



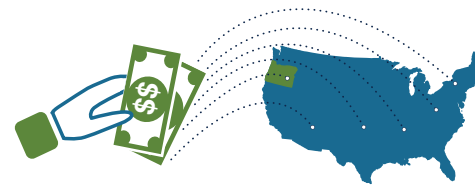
Cambia Health Solutions serves as a catalyst to transform health care to be person-focused and economically sustainable. Palliative care provides a solution for individuals with serious illness and their families when a person-focused approach is most vital.

We set out to create a completely holistic approach to palliative care through our philanthropic efforts, health plans and Direct Health Solutions companies. The cornerstone of our program is an environment where the needs of patients and their families are honored first, and always, by their providers and the larger community.

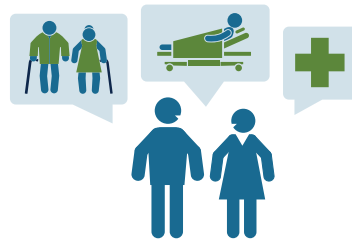
## CAMBIA'S APPROACH TO ADVANCING PALLIATIVE CARE

### CAMBIA HEALTH FOUNDATION

The Cambia Health Foundation has invested more than \$20 million regionally and nationally to create communities of care that ensure each person's values and goals are expressed understood and honored. Cambia Health Foundation is a leader in the palliative care movement in the following areas:



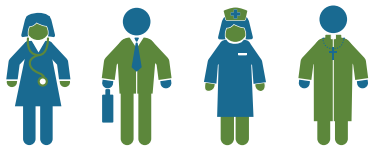
Honoring and advancing leadership, innovation and quality in the field of palliative care.



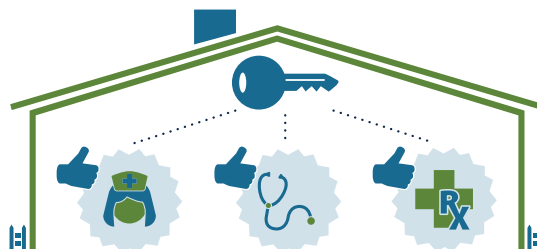
Facilitating an open dialogue about serious illness and end-of-life issues.



Creating a hub of excellence for palliative care through the UW Medicine Cambia Palliative Center for Excellence.



Improving the quality of palliative care through workforce development and cultivating the next generation of palliative care leadership.



Promoting innovative strategies to deliver palliative care in hospital, outpatient and all other settings, including culturally sensitive and pediatric palliative care programs.

### PERSONALIZED CARE SUPPORT THROUGH OUR HEALTH PLANS

Surrounding patients and families with comprehensive services during serious health challenges.



Benefit expansion



Caregiver Support



Provider Partnerships & Training



Specialized Care Management

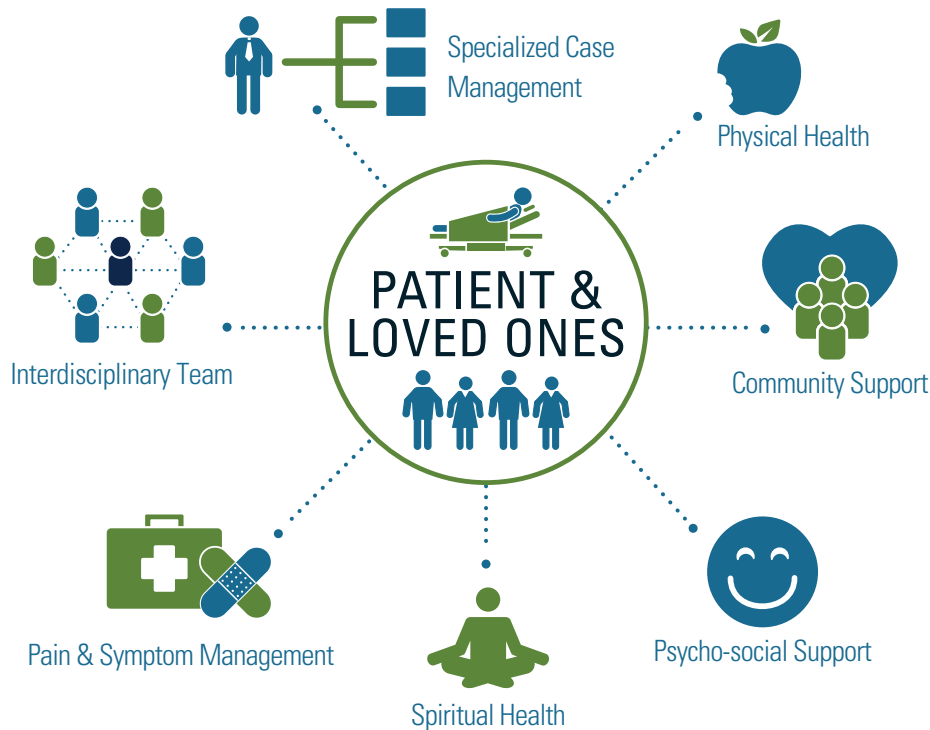
# INVESTING IN INNOVATIVE CONSUMER FOCUSED SOLUTIONS

