

Executive Report for the 2015/16 Fiscal Year

The 2015/16 fiscal year marked a year of transition for InspireHealth as we made some significant and exciting changes organizationally to position ourselves for a sustainable future in BC. This year was marked by five key areas of change: transition, renewal, growth, collaboration and branding.

Transition

Three key changes occurred this fiscal year with the first being the significant decision to remove our membership fee and provide our services at no cost to all persons in BC with a cancer diagnosis. The impact has been incredibly positive with record growth in patient numbers and increased acceptance by our health care partners due to the removal of this financial barrier. The second transition was the retirement of our co-founder and CEO Dr. Hal Gunn. Dr. Gunn's vision and leadership helped to guide InspireHealth for over 18 years from a fledgling concept to a Ministry of Health approved health care society. It is with this care and dedication that a search was undertaken to find the optimal executive leadership team to guide the organization going forward. This led to the promotion of Dr. Janice Wright to the role of CEO and the hiring of Richard Somerset as COO. Together they bring a rich and extensive range of management experience that will allow them to co-lead the organization and ensure InspireHealth is well positioned for the next chapter of cancer care in BC.

Renewal

The bookend to a year of transition was the increased vitality and sense of renewal at InspireHealth that comes with new staff and leadership – they have brought an energized focus and mandate for the organization. Our mandate as a person-centered health organization is endorsed by the Ministry of Health along with the direction to become a stronger working partner with the BC Cancer Agency. InspireHealth's change in leadership has brought a new perspective that maintains our strong cultural values whilst further establishing a sustainable person-centered approach to our organizational environment.

Growth

This fiscal year has experienced a significant growth trend due to the removal of the membership fee resulting in a 222% increase in new patient members. With this growth in patient numbers has come an increased diversity of new patients, some of whom had not previously been able to access our service due to the cost barrier. InspireHealth also developed and activated a more assertive donor program, resulting in successful Fall Donor Drive and Rain Walk campaigns. Our first annual Rain Walk, held in March 2016, over-achieved our goal in attendance and donor dollars raised and became the largest single fundraising event in InspireHealth history.

Collaboration

A key area for the 2015/16 fiscal year was the focus on collaboration with our health partners in BC. One of the benefits of a change of leadership is that it gives the new executive team the opportunity to build new connections with health care professionals and the business community. This has provided opportunities for initial introductory meetings where both parties can ask questions and gain new understandings about each

other. The result has been that we have experienced a greater degree of understanding, collaboration and partnership with the Ministry of Health, BC Cancer Agency and Canadian Cancer Society. We look forward to fostering more collaboration and partnership between our agencies and other health care partners over this upcoming year.

Branding

With our mandate to build a closer relationship with our health agency partners we began an internal review of our marketing materials, messaging and branding. The result was a shift towards a more inclusive and appropriate tag line in 'supportive cancer care' and a complete overhaul of our messaging to be in alignment with this direction. We created a more robust marketing, communications and donor program complete with a new website and marketing materials.

Organizational Key Areas for the 2015/16 Fiscal Year

Patient Growth

Starting in April 2015, InspireHealth's services and programs were offered at no charge at all three centres- Vancouver, Victoria and Kelowna- and online. With this initiative, we saw a surge of new patient members, resulting in an over 200% growth of patient numbers over the 2015/16 fiscal year. Corresponding to the removal of our membership fees, we have seen a significant increase in physician and BC Cancer Agency referrals of patients.

Outreach & Partnerships

One of the key areas of focus for the 2015/16 year was to reach our wider community through a multi-faceted outreach platform. In November 2015, Dr. Janice Wright was invited to present at Radiation Oncology Rounds at the Vancouver BC Cancer Agency. This presentation connected over 60 cancer physicians and allied health professionals with information about InspireHealth's services and programs and gave an opportunity to update many of our colleagues as to our current mandate and approach. In July 2015, Dr. Lauren Lypchuk joined our team as the physician in Kelowna. In preparation for this role, she spent 6 weeks being mentored by oncologists at the Vancouver BC Cancer Agency and at the Vernon Cancer Centre. Through this time of preceptorship, many new and invigorated connections were made. Once settled in the Kelowna office, Dr. Lypchuk quickly set up meetings and outreach presentations with local physicians and oncologists to get the word out about InspireHealth's services. We have seen and continue to see the results of this ongoing outreach work on our patient numbers.

In an effort to increase awareness about our services, we reached out to the Vancouver Division of Family Practice, an organization that has a large representation of local family physicians. The Division produces a weekly newsletter and it featured information about InspireHealth's services for several months over this fiscal year.

Throughout this year, our clinical team was very active in widely disseminating information about InspireHealth's no-charge services and programs. Meetings and connections were made with allied

cancer-based hospital services, outpatient clinics and programs both in the more urban settings of Vancouver, Victoria and Kelowna and increasingly to the surrounding regional locations.

Building partnerships with our core cancer care foundations and charities in BC was a key focus with the result being a strong and renewed working partnership with the Canadian Cancer Society. This positive working relationship will see new opportunities to co-host supportive cancer care workshops in regional centers in the new fiscal year.

Operations

We began an analysis of our costs throughout the organization with the goal of seeking ways to increase efficiencies and reduce overhead. The result was a reduction in monthly costs and increase in total savings per year. A complete analysis of our current lease costs and space considerations was undertaken resulting in increased savings per year. This process will continue as we examine our Metro Vancouver space needs and costs in 2016/2017. Lastly, an audit of our human capital and benefits plan was initiated and completed resulting in a more optimal and cost effective benefits plan and work flexibility for staff.

Fundraising & Events

The core focus for the 2015/2016 fiscal year was establishing a set of key fundraising campaigns that would increase donor revenue, create a sense of community and offer a unique experience to patients and supporters alike. The result was the creation of the Rain Walk where we encouraged a community based walk to celebrate our West Coast location and climate. The striking custom designed umbrellas offer a unique branding tool that created a visual experience during the walk and offers the opportunity for new outreach conversations when using throughout one's normal day. The first inaugural Rain Walk raised over \$70,000 and had 170 walkers. This is the single largest fundraising event in the history of InspireHealth.

The second major fundraising event was our annual Fall Donor Drive which raised \$38,000. Aside from these two core events the remainder of the year was spent establishing the basis of the essential donor platform for 2016/2017, creating a corporate donor program with appropriate marketing materials and supporting the creation of our 1st national cookbook 'Inspired Cooking', for launch in 2016/2017.

Person-Centred Care

InspireHealth continues to play a significant role in the mentorship of person-centred care for medical students, residents and other healthcare profession students. Our medical doctors meet twice annually with medical students as part of a UBC Medical School Mentor Program focusing on *whole-person* care. This approach acknowledges the student physician as a *person* in these physician patient relationships, providing the opportunity to talk about the importance of taking care of their own health. Medical students also join us for a 6-8 week UBC Medical School Flex rotation where they take on a clinically focused project relevant for their learning and our patient care. We also offer shadowing opportunities at all our centres.

Our clinical team provides internship opportunities for clinical counselling students and co-op opportunities for nutrition students. Our doors are always open for medical and allied health colleagues to join us for our workshops and group programs and we consistently have colleague guests every month.

In March 2016, Dr. Janice Wright met with the BC Ministry of Health to discuss the Ministry's initiative of increasing accessibility and provision of person-centred care throughout BC.

Research Update

InspireHealth continues to run an important randomized controlled clinical trial, initiated in 2012, to assess the role of high dose vitamin D as a potential adjuvant treatment for late-stage colon cancer. If the study demonstrates benefit it may open up possibilities to an inexpensive way to support this challenging stage of cancer. Participants who have been randomized to the high dose vitamin D treatment group of the study have achieved the target Vitamin D range with good tolerance and no adverse events. We have enrolled 36 participants in this study and continue to actively recruit people with a diagnosis of stage 4 colon cancer to join our study.

In the spring of 2016, the qualitative study examining the role of InspireHealth's supportive care approach in quality of life and survivorship in cancer care came to an early close. We look forward to future opportunities to continue this important area of research.

Key statistics

This year was a year of growth as detailed in the following statistics:

- Patient Growth over previous year: 222%
- New Patients: 2348 and 16% increase over budgeted goal
- Total Clinical visits: 25,000+
- Total Outreach talks: 100+
- Total Events: 50+
- Total Classes: 2,000+

Looking ahead

The 2015/16 fiscal year marked a year of many changes and growth focused on increasing patient access to supportive cancer care and building collaborative relationships with our health care partners in cancer care across BC. The outreach efforts of the 2015/16 fiscal year have been carried forward as a focus of the 2016/17 year and many opportunities to foster partnerships lie ahead. The current fiscal year is well underway and full of anticipation regarding our several key fundraising initiatives: the Share A Cup Monthly Donor Platform, the launch of the Inspired Cooking cookbook at our inaugural A Night to Inspire Gala in December and the expansion of our annual Rain Walk to all three InspireHealth centres.

"The InspireHealth program has certainly opened my eyes... in the midst of personal and family turmoil that a diagnosis can bring. InspireHealth provides an opportunity to inform and center you. To equip you to make changes to your lifestyle where required and support you in finding your "new normal" during and after cancer. It truly is an amazing program that has helped me immensely in my recovery". InspireHealth Member