners and funders who help make this vision a reality.

To learn more about
CAPC's mission or to donate,
visit capc.org/donate.

Thank You.

in      @capcpalliative

capc Center to
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