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| **Title of Innovation in policy and practice presentation**  When new life meets death.  A research based best practice model for palliative and bereavement care |
| **Maximum 2500 characters (including spaces but excluding title)**  **Setting/problem**  When birth and death coincide, parents, siblings and professionals are affected physically, mentally, spiritually and socially. Striking regional differences in quality of care, preconceptions of “normal” grief as well as rigid regulations in health assurance systems produce inequality and inadequacy of care after the loss of a baby. A new research based model of care and participation has been developed for implementation in three different cultural and language regions (German, French and Italian) of Switzerland.  **Intervention**  In each region in depth, semi structured interviews with parents (N = 20) were conducted. The sample includes parents from rural and urban settings and parents from middle/higher and lower social classes. The second step involved focus group interviews in each region, comprising one parent from an agency which offers help to parents, one obstetrician, one spiritual adviser or psychologist and one representative of a health insurance company to consider the gaps in care identified in the interviews and to give consideration to the group’s views of an ideal service for their region.  **Outcomes**  The wide range of needs and ways of coping cannot be covered by the current health care system. Symbolic actions are important as well as the support of people who follow their process, have the time and ability to talk and listen empathically to them. Thereby, the support by other parents having overcome similar experiences is crucial. The model of care and its anchoring in health insurance systems reflects individual, social and regional particularities of parents’ and families’ needs on physiological, social, mental and spiritual levels and the way health care providers both in the medical and non-medical sectors can reply to them in a way that is compatible with their working structures, the insurance systems and the professional’s own health.  **Implications**  The model may be applicable to other regions of the world, but it will need process and outcome evaluation to prove efficiency.  **Preferred presentation format**  Oral presentation |