



Goals of Care Coalition of New Jersey

Helping patients get the care they need and no less, and the care they want and no more.

Who We Are

Goals of Care Coalition of New Jersey (GOCCNJ)

was founded in 2018 to better communicate, coordinate and collaborate on issues and activities to improve care for people in our state living with serious illness. We aim to increase access to high-quality, person-centered palliative and end-of-life care by convening stakeholders, identifying unmet needs, advocating for equitable policies and improved health outcomes, and sharing best practices and resources.

Who We Represent

GOCCNJ is an independent 501(c)(3) nonprofit and the only network of nearly 35 statewide organizations in NJ working together to represent the interests of older adults and people with serious illness, and the diverse group of providers that care for them. We also have established alliances with national organizations including the Coalition to Transform Advanced Care (CTAC) along with strategic partners and academic alliances with leading teaching institutions in NJ training the next generation of healthcare professionals.

Strategic Priorities

Through advocacy, research, and education, our aims are to support NJ residents with serious illness and their caregivers by:

- Identifying unmet needs
- Increasing access to palliative care
- Addressing disparities
- Promoting equity



VISION

ALL patients with serious illness get the care they need and no less, and the care they want and no more.



MISSION

Through advocacy, research, and education, our mission is to provide policy makers, healthcare providers, patients, and family caregivers with the information, resources, training, and tools they need to access comprehensive, high-quality, person-centered advance care planning, palliative and end-of-life care.



VALUES

We believe human interests and personal values must be at the core of medical decision-making. As such, we aspire to create a standard of care for NJ where people, regardless of race, gender, gender identity, sexual orientation, age, religion, ethnicity, socioeconomic status or where the care is delivered, receive care that is consistent with their goals and values and honors their dignity.

Coalition Members



Strategic Alliances



Academic Collaboratives



Palliative Care Task Force

The Goals of Care Coalition of New Jersey (GOCCNJ) Palliative Care Task Force launched in July 2022 with a guiding vision, clarity of mission, and specific goals that will underpin our advocacy.

The Task Force has identified four key priorities:

- 1 Define palliative care; identify the population in need
- 2 Identify gaps in the current Medicaid coverage for beneficiaries with serious illness
- 3 Set a baseline of services based on past experience and experiences from states currently implementing the benefit
- 4 Work with government agencies and state legislators to determine the policy route to take

Task Force Advisors

Gregory J. Rokosz, D.O., J.D., FACEP, FACOEP, Sr. Vice President Clinical Affairs, Research, and Education/Chief Academic Officer, RWJ Barnabas Health; Assistant Vice Chancellor, Rutgers Biomedical and Health Sciences, Associate Clinical Professor of Emergency Medicine-Rutgers-New Jersey Medical School; GOCCNJ Board Chair

Joel C. Cantor, Sc.D., Director, Center for State Health Policy, Institute for Health, Health Care Policy and Aging Research; Distinguished Professor of Public Policy, Edward J. Bloustein School of Planning and Public Policy; Professor, Rutgers School of Public Policy

Task Force Members

Ayşe Akincigil, PhD, Associate Professor School of Social Work Rutgers, The State University of New Jersey; Core Member Institute for Health and Health Care Policy and Aging Research Rutgers, The State University of New Jersey

David Barile, MD, Founder & Chief Medical Officer, GOCCNJ; Director Palliative Medicine Service & Medical Director of the Acute Care for the Elderly Unit, Penn Medicine Princeton Health

Alex Binder, Vice President of the Parker Advanced Care Institute

Katie DeMarco, DNP, MSHS, FNP-BC, APN, ACHPN, Clinical Supervisor & Palliative APN, HMH-Hackensack University Medical Center, Pain & Palliative Medicine Institute

Theresa Edelstein, Senior Vice President, Center for Partnerships Transforming Health at New Jersey Hospital Association

Nancy Fitterer, President and CEO at Home Care & Hospice Association of NJ

Stephen Goldfine, MD, Chief Medical Officer at Samaritan Healthcare & Hospice

Himabindu M Lanka, MD, Hospitalist, Cooper University Health Care

Don Pendley, CAE, CFRE, APR, Director, Hospice & Palliative Care, Home Care & Hospice Association of NJ

Adelisa Perez, MSN, RN, Director of Quality, NJ Health Care Quality Institute

Cathy Rowe, DrPH, Executive Director at the NJ Advocates for Aging Well

Jill Schwartz-Chevin, MD, MBA, FACP, Internist and Palliative Care Physician; Senior Medical Officer at Landmark Health/Optum

GOCCNJ Executive Board



Greg Rokosz, DO, JD, FACEP
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Steven Peskin, MD



Jill Schwartz-Chevin, MD, MBA, FACP



Katherine Taylor, JD, PhD



Yvette Vieira, MMH, HEC-C



Anthony Webbe, DO, MBA, FACOI

Leadership



David Barile, MD
Founder & Chief Medical Officer



Lori Feldstein
CEO & Executive Director