



Neighbor helping neighbor in extraordinary times

# Cambia 2020 Community Response Report



## Dear friends,

This has been a challenging year. It has also been a year of “hard graces” – where the strength, generosity and ethical commitment of our company and our employee community has shined. I am honored to share highlights with you on the following pages.

**COVID-19:** As the pandemic began to disrupt our lives, Cambia committed \$3 million in philanthropic donations to address the immediate impacts, including support for the health care safety net, PPE for front-line workers and first responders and donations to local food banks. We also provided a 100% match on employee donations to combat food insecurity. Our employees overwhelmingly responded, raising more than \$226,000.

**Racial injustice:** As a result of our long-time work to combat health disparities, we anticipated the fallout of COVID-19 would disproportionately impact communities of color and it has. What we did not anticipate was the level of social unrest following the deaths of George Floyd, Breonna Taylor and Ahmaud Arbery. Together, these unprecedented events sparked recognition that systemic racism persists in many of our institutions, including health care. We have been listening, learning and doing what is right for systemic change to occur. But this is only the beginning. We are committed to building on the \$15 million Cambia has already philanthropically invested in health equity so that everyone has an equal opportunity to live the healthiest life possible.

**Wildfires:** Compounding the collective heartache of 2020, many of our colleagues, customers and neighbors were impacted by unprecedented wildfires that burned more than one million acres in Oregon. To help Oregonians and frontline responders battling the fires, Cambia and the Cambia Health Foundation pledged \$275,000 in community aid to the recovery effort.

**Lasting Legacy:** I am consistently humbled by the tireless commitment to neighbor helping neighbor I see at Cambia – from the CEO through front-line workers. It is part of this company’s DNA. In late 2020, our CEO Mark Ganz announced his plans to retire at the end of the year and named Jared Short as CEO of Cambia, effective January 1, 2021. Mark’s leadership for transforming health care extends not just to our industry but also to our community, and he leaves a strong legacy of giving back. As a former Eagle Scout, Mark has a strong belief in leaving his campsite better than he found it, and I am excited to partner with Jared to continue Cambia’s deep commitment to putting people and their families at the center of everything we do and improving health care access, quality and equity for ALL people.

Looking ahead, we will focus our philanthropic investments towards building the resilience needed to ensure the long-term health and wellbeing of our communities – and to measure the impact of those investments. Crisis is fertile ground for lasting change, and it will take all of us working together. Let’s go!

With hope and optimism,



*Peggy Maguire*

**Peggy Maguire**

President, Cambia Health Foundation; Senior  
Vice President, Corporate Social Responsibility

# Overview

The events of 2020 are unprecedented. A global pandemic that has claimed hundreds of thousands of American lives, magnified health disparities and compounded financial instability for our most vulnerable neighbors. We also navigated civil unrest due to racial injustice and wildfires in our own backyard. While all of us have been affected by these tragic events, our non-profit community partners and the people they serve have been hardest hit. We have responded by listening, learning and doing what is right for systemic change to occur.

# Approach

Mindful that marginalized populations would be first to be impacted and last to recover from this crisis, Cambia Health Solutions and the Cambia Health Foundation worked with our grantees, non-profit partners, public health officials and philanthropic organizations to evaluate and address the public health, economic and environmental crises through a formal "Needs Assessment." These collaborative efforts allowed us to create a three-staged approach to our philanthropy that prioritized immediate relief with an eye toward being there to support the future demands and recovery resulting from the long-term health and socio-economic impacts. Ultimately, we are positioning for resilience, where everyone has an equal opportunity to live the healthiest life possible.

**Stage 1** **RESPOND**  
Meet Immediate Needs

- Fight barriers to food access
- Protect frontline workers and first responders
- Support emergency COVID-19 community relief funds
- Provide resources for palliative care workforce, patients, families
- Activate employee engagement
- Honor caregivers

**Total Donated: \$3.3M**

**Stage 2** **RECOVERY**  
Address Health Disparities

- Reinforce the Primary Care Safety Net
- Deploy palliative care supports on front lines of COVID-19
- Invest in housing stability
- Leverage technology
- Support wildfire relief efforts

**Total Donated: \$3.9M**

**Stage 3** **RESILIENCE**  
Looking ahead

- Increase access to mental and behavioral health in rural communities
- Improve serious illness care and support caregivers through palliative care with prioritization for leadership development, reducing disparities and building workforce resilience
- Advance health equity through partnerships that address whole person care and SDOH

