

Home and Hospice Care in the Context of the COVID-19 Pandemic

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Company Profile



A tax-paying nonprofit
headquartered in
the Pacific Northwest



4,700 highly engaged
employees



Regional Health Plans serve
125,000 Medicare Advantage
Members & 100,000 Medigap



Our goal is to make health care
simpler, better and more
affordable for people and their
families



Nationally recognized: Top
100 Healthiest Workplaces



Recognized as one of the
World's Most Ethical
Companies 3 years running



Recognized as one of the
Best Employers for Women



Cambia Health Foundation

We make purposeful philanthropic investments that transform health care, making the journey more person-focused and economically-sustainable from birth to natural completion of life.

- Founded in 2007
- Separate 501(c)(3) organization
- Sole investor is Cambia Health Solutions
- To date we have invested **\$46M in palliative care** access, awareness, quality and leadership development

Grant Programs



Sojourns®

We invest in palliative care to help people with **serious illness** and their caregivers live as well as possible for as long as possible.



Healthy People, Healthy Communities

We invest in whole person care solutions that improve individual and population health with a goal of eliminating disparities.



We know people want to be at home



Regional Health Plan Commitment

Pre-Covid-19

- Personalized care support for members with serious illness
- Expanded home health benefits
- Caregiver inclusion and support
- Quality incentives for advance care planning conversations
- Expansion of Medicare Advantage supplemental benefits

During Covid-19

- Elimination of ACP Co-Pay for Medicare Advantage members
- Caregiver educational resources and tools for providers to enable advance care planning conversations
- Virtual care expansion
- Funding for OR/WA Hospice Association to address caregiver and technology needs
- Caregiver surveys to understand the intensity and challenges faced during the pandemic



Our Philanthropic Response to COVID-19

PHASE

1

Immediate Response



- PPE, supplies and access to clinical services
- Emergency COVID-19 community relief funds
- COVID-19 communications for palliative care workforce, patients, families
- Archangels movement, caregiver support and technology
- Food insecurity and employee engagement
 - 870 employees generated **\$226K** to food banks, with 100% Foundation Match



TOTAL INVESTMENT: \$5.3M

PHASE

2

Recovery

- Support for federally qualified community health centers
- Access to palliative care in rural communities
- CAPC / VitalTalk COVID resource hub
- Clinician wellbeing / emotional PPE

PHASE

3

Resilience

- System change, including support for development of community-based palliative care model
- Access to behavioral health services and support in rural communities
- Health equity, including vaccine distribution
- Workforce resiliency

Insights & Next Steps

- Systemic gaps & inequities
- Social isolation
- Workforce resilience
- Equity Centered Vaccine Support
 - Prioritizing the needs of homebound seniors and other underserved communities
- Policy changes, advocacy, community models and partnership are critical to move forward



We have spent the last year telling people not to venture out and to stay away from crowds and now we are going to arrange a ride for them to go to a convention center with thousands of people? That is important and welcome but will not reach critical mass in our community. These are people that have experienced and passed down stories of discrimination/exclusion within the health care system for decades.

- Feedback from Community Leader Representative

