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End-of-life choices: Ellen Goodman (left) is cofounder and director of the Conversation Project, a grassroots public campaign designed to change the way the nation grapples with end-of-life care. Maureen Bisognano (right), president and CEO of the Institute for Healthcare Improvement, is a collaborator on the project.
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Narrative Matters

A survivor of four cancer diagnoses calls for policies that support the increased responsibilities patients and families now must fulfill to achieve the best outcomes from their health care.