**Total Investment \$6M**  
(estimated in 2021)

**\$11.5M** (\*Risk Corridor funds)



## Stage 1 – Respond: Meeting Immediate Needs

### Fighting barriers to food access

The challenges of food access increased dramatically for many people and families as a result of the pandemic. Even before the COVID-19 outbreak, 1 in 7 people in the U.S. were considered food insecure. School closures, job losses, empty shelves, and other self-quarantining efforts exacerbated an already distressing situation, introducing some families to food insecurity for the first time, and putting new strains on those already struggling with it.

To combat the significant increase in food insecurity, Cambia and its employees responded through a special giving campaign in which the Cambia Health Foundation provided a special 100% match. As a result, more than \$226,000 was distributed to six designated nonprofits in our region providing over 650,000 meals for children, families and elderly adults in need.



**Feeding America**  
National



**Food Lifeline**  
Washington



**Idaho Foodbank**  
Idaho



**Oregon Food Bank**  
Oregon



**Second Harvest**  
Idaho + Washington



**Utah Food Bank**  
Utah



Community partners and Cambia employees.

**\$226,241**

was distributed to these six  
designated nonprofits

**654,990** meals for families  
in need

## Protecting frontline workers and first responders

The impact of COVID-19 has been devastating to patients, families and health care professionals. Hospitals, especially in rural areas, are overwhelmed. Shortages of masks, gloves and other personal protective equipment have left thousands at an increased risk. In some parts of the country, medical professionals, first-responders and caregivers are overworked and overwhelmed. In support of these critical support service providers, we provided immediate funding to ensure these essential workers were protected and could continue serving those most in need.

### Virginia Garcia Memorial Health Center

“Emergency funding from Cambia Health Solutions at the start of the pandemic allowed us to continue providing care to our patients while ensuring their safety as well as our staff. With the grant money we were able to purchase critical equipment like thermometers for the pre-screening of office patients and blood pressure cuffs for our high-risk pregnancies that allowed for self-monitoring at home.”

—Serena Cruz, Executive Director

### Neighborcare Health

“This is a rapidly unfolding situation, and it seems there are new developments by the hour. The generosity and the proactive approach of the Cambia Health Foundation speak volumes of your leadership in advocating for health and health equity. Thank you, thank you, thank you.”

—Joseph Sparacio, Chief Development Officer | Neighborcare Health

### Medical Teams International

“Cambia Health Solutions has been a generous, valued partner to Medical Teams International for more than 20 years. In addition to providing vital funding for our Mobile Dental Program, this year they provided flexible funding for us to refurbish our vans for COVID-19 testing. We are so grateful for their commitment to the health and well-being of those in greatest need in our Pacific Northwest communities.”

—Martha Newsome, Medical Teams President and CEO

### National Hospice and Palliative Care Organization (NHPCO)

#### Hospice of Midland, Midland, TX

“Hospice of Midland has been significantly impacted, in every aspect of our operations, by the COVID-19 pandemic. As the world struggles, hospice continues true to its mission to provide comfort and care to the most vulnerable at the end of life. Thank you, National Hospice Foundation and Cambia Health Foundation, for providing PPE at a time that it was desperately needed to help keep our staff, patients, and families safe.”

—Deborah Goodman, Chief Executive Officer



## Supporting emergency-based community response funds

As the pandemic dramatically affected our communities, we donated \$300,000 into shared COVID-19 Emergency Relief Funds in Idaho, Oregon, Utah and Washington. These community-based organizations, including the Oregon Community Foundation (statewide Oregon Community Recovery Fund); Seattle Foundation (COVID-19 Response Fund, Seattle Metro); Philanthropy Northwest (COVID-19 Equity Fund, Washington State outside of Seattle Metro); Idaho Community Foundation (Emergency Relief Fund in partnership with statewide United Way agencies and Idaho Nonprofit Center); and United Way of Salt Lake (statewide response in partnership with United Way of Utah County and United Way of Northern Utah) were then able to leverage pooled funds to rapidly deploy directly to those most in need and combat health and safety issues as they emerge.

