Cambia Health Solutions serves as a catalyst to transform health care to be person-focused and economically sustainable. Palliative care provides a solution for individuals with serious illness and their families when a person-focused approach is most vital.

We set out to create a completely holistic approach to palliative care through our philanthropic efforts, health plans and Direct Health Solutions companies. The cornerstone of our program is an environment where the needs of patients and their families are honored first, and always, by their providers and the larger community.

CAMBIA’S APPROACH TO ADVANCING PALLIATIVE CARE

CAMBIA HEALTH FOUNDATION

The Cambia Health Foundation has invested more than $20 million regionally and nationally to create communities of care that ensure each person’s values and goals are expressed, understood, and honored. Cambia Health Foundation is a leader in the palliative care movement in the following areas:

- **PERSONALIZED CARE**
  - Surrounding patients and families with comprehensive services during serious health challenges.

- **INNOVATION**
  - Creating a hub of excellence for palliative care through the UW Medicine Cambia Palliative Center for Excellence.

- **KNOWLEDGE**
  - Facilitating an open dialogue about serious illness and end-of-life issues.

- **IMPACT**
  - Promoting innovative strategies to deliver palliative care in hospital, outpatient and all other settings, including culturally sensitive and pediatric palliative care programs.

- **Benefit expansion**
- **Caregiver Support**
- **Provider Partnerships & Training**
- **Specialized Care Management**

CAMBIA HEALTH FOUNDATION

- Honoring and advancing leadership, innovation, and quality in the field of palliative care.
- Improving the quality of palliative care through workforce development and cultivating the next generation of palliative care leadership.

CAMBIA HEALTH SOLUTIONS

cambiahealth.com
INVESTING IN INNOVATIVE CONSUMER FOCUSED SOLUTIONS

Cambia is among the most active strategic investors in emerging solutions that help families confront and address the challenges associated with aging. Focused on the unique needs of seniors, as well as their friends, families, and caregivers, Cambia seeks to support next-generation companies that promote independence, quality of life, and preservation of life and care preferences. Investments include: TrueLink Financial, Caremerge, ClearCare

WHAT IS PALLIATIVE CARE?

Palliative care is specialized medical care for people with serious illness. The goal is to improve quality of life for patient, family and/or caregiver. Palliative care is provided by a team of doctors, nurses and other specialists to provide an extra layer of support.

PATIENT & LOVED ONES

Specialized Case Management
Physical Health
Interdisciplinary Team
Community Support
Pain & Symptom Management
Psycho-social Support
Spiritual Health

WHY IS PALLIATIVE CARE IMPORTANT?

In every setting it has been tested, palliative care improved care quality for the sickest and most vulnerable patients across all conditions. Patients report a higher quality of life, less pain, fewer symptoms, and increased satisfaction with their care. Families and caregivers likewise experience less stress and greater satisfaction with the care received by their loved ones. Not surprisingly, when the patient and family both find their needs are being met, they no longer rely on 911 calls and hospitals to manage the patient’s illness. (CAPC)

92% of respondents say they would be likely to consider palliative care for loved ones if they had a serious illness
(Cambias Health Foundation, National Journal survey)

Today, approximately 90 million Americans are living with serious illness, and this number is expected to more than double over the next 25 years (state by state report card).
(CAPC state-by-state report)

Preference 70%
70% of Americans have expressed the desire to die at home.
(CAPC, 2013)

Actual 30%
Only 30% actually do, with the other 70% dying in the hospital or a skilled nursing facility.
(CAPC, 2013)

2/3 Two-thirds of people aged 65 and older suffer from serious, multiple chronic conditions. (CAPC, 2011)

4/10 Four in ten have cared for a parent; one in three have suffered a major illness.
(Cambias Health Foundation, National Journal survey)

ABOUT CAMBIA Cambia is a not-for-profit total health solutions company creating and investing in innovations designed to serve the changing needs of individuals and families in our communities and beyond. This includes nurturing and growing our wide range of Direct Health Solutions companies, as well as providing the best care possible with our Health Insurance Services companies, which insure more than 2 million people in four states. cambiahealth.com