

## "la Caixa" Foundation & BEA Foundation Join Hands on Palliative Care for the Elderly Programme

- "la Caixa" extends its social betterment programmes to the home of its strategic partner, BEA, Hong Kong's largest independent local bank.
- Isidro Fainé, Chairman of "la Caixa" and "la Caixa" Foundation, has signed an agreement today with the BEA Foundation to adapt and implement "la Caixa" Foundation's integrated care programme for the elderly who are terminally ill.
- This programme, initiated and to be operated by The Salvation Army, is the first step for the two institutions, which intend to jointly promote social, educational, cultural, and environmental programmes in Hong Kong and Mainland China.
- Overall funding is HK\$11 million for this 3½-year pilot programme.

**Hong Kong, 11<sup>th</sup> February, 2010** – Dr. Isidro Fainé, Chairman of "la Caixa" and "la Caixa" Foundation; Dr. David K.P. Li, Chairman & Chief Executive of The Bank of East Asia ("BEA"), and also Director of The Bank of East Asia Charitable Foundation ("BEA Foundation"); and Lt. Colonel Samuel Pho, Officer Commanding of The Salvation Army Hong Kong and Macau Command ("The Salvation Army"), have today signed an agreement to jointly introduce an integrated care programme for the elderly who are terminally-ill in Hong Kong.

### **Integrated Care for Terminally-ill Elderly**

The objective of the programme, which is named "Palliative Care in Residential Care Homes for the Elderly", is to create a new model of care for elderly people who are suffering from terminal illnesses, which combines medical, social, emotional, and spiritual care for patients and their families. The new project offers an alternative approach to elderly care in Hong Kong, which involves consolidating residential homes and enables professionals to provide enhanced care, taking into account not just medical issues, but also the social, emotional, and spiritual condition of the patients.

### **900 Direct Beneficiaries in Hong Kong**

To this end, the programme will engage a multi-disciplinary team of doctors, nurses, social workers, and psychologists, who will develop an integrated care programme for a total of 900 residents in Hong Kong who are housed in six residential homes for the elderly.

As part of the programme, care will be delivered to participating residents in comfortable, private rooms, with an aim to create a proper and peaceful environment that also encourages family members to visit or stay with their ailing loved ones.

The programme will be implemented in April of this year and operated by The Salvation Army, an international movement that currently runs 36 programmes caring for the elderly in the territory, benefiting 10,500 senior citizens and their carers. The initiative also involves another local partner, the Hong Kong Association of Gerontology, which will take charge of the programme's medical management and provide professional medical advice for the care of the elderly residents.

In addition to elderly care, the programme will include the dissemination of its alternative approach to elderly care through training days, talks, seminars, and conferences for professionals, focussing on care for the elderly and their family members. The objective is to reach 600 professionals and 1,400 senior citizens and their family members during the programme's three and a half-year pilot period.

The two foundations will provide total funding of HK\$11 million during the pilot period.

Dr. Fainé, says: "The agreement responds to the wish of "la Caixa" to extend its social betterment programmes wherever it has financial partnerships. This is a first step, and we at "la Caixa" look forward to working closely with BEA to continue developing new social programmes in Hong Kong and on the mainland."

"We at BEA are pleased to introduce this new model of palliative care to Hong Kong in partnership with "la Caixa", says Dr. Li. "We are confident that the programme will enhance the quality of life for many elderly residents, and that it will set new standards and serve as a paradigm for elderly care services in our community in the future."

BEA Foundation entered into an agreement with "la Caixa" Foundation in June 2009 whereby both foundations will strive to enhance their commitment to the markets where both groups operate. The "Palliative Care in Residential Care Homes for the Elderly" programme is the first collaboration between the two foundations, and other corporate social responsibility initiatives are being explored.

### **About "la Caixa" Foundation: the International Commitment of "la Caixa"**

"la Caixa" maintains in force at an international level the commitment with which it was founded: to return to society part of the profits generated by its financial business, through programmes that respond to people's needs.

At the end of 2008 in Spain, "la Caixa" Foundation set up an "Integrated Care for the Advanced Ill" programme for people and their families. Today, with 30 teams of professionals operating in health centres, social-health centres, and people's homes, "la Caixa" Foundation's programme provides social, psychological, and spiritual care to over 7,000 patients and 11,200 family members throughout the country.

## **About The Bank of East Asia Charitable Foundation**

The Bank of East Asia Charitable Foundation was established in 2009 to commemorate the Bank of East Asia Group's 90<sup>th</sup> anniversary. The BEA Foundation's main objectives are to promote, encourage, and support the advancement of education, the relief of poverty and disaster, and other exclusively charitable purposes.

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**Caption:**

Dr. David K.P. Li (middle) and Dr. Isidro Fainé (left) present a cheque in the amount of HK\$11 million to Lt. Colonel Samuel Pho of The Salvation Army (right). The donation will be used to support the “Palliative Care in Residential Care Homes for the Elderly” Programme.