Cambia is among the most active strategic investors in emerging solutions that help families confront and address the challenges associated with aging. Focused on the unique needs of seniors, as well as their friends, families, and caregivers, Cambia seeks to support next-generation companies that promote independence, quality of life, and preservation of life and care preferences. Investments include: TrueLink Financial, Caremerge, ClearCare



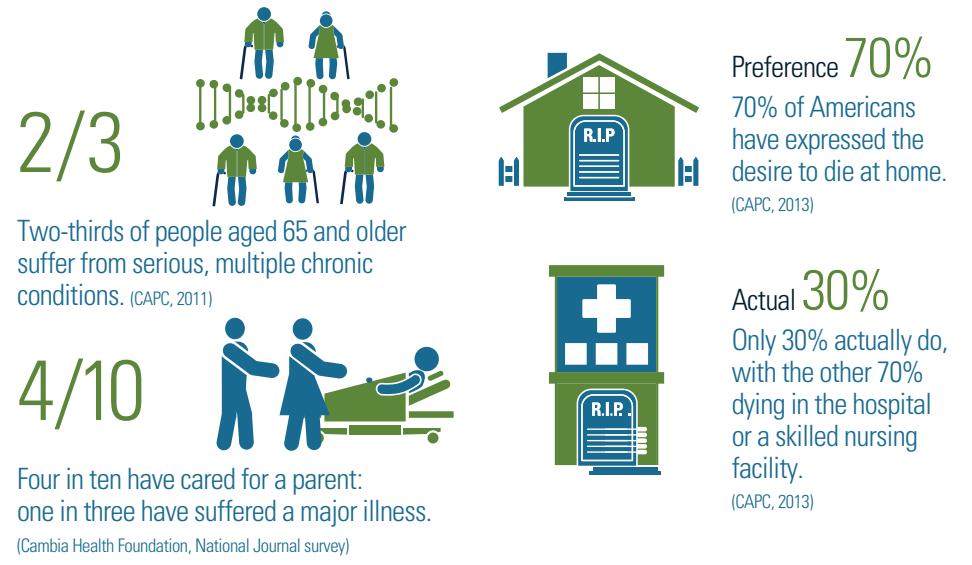
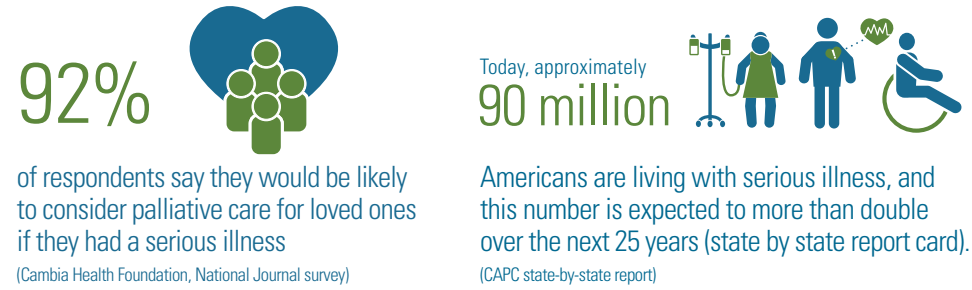
## WHAT IS PALLIATIVE CARE?

Palliative care is specialized medical care for people with serious illness. The goal is to improve quality of life for patient, family and/or caregiver. Palliative care is provided by a team of doctors, nurses and other specialists to provide an extra layer of support.



## WHY IS PALLIATIVE CARE IMPORTANT?

In every setting it has been tested, palliative care improved care quality for the sickest and most vulnerable patients across all conditions. Patients report a higher quality of life, less pain, fewer symptoms, and increased satisfaction with their care. Families and caregivers likewise experience less stress and greater satisfaction with the care received by their loved ones. Not surprisingly, when the patient and family both find their needs are being met, they no longer rely on 911 calls and hospitals to manage the patient's illness. (CAPC)



**ABOUT CAMBIA** Cambia is a not-for-profit total health solutions company creating and investing in innovations designed to serve the changing needs of individuals and families in our communities and beyond. This includes nurturing and growing our wide range of Direct Health Solutions companies, as well as providing the best care possible with our Health Insurance Services companies, which insure more than 2 million people in four states. [cambiahealth.com](http://cambiahealth.com)