## Honoring caregivers

Prior to COVID-19, there were 44 million caregivers in the United States. Now, we are all caregivers. Caregivers include medical teams, grocery workers, truck drivers and parents who are - working to find balance, trying to perform at work, while not jeopardizing the care provided to their loved ones. As part of Cambia’s commitment to support caregivers, we teamed up with Archangels to launch #LookLoveLift - a national movement to honor caregivers, provide resources and reduce feelings of isolation.



## Activation of employee voluntarism

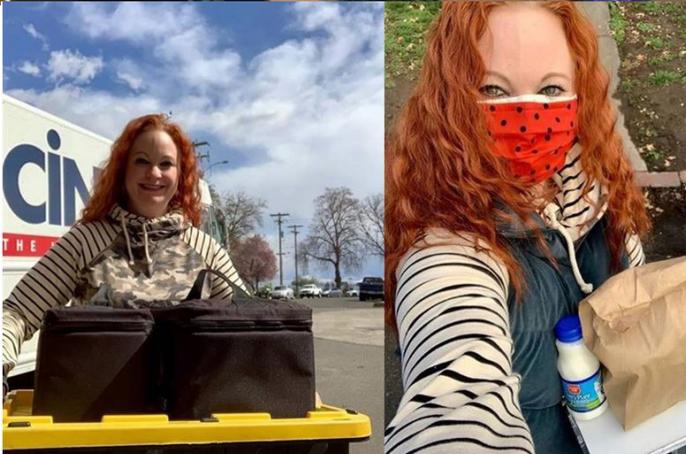
During these challenging times, Cambia employees continued to find unique ways to give back in our communities, while staying safe and socially distancing, such as delivering food to housebound seniors, sewing masks or preparing meals for health care workers on the frontlines.



Hearing about dire PPE shortages, Lori Allem and members of her Cambia family came together to sew over 3,000 masks for local nurses, firefighters, EMTs and doctors on the frontlines of the health crisis in Utah.



Health care workers were left with few options for quick, nutritious meals during their long shifts when Seattle went on lockdown. Partnering with UW Medical Centers, Seattle Children’s Hospital and Harborview Medical Center, local restaurant The London Plane stepped up to feed frontline workers. Cambia employee Wen Chiu lent her PR experience to help bring awareness to this 1,600-meals-a-day donation program orchestrated by her chef husband, raising over \$80,000 for a GoFundMe campaign to continue the program.



Cambia employee, Annie Hughes, and the rest of the Clinical Services Leadership Team in Lewiston, ID volunteered to serve Meals on Wheels every Wednesday. Taking turns, they delivered meals weekly and given the team is made up primarily of nurses they also performed check-ins to ensure the elderly and disabled recipients were supported.

## Stage 2 – Recovery Addressing health disparities

As the pandemic continued to ravage our states, towns and communities, sobering realities and statistics emerged. COVID-19 not only had a disproportionate impact on people of color and the elderly, the disease also gave rise to social and economic turmoil, putting millions of people out of work while exposing racism as a public health crisis that must be addressed.

In addition, a critical need for food access, housing stability and the protection of health care providers continued, other issues resulting from the self-isolation and quarantine protocols put in place to limit the transmission of the virus gave rise to new challenges.

### Reinforcing the primary care safety net

Federally Qualified Health Centers are the backbone of the primary care safety net. These community-based nonprofit health centers are driven by trusted providers who deliver whole person care and address health disparities with solutions that eliminate gaps and increase access to quality health care. The Cambia Health Foundation’s Community Health Center Crisis Response and Recovery Initiative provided a total of \$1 million to Oregon Primary Care Association, Washington Association for Community Health, Association for Utah Community Health, and Idaho Primary Care Association to support community health centers across their respective states, combat emerging health and safety issues and ultimately play a vital role in their communities’ recovery.



### Idaho Community Health Centers (IPCA)

Idaho Community Health Centers serve all Idahoans - which has been especially true during the COVID-19 pandemic. Through sourced funding, IPCA delivered critical PPE throughout their state to ensure their state’s health center heroes are protected.

**Delivered 249,000  
pieces of critical PPE  
across Idaho**

“During unprecedented times brought on by the COVID-19 pandemic, Community Health Centers have gone to extraordinary measures to meet the primary health care needs of their patients and communities. Standing strong with Health Centers have been their State Primary Care Associations, providing guidance, trainings and invaluable resources to support health center staff. With generous grants from Cambia Health Foundation, the Association for Utah Community Health, Idaho Primary Care Association, Oregon Primary Care Association and Washington Association for Community Health, were able to offer additional support to their member health centers and positively impact the lives of those in need.”

