<sup>1</sup>Meier, D, McCormick, E. Benefits, services and models of subspecialty palliative care. Wolters Kluwer. 2015.
<sup>2</sup>Palliative Care Stats and Facts. Center to Advance Palliative Care. 2014.
<sup>3</sup>Colby, S, Ortman, J. The Baby Boom Cohort in the United States, 2012 – 2060. US Census Data. May 2014.
<sup>4</sup>Duggan, M, Fox, S, Purcell, K. Family Caregivers are Wired for Health. Pew Research Center. 20 June 2013.

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## MAKING HEALTH CARE PERSONAL: AN INTRODUCTION TO PALLIATIVE CARE





### **Defining palliative care**

**[pal-ee-ey-tiv] [ker]:** health care that is focused on improving quality of life through providing relief from pain, symptoms and stress of serious illness.



#### **Health Care Goals**

#### **Benefits of palliative care**

Studies show<sup>1</sup> that palliative care can:

- Improve patient comfort
- Increase patient and family satisfaction
- Improve quality and health outcomes
- Reduce unnecessary hospitalizations
- Improve peace of mind among loved ones

# Demographics driving a need for personalized care

**90 MILLION** Americans live with serious illness<sup>2</sup>

**76.4 MILLION** Baby Boomers in the country<sup>3</sup>

**4 in 10 AMERICANS** have cared for a loved one<sup>4</sup>

#### How to make palliative care a reality



Workforce Training

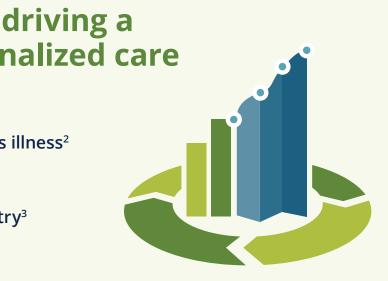


Resources



Strategic Partnerships

To learn more about how you can help, please contact Peggy Maguire at Peggy.Maguire@CambiaHealth.com



#### ADVANCING INNOVATION IN PALLIATIVE CARE

Individuals, employers, elected officials, providers and influencers can all take part in these important efforts through:

#### ADVOCACY EDUCATION LEGISLATION

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