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For Immediate Release

InspireHealth Reaches 15-Year Milestone of Providing Integrative Care in BC
Founded in 1997 by Drs. Roger Rogers and Hal Gunn, InspireHealth has delivered integrative cancer care to over 6,000 British Columbians

March 16, 2012, VANCOUVER – Since 1997, InspireHealth has provided care and treatment to over 6,000 British Columbians living with a diagnosis of cancer. Fifteen years ago, Dr. Roger Rogers, and Dr. Hal Gunn joined together with a shared vision of a centre based on the principles of patient-centred medicine to support the health – mind, body and spirit – of people diagnosed with cancer and their families. At that time, cancer care was largely defined by cancer treatment that included surgery, radiation and chemotherapy. The role that patients could play in their own healing and recovery was largely unrecognized.

Integrative cancer care combines nutrition, exercise and stress management programs with standard cancer treatment to promote an overall healthier lifestyle. Under this model, doctor and patient work as partners in the healing process. When patients are actively engaged in taking charge of their own health, research has shown that these patients do better, can live longer, and have a better quality of life.

“InspireHealth has become a national model for integrative care, committed to patient empowerment and engagement in health,” said Dr. Hal Gunn, co-founder and CEO of InspireHealth. “The Provincial Government, through the Ministry of Health, has funded expansion across the province. This represents the first time in the world that integrative care has been funded with the intention of providing access to everyone within the jurisdiction,” added Dr. Gunn.

Originally located only in Vancouver, InspireHealth recently opened its new Victoria Centre in October, 2011. In February of this year, InspireLIFE BC was officially launched – the new initiative by InspireHealth specifically designed to serve patients, families and communities in rural and remote parts of the province by improving access to integrative cancer care.

To commemorate and celebrate the fifteen year milestone, InspireHealth is inviting everyone to a free cancer care and prevention talk with Dr. Janice Wright, Director of Clinical Services, on March 21st. Dr. Wright will discuss the preventative effects of a healthy lifestyle, through exercise, nutrition, stress reduction and emotional support. She will also be available to answer questions on these topics.

A Whole Person Approach to Cancer: Prevention and Care
Wednesday, March 21 2012, 7:00–8:30pm
InspireHealth, 1330 West 8th Avenue (at Birch), Vancouver
To register for this free talk, please email events@inspirehealth.ca or call 604-734-7125

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InspireHealth is a world leader in integrative cancer care programs that optimize recovery and survival. Integrative care actively engages patients to take charge of their own health. InspireHealth combines healthful nutrition, exercise, and emotional and immune support with standard cancer treatment.

InspireHealth inspires patients and their family and friends to greater levels of health, wellbeing, and prevention. InspireHealth’s programs are evidence-based. InspireHealth’s Research Department and medical doctors apply leading-edge immune system research to optimize cancer healing and recovery. Working with your family doctor and oncologist, we provide the best cancer care possible.

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