—Rachel A. Gonzales-Hanson, Sr. Vice President for Western Operations National Association of Community Health Centers

## Investing in health care workforce

In response to the immensely stressful and rapidly evolving work of health care providers in the face of COVID-19, Cambia Health Foundation made series of investments towards the development of resources to better assist all clinicians on the front-lines of this public health crisis, including professionals serving rural and underserved communities. Grants were directed to organizations that will build critical tools, information and training for quicker COVID-19 symptom assessment and management, compassionate patient and family communications, and the rapid adoption of telehealth services.

Below are highlights from a few of the grantees and those whom they serve:

### Four Seasons and Providence Health Care

Two of our grantees launched a program that provided a virtual learning community to hospice and palliative care providers across the country.

“I have had the privilege of attending these ECHO HPM CARES sessions since June and have found them to be a lifeline for me as a palliative care nurse. The speakers and interactive opportunities have provided new tools useful in our inpatient consultation service and have also served as affirmation to the challenges we face and solutions we have previously implemented as a palliative care team. Thank you for this ongoing opportunity to be a part of the ECHO HPM CARES community.”

—ECHO HPM CARES community members



### The Center to Advance Palliative Care (CAPC)

Leveraging new funding from Cambia Health Foundation, long-time partner CAPC developed a suite of training modules to assist clinicians on the frontlines with symptom management/assessment, telehealth adoption, and communication coaching.



## CAPC's new mobile-friendly COVID-19 resource hub

launched June 24, allowing clinicians to get the exact support they need at the moment they need it



**150,000+**  
visits to the resource hub



**100,000+**  
courses taken



**115,000+**  
resource downloads



**↑ 150%**  
in Virtual Office Hours  
attendance



**2,000**  
registrations for  
national briefings

“CAPC course modules were foundational, as we use them to on-board all of our staff, and for leadership development and team-building.”

—Nina O'Connor MD, Chief of Palliative Care  
University of Pennsylvania Health System

### University California Division of Palliative Medicine

In response to the pandemic, UCSF Division of Palliative Medicine redirected existing grant funds from Cambia Health Foundation to implement a new clinician training program focused on expanding access and delivery of serious illness care services via telemedicine. Through the development of a series of educational modules, students and other trainees will learn the skills necessary for using telemedicine successfully including how best to orient patients to the technology, maintain confidentiality and privacy, and address sensitive topics.

“The generous gift of the Cambia Health Foundation will support innovations in care that will help us develop, implement and test models to increase access, address inequities, improve the quality of care, and develop the leaders who will make this happen.”

—Steve Pantilat MD, Chief, UCSF Division of Palliative Medicine

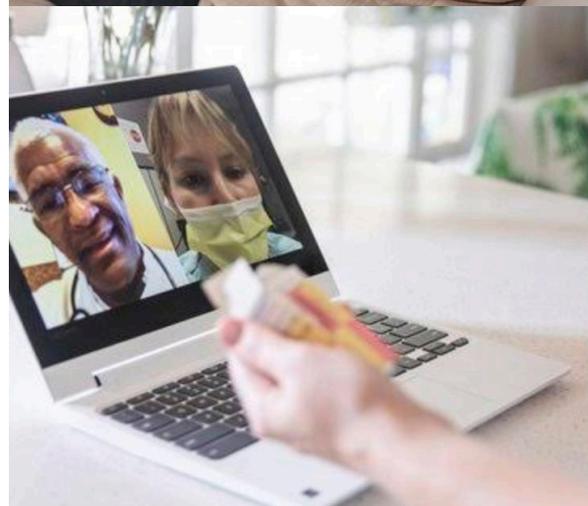
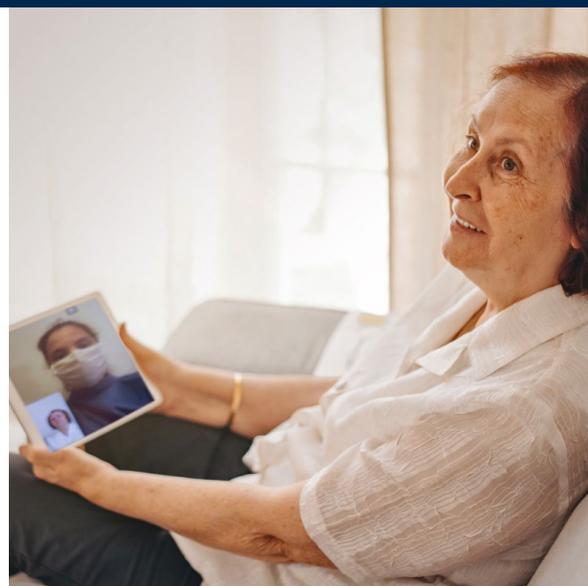
### Housing Stability

