

October 13, 2011

For Immediate Release

Integrative Cancer Care Comes to Victoria
Victoria residents will now have immediate access to integrative cancer care services, and with that – new options and new hope

Victoria, BC – Cancer patients from Vancouver Island and the Gulf Islands will now have immediate access to cancer care that will enable them to do better, live longer, and have an improved quality-of-life. The BC Ministry of Health is supporting the expansion of InspireHealth, Canada’s first and foremost integrative cancer care centre, to Victoria as part of its Healthy Families BC initiative.

InspireHealth will help provide people living with a cancer diagnosis the best care possible, and with a fourteen year history in Vancouver there are some incredible stories of hope and survival to share.

Kathryn Tatchell, a patient and member of InspireHealth living in Victoria and a single mother of three, began her journey with InspireHealth over four years ago. “When I was diagnosed with colon cancer, I didn’t know what to do, and you can really get lost. I felt like something was missing in my treatment, and then I learned of this option. InspireHealth is very comprehensive, and they work with a combination of conventional and integrative care.”

In conjunction with a patient’s oncologist and family doctor, InspireHealth’s comprehensive approach provides them with new hope and support for their care, and is a needed resource of information and research.

Integrative care can open doors and bring new perspective. Help is now available in ways that people may not be aware of or have even thought possible. “I heard about the integrative care methods of InspireHealth through one of my healthcare professionals,” said Kathryn. Led by medical doctors, integrative cancer care combines nutrition, exercise and immune and emotional support with standard cancer care such as radiation and chemotherapy. “InspireHealth worked with me to come up with a plan that suited my needs, and helped me to do what I needed to in terms of making healthy lifestyle changes,” Kathryn added.

InspireHealth’s doctors apply leading-edge research to optimize cancer healing and recovery. The result is that patients have increased choices and benefits. “There is growing evidence that the widespread adoption of InspireHealth’s integrative approach to cancer care will result in a significant reduction in cancer deaths and cancer recurrences,” stated Dr. Hal Gunn, MD, co-founder and CEO of InspireHealth. One of many examples of the supporting evidence is documented in a study which appeared in the *Journal of Clinical Oncology*, finding that colon cancer patients who exercise regularly have a 50 to 60% reduction in cancer mortality.

InspireHealth helps those with a diagnosis of cancer regain control in their lives by empowering them to play an active role in the development of their own personalized cancer care and wellness program. It isn't just about cancer. It is about the person being given the knowledge and support to help them make the best choices for their needs.

“With this combined approach, I feel that all angles are being explored. It is completing the pieces of the puzzle,” said Kathryn. “Before, I was only seeing my naturopath and my oncologist, but here, it all comes together, and everything makes more sense. For me, InspireHealth means options.”

InspireHealth is a non-profit society funded in part through British Columbia's Ministry of Health. No referral is necessary, and the doctors are covered by the BC Medical Services Plan. Since 1997, InspireHealth has provided care and treatment to over 6,000 British Columbians. The Ministry's goal is to provide access to integrative care for all residents living with cancer – a first in the world.

InspireHealth launches its new Victoria centre today at 1:00pm at #212 – 2187 Oak Bay Avenue.

In support of InspireHealth's expansion to Victoria, several people, including Kathryn Tatchell, who have benefited from the integrative services at InspireHealth's Vancouver Centre will be in attendance at the opening reception today, to talk about and share their experiences.

To find out more, please call 250.595.7125, contact info-vic@inspirehealth.ca, or drop by our new Regional Centre.

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Learn More:

Visit InspireHealth at www.inspirehealth.ca

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*Coming to InspireHealth is the **single most important step** anyone with cancer can take.*