



Supporting patients and their loved ones through some of life's most difficult times

Making health care more personal through the power of palliative care

Palliative care is so much more than end-of-life care. Instead, it is designed to help seriously ill people by providing them and their families with emotional, physical and spiritual support.

Palliative care is provided by a team of physicians, nurses and other specialists who work with a patient's own doctor to provide an extra layer of support. This support follows patients from an initial diagnosis through treatment and to a cure if possible, or to the completion of life. At every stage in this process, the patient's wishes and preferences are respected, giving him or her a voice in every care decision.

Ideally, palliative care includes:

- **Coordination of care**—encouraging doctors and other providers to work closely together to meet the patient's needs while streamlining complex care details
- **Pain and symptom management**—ensuring that patients are as comfortable as possible
- **Spiritual health**—acknowledging that an individual's belief system is critical to their healing
- **Psychosocial support**—helping patients and loved ones manage emotional challenges
- **Community support**—connecting patients and family members to non-profit organizations and resources in their area



DELIVERING A RETURN ON HUMANITY: THE CAMBIA PALLIATIVE CARE STORY

Facing a serious illness can be overwhelming, stressful, lonely and frightening for both patients and their family members. People and their families in these situations deserve to have access to the most compassionate and personalized care our industry can offer them. Palliative care can fill this need, leading to *better quality of life* for patients, *reduced stress* for loved ones and a *feeling of empowerment* for everyone involved in this process.

Palliative care is a natural progression of the greater movement to change the entire culture of the health care system. Cambia is leading this charge through our holistic approach to palliative care, which combines integrated programs, advocacy and funding across various business areas. This is all part of our greater Cause to make health care more person-focused and sustainable.

Cambia invests in the area of palliative care because a people-centric approach is necessary to transform the way people experience the health care system. This integrated approach includes:

CAMBIA HEALTH FOUNDATION

The Cambia Health Foundation dedicates significant resources—including millions of dollars in funding—toward palliative care-focused projects and programs to advance leadership, innovation and quality. These efforts include:

- Investing in partnerships that spark palliative care growth and innovation
- Fostering the next generation of palliative care leaders through the Sojourns Scholar Leadership Program
- Promoting patients' and families' understanding of palliative care
- Acting as a catalyst for the development of numerous hospital-based palliative care organizations

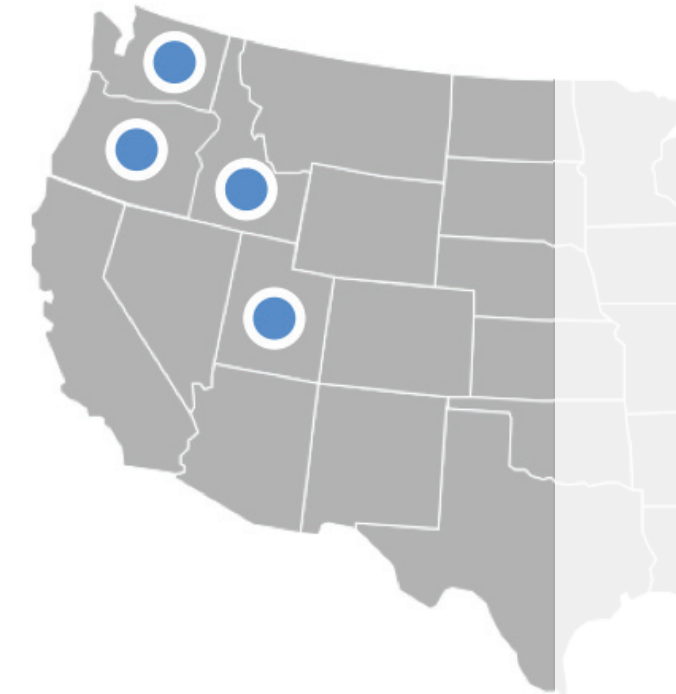


COMMUNITY-BASED EFFORTS

We're also working closely with policymakers, community leaders, employers and our own employees to drive awareness and access to high-quality palliative care. We actively promote advance care planning and encourage bipartisan support of pro-palliative care legislation.

EMERGING SOLUTIONS FOR PALLIATIVE CARE

Cambia is investing in next-generation industry solutions in both the senior services and palliative care spaces.



REGIONAL HEALTH PLAN EFFORTS

We're not just talking about palliative care and advocating for change. Our regional health plans across four states have developed the most comprehensive palliative care benefit program in the nation. This program is integrated into all of our regional health plans, serving more than 2.4 million individuals. It provides:

- A significant benefit expansion to all of our existing health insurance products
- Patient services that include care management, caregiver support, home health and behavioral health components
- Provider training and partnerships that empower physicians to implement best practices in palliative care and test new models

Writing the next chapter:

Cambia will continue to invest in palliative care programs and resources, while advocating for more health plans and providers to take part in this important work. We are also looking for individuals, employers and community groups to join us in these efforts by:

- Implementing and promoting advance care planning
- Using influence and advocacy to support pro-palliative care legislation
- Advancing innovation in this area by supporting companies that invest in these services
- Educating others about the importance of these services and promoting access to them whenever possible

Together, we can give seriously ill people and their loved ones access to respectful, compassionate support that is available when they need it most.

For more information about any of these initiatives, or to find out what you can do to promote the importance of palliative care in your community and across the nation, please contact Peggy Maguire at Peggy.Maguire@CambiaHealth.com.

