

# 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.<sup>1</sup>
- 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.<sup>2</sup>
- 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.<sup>3</sup>
- 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.<sup>4</sup>
- Two-thirds of Americans can expect to provide care at some point in the future.<sup>5</sup>



## 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](http://cambiahealth.com).

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<sup>1</sup>"Overview." Palliative Care for Policymakers. CAPC. Web. 10 Sept. 2015.

<sup>2</sup>"Administration on Aging (AoA)." Aging Statistics. Web. 9 Sept. 2015.

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

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

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