#### Habitat for Humanity

Guided by the core beliefs that health disparities are not inevitable and that access to safe, stable and affordable housing is a key social determinant of health, Cambia’s regional health plan in Oregon made a two-year investment in Habitat for Humanity Portland Metro/East to support crucial build projects that will offer a path towards equity for people living on low incomes and communities of color.

#### Cascadia Behavioral Healthcare

People with severe and persistent mental illness (SPMI) experience grave health disparities, dying on average 30 years earlier than the general population. Through a grant from the Cambia Health Foundation, Cascadia funded an innovative “reverse-integration” pilot program at their Prescott Terrace supportive housing program that provides housing and other supports to individuals who have spent decades on the streets and suffer from significant physical and behavioral health challenges.



## Leverage Technology

Throughout the pandemic technology has been used to work, learn and stay connected. Cambia Health Solutions made a series of investments with local nonprofits and health care providers to close the gap between people who have access to technology and those who do not. The gap was especially poignant for children forced into remote learning without adequate support and elderly or sick people who were separated from their loved ones because of COVID-19 social distancing requirements and hospital visitation policies. Recognizing the potential of technology to improve the social, physical, emotional, intellectual, and spiritual wellbeing of people impacted by COVID-19, Cambia was pleased to direct resources to people who needed it most: vulnerable children, isolated adults and those who care for them.



“Hello Cambia, I’m a single mother, I have two babies, and I use the MAX to get around, so I just wanted to tell you how much I appreciate you for this awesome gift and now I don’t have to worry about how I’m going to stay in contact with my child’s doctor and I can stay in touch with the NICH program. I am very thankful for this program [NICH] and Cambia. Our family can use this to help finish our goals in life. -Thank you,”

—A parent of a child in the NICH Program



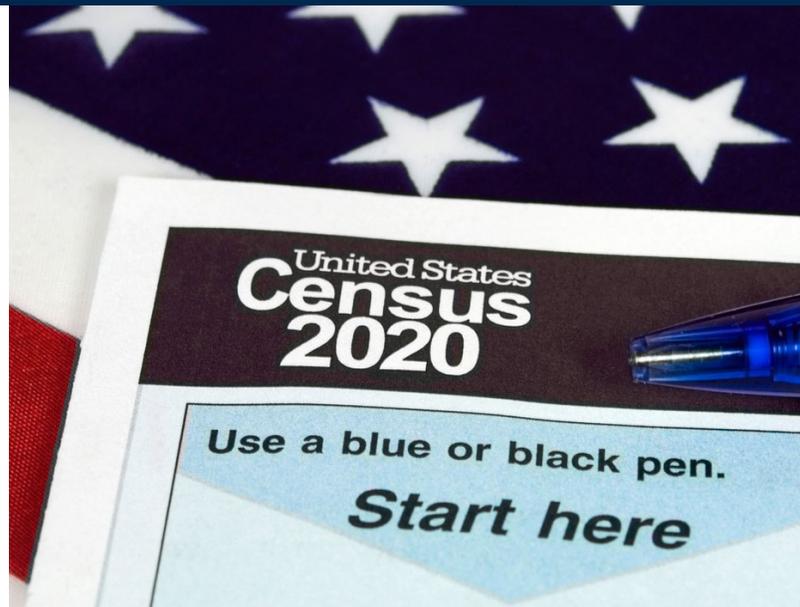
## Census 2020

### Census 2020: What’s the impact?

The United States has one chance each decade to count each person in the nation. Data collected from the 2020 Census helps inform the distribution of billions of dollars in federal funding for health care, education and emergency planning and shape what communities will receive for essential public services like hospitals, schools and other public infrastructure.

Historical inaccuracies in the Census count, especially for marginalized populations has intensified health disparities and racial inequities for these communities and prevents those most in need from receiving the resources and services necessary to succeed and thrive.

