

Cambia's approach to advancing palliative care

Key facts and figures

What is palliative care?

- Palliative care is designed to promote emotional, physical and spiritual healing for people with all types of serious illness.
- It is provided by a team of physicians, nurses and other specialists who work with a patient's own doctor.
- This care and support is provided after an initial diagnosis through treatment and to a cure if possible, or to the completion of life.
- Resources and guidance are also provided to loved ones and caregivers.

Why palliative care?

Cambia made the decision to focus on palliative care because:

- Palliative care naturally aligns with our Cause: to be a catalyst to transform health care, creating a person-focused and economically sustainable system.
- This is an area within health care where transitioning to a focus on individuals and their families is most vital.
- It is personal and meaningful to our employees and members.
- This is a very important yet underfunded area.

Key facts

- Ninety million Americans are living with serious illness, and the number is expected to more than double over the next 25 years.¹
- In 2013, 14 percent of the U.S. population was age 65 or over, and the number is expected to grow to 22 percent by 2040.²
- Two-thirds of people 65 and over suffer from multiple serious conditions. This equates to multiple providers for those patients, often leading to fragmented care.³
- Seventy-one percent of respondents in a national survey (conducted by the Cambia Health Foundation) were unfamiliar with the term palliative care.
- Fewer than half of all respondents thought that doctors and other providers provide adequate guidance about the full range of palliative care options.
- Thirty-nine percent of adults in America currently serve as caregivers for a loved one with a serious illness.⁴
- Two-thirds of Americans can expect to provide care at some point in the future.⁵



Our Initiatives

Cambia Health Foundation

- Provides **significant funding** to organizations and initiatives that enhance quality, access and awareness of palliative care across our four-state region and across the nation. We have invested more than **\$25 million** over the past six years in regional and national palliative care programs, including **\$10 million** for the Cambia Palliative Care Center of Excellence at the University of Washington and a \$1.8 million annual investment for the Sojourns Scholar Leadership Program to create the next generation of palliative care leaders.
- Funds programs in underserved areas such as pediatric palliative care, culturally appropriate care and expansion in rural communities.

Regional Health Plans

- Offers the **most comprehensive palliative care program in the nation** (serving more than 2.4 million individuals through these regional health plans).
- Partners with local provider organizations to **pilot innovative new palliative care models**.

Direct Health Solutions

- Invests in **emerging solutions** in the palliative care and senior services spaces.

Across all of these entities we are also working with policymakers, community leaders, employers and our employees to drive awareness and access to palliative care—including the promotion of pro-palliative care legislation and advance care planning.

About Cambia Health Solutions

Cambia Health Solutions, headquartered in Portland, Oregon, is a nonprofit total health solutions company dedicated to transforming healthcare by creating a person-focused and economically sustainable system. Cambia's growing family of companies range from software and mobile applications, healthcare marketplaces, non-traditional healthcare delivery models, health insurance, life insurance, pharmacy benefit management, wellness, and overall consumer engagement. To learn more, visit cambiahealth.com.

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¹"Overview." Palliative Care for Policymakers. CAPC. Web. 10 Sept. 2015.

²"Administration on Aging (AoA)." Aging Statistics. Web. 9 Sept. 2015.

³Chronic Conditions among Medicare Beneficiaries. Centers for Medicare and Medicaid Services. Chartbook, 2012 Edition. Baltimore, MD. 2012.

⁴"As Population Ages, More Americans Becoming Caregivers." Pew Research Center RSS. 17 July 2013. Web. 10 Sept. 2015.

⁵Opinion Research Corporation (2005). Attitudes and Beliefs about Caregiving in the United States: Findings of a national opinion survey. Opinion Research Corporation.