

2019/2020 Year In Review

“ Once one is diagnosed with any kind of cancer, the resources that InspireHealth provides are phenomenal. Starting the journey with them is the best thing anyone can do. ”

Paulette B., Patient

Message from Chair and CEO

2019-20 has been a year like no other, full of great accomplishments within our cancer community and ending with InspireHealth facing one of our biggest challenges ever due to COVID-19.



**Kathy
McLaughlin**
Board Chair

In the Fall of 2018, the InspireHealth board and management collaborated on the development of a five-year strategic plan to guide our focus and direction. This resulted in five goals: reach and serve more patients, evolve our service offerings, enhance our operational capacity, demonstrate our value, and maintain our financial sustainability.

In fiscal 2019-20, InspireHealth continued to offer an array of free services to meet the needs of cancer patients and to fill the gaps in supportive care that many experienced in their cancer journey. Our clinical team of medical doctors, clinical counsellors, exercise therapists and registered dietitians provided integrated, evidence-based care to support patient well-being. InspireHealth also continued to advance our strategic goals by focusing on key initiatives including increasing patient numbers, maximizing funding opportunities, building strategic community relationships and furthering our understanding of our patients.

At the end of fiscal 2019-20, as the world came to a standstill due to COVID-19, InspireHealth began an extraordinary transition to 100% online programming to continue serving our highly vulnerable, often elderly cancer community. This has essentially accelerated

our longer term plan to bring our offerings online in order to reach more of BC's cancer population in regions outside of our core three locations of Vancouver, Victoria, and Kelowna. In a period of weeks, in-person visits were replaced with a full offering of online appointments, programs, classes and workshops. The result has been more frequent interactions by patients, and their feedback has been extremely positive.

At our annual Inspiration Day in July, in context with the effects of COVID-19 on the world, the InspireHealth board and management took time to reconfirm our direction and our most important priorities in a world where the threat of a pandemic has become a reality. Our confirmed direction is documented in the 2020-2024 Strategic Plan.

The board and staff of InspireHealth are committed to executing this plan, monitoring our progress, and adjusting course as conditions warrant, to ensure the sustainable delivery of excellence in the services we provide to our patients and their loved ones. InspireHealth has always been a pioneer and leader in empowering and supporting people on their cancer journey. Our strategic plan ensures that we continue to build on our compassionate foundations to be part of a world-wide movement towards person-centered, integrated care.



**Loveena
Chera**
CEO

Our Mission

We inspire people affected by cancer to enhance their quality of life and well-being by integrating wisdom and evidence-