Recognizing that increased participation in the 2020 Census could be a big step towards the dismantling of systemic racial and social inequities and ensuring the voices of the undeserved -- including immigrants, people of color and low- income communities are counted -- Cambia Health Foundation funded several 2020 Census outreach efforts across our region that communicated every single voice matters and participation was every person’s opportunity to make change occur.



It is estimated over 250,000 people were reached with our materials and communications. The messages geared to making sure communities were not skipped over, that being counted was their power, and they deserve resources and to be represented, seemed most effective. People who were afraid of the process or government began to understand that unless they were included in the census, they would lose out. Sadly, the realities of illness and hospitalizations due to COVID-19 helped illustrate the need for adequate public health infrastructure in a pandemic, and that depends on a complete Census count every 10 years.

—Elise DeGooyer, Co-Director FAITH ACTION NETWORK

### Census 2020 Response Rates\* as of 10/17/20

State	2020 Response Rate	2010 Response Rate	Net
Idaho	69.3	67.1	+2.2
Oregon	69.2	66.9	+2.3
Utah	71.0	68.6	+2.4
Washington	72.4**	67.2	+5.2
National	67.0		

\*Percentage of households that responded online, by phone, or by mail.

\*\*Second highest in the US

### Wildfire relief efforts

The wildfires in Oregon and in communities across the West Coast have been devastating.

To help Oregonians and frontline responders battling the fires, the Cambia Health Foundation pledged \$275,000 in community aid, both statewide and specifically in the communities where our employees live and serve customers. Specifically, we committed to the American Red Cross in Oregon to support statewide relief efforts and another \$50,000 for organizations supporting first responders. In addition, we donated \$100,000 to United Ways and other organizations helping people to recover, including Catholic Charities of Oregon and Medical Teams International, who built comfort and hygiene kits for evacuees living in shelters.



**Committed**  
**\$275,000**  
**in relief efforts and**  
**community aid**

## Stage 3 Resilience (2021 and beyond)

Looking ahead, we will focus our philanthropic investments on building resilience and transforming health care, so that everyone has access to what is needed to lead their healthiest lives.

We will work to address the health disparities, racial inequities and mental health issues this crisis has exposed, improve serious illness care so all people have access to quality palliative care in the setting they choose and ensure that caregivers are seen, honored, and respected.

### Increase access, improve quality of care and reduce the stigma of mental health

In late 2020, Cambia donated more than \$11.5 million to help meet the urgent mental and behavioral health needs intensified by COVID-19 in the rural communities of ID, OR, UT and WA. This funding, resulting from the company's receipt of its risk corridor funds\*, will increase access to programs that provide 24/7 support to people in crisis or emotional distress, expand the capacity of established safety net programs to meet current and emerging needs, and support work to reduce the stigma and discriminating barriers that prevent individuals from seeking services.

\*Cambia is able to make these investments, to address social isolation and related mental health issues in rural communities, from the monies received from the federal government following litigation related to the Affordable Care Act (ACA) temporary risk corridor program.

Below is a list of the community partners who will be receiving funds as part of these strategic investments.



#### Idaho

- Idaho Suicide Prevention Hotline
- Idaho Primary Care Association
- National Alliance Mental Illness - Idaho
- Empower Idaho by Jannus, Inc.



#### Utah

- University of Utah
- Association for Utah Community Health
- Utah Office of Multicultural Affairs
- National Children's Alliance (NCA): Utah's Children Justice Centers
- National Alliance Mental Illness (NAMI) - Utah



#### Washington

- Crisis Connections, Inc.
- Washington's: Accountable Communities of Health Statewide Network
- National Alliance on Mental Illness (NAMI) - Washington
- Washington Listens



#### Oregon

- Lines for Life
- Greater Oregon Behavioral Health, Inc.
- Adapt, Inc.
- National Alliance Mental Illness (NAMI) - Oregon

### Conclusion

The impact of our philanthropy, through the tireless work of our grantees and community partners, has made a difference, but there is so much more to do. Health disparities are not inevitable. We must move forward with compassion, humility, and a deep commitment to learning and doing what is necessary for systemic change to occur. Working together we can create real and lasting change.



**Interested in partnering with us to build healthier communities and change the way people experience health care? Reach out to our teams for more information.**

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