

## Executive Report for the 2016/17 Fiscal Year

Prepared for InspireHealth's Annual General Meeting on September 7, 2017.

InspireHealth made substantial progress this year in the areas of outreach, community collaborations & relationship building, cultivation of a joyful, balanced and healthy work environment and clinical programming.

### Outreach

*"It would be helpful if all patients were given information about InspireHealth when we are handed information by the doctor when we get cancer."*

*InspireHealth patient*

This sentiment summarizes one of InspireHealth's top priorities and goals of our outreach activities: To ensure that all cancer patients learn about InspireHealth's supportive cancer care programs and services from their health care provider at diagnosis. Our ultimate goal is to have supportive care services be an accepted and respected part of the Canadian health system.

One of InspireHealth's top priorities for the 2016/17 year was to provide outreach to providers, patients and families. Outreach activities occurred in the form of educational and informational in-services and rounds to small and large groups of healthcare providers. InspireHealth clinical team members met with oncology teams, family physicians, community, hospital and cancer organization's clinical counselors, dietitians, social workers, nurses and physiotherapists. The intention was to inform providers about InspireHealth's supportive cancer care services so that more patients could be referred or recommended to attend InspireHealth. InspireHealth also expanded its outreach activities to patients and their families in the form of one-day LIFE Programs. These were provided in the lower mainland, on Vancouver Island and Gulf Islands and in the Southern Interior.

### Community Collaborations and Relationship Building

InspireHealth created several important new relationships and fostered current relationships in the cancer care community this year. We would like to highlight our strengthened and expanded relationships with the BC Cancer Agency, the Canadian Cancer Society and Young Adult Cancer Canada (YACC), and our new relationships with the Adult Childhood Cancer Survivors Clinic (LEAF Clinic), the Hereditary Cancer Program at the BCCA, BC Children's Hospital, the Adolescent and Young Adult (AYA) Task Force and with the BC Centre for Sexual Health. A strong theme this fiscal was cultivating relationships with organizations that support young adults, survivors of childhood cancers and those at high genetic risk of developing cancer.

## **Cultivation of a joyful, balanced and healthy work environment**

InspireHealth strives to be a joyful, balanced and stimulating place to work, learn and grow both professionally and personally. The Leadership Team is continually seeking ways to support our exceptional team as individuals and as a whole to be the best that they can be. This is very important to us as we strongly desire to model health and well-being in the community and to be healthy and content so that we can be of highest service to those that attend with us.

This fiscal we focused on developing our healthy work environment by:

- increasing individual recognition (such as grateful, congratulatory emails on annual anniversaries) and weekly recognition regarding initiative and contribution
- providing flexible work hours
- being transparent with the team to a new level
- providing the opportunity to start the work day with a 15 minute meditation
- providing the opportunity to stay current with team members by having short team meetings every morning after meditation
- providing stimulating in-services by IH team members and community members
- providing opportunity for external professional development and education
- providing personal and professional development through mentorship, involvement in initiatives and projects and promotion to leadership positions
- offering competitive salaries and benefits where possible

## **Clinical Programming**

This fiscal year we focused on creating clinical programming that would be supportive to all of our patients while specifically targeting an under-served population of cancer patients – adolescents and young adults. For the goal of welcoming more young adults to InspireHealth we facilitated young adult focus groups. Thanks to their input and feedback we have been increasing our social media presence and our after-hours programming. We also collaborated with Young Adult Cancer Canada (YACC), met and brainstormed with the AYA Task Force, developed and facilitated programming for the Canadian Cancer Society's Camp Goodtimes and have met with the Callanish Society. InspireHealth now offers support groups and other programs specifically for this population.

InspireHealth has expanded its clinical scope for all of our patients with the addition of art-therapy, dance and other mind-body and movement programs.

InspireHealth is delighted to announce that we are in the planning and implementation stages of offering nutrition consultations and programs by our multidisciplinary team of nutritionists and registered dietitians. The Ministry of Health has mandated InspireHealth to provide this coordinated approach to care and we are excited to do so.

## Operations

This fiscal year we continued our 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 the decision to renovate the Vancouver office so that we could let go of our second office and accommodate the operations staff. The total project construction costs are being covered by the landlord with a renovation allowance and through the generous support of Fusion Construction and their sub trades – we are truly grateful. The end result will be an updated space that is more efficient and sustainable for InspireHealth.

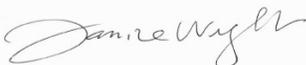
## Fundraising & Events

The core focus for the 2016/2017 fiscal year was building upon our previous fiscal year's fundraising campaigns. The goal was to increase donor revenue, create a sense of community and offer a unique experience to patients and supporters alike. The result was the implementation of the Rain Walk across all three sites where we encouraged walkers to come out and support InspireHealth. The second Rain Walk raised over \$70,000 and had 300+ walkers. The second major fundraising event was our inaugural Gala in Vancouver featuring the launch of our cookbook, 'Inspired Cooking'. This event featured four of the top chefs in the country who donated their time to host a wonderful evening helping raise over \$70,000. Once again our marketing and development team has been able to work within a lean budget to produce exceptional results whilst ensuring we keep our costs to only 15% of total budget and delivering 85% of funds raised back to patient care.

## Fall/Winter News & Developments

The 2017/18 fiscal year is well underway and we anticipate further growth and exciting opportunities ahead. We are currently planning and coordinating our 2<sup>nd</sup> Annual Vancouver Gala and have been gifted a second Gala in Victoria. Our physician team will be training with a Harvard Physician/Researcher on the provision of Serious Illness Conversations so that we can offer trainings for community physicians at InspireHealth centres. Furthermore, we are progressing our new and updated Donor and Volunteer Appreciation Programs and most importantly we continue to witness and welcome our patients' gratitude for the support that they receive from engaging with our services and programs.

***Thank you for being an important part of the InspireHealth community.***



Janice Wright, MD, CCFP  
Chief Executive Office  
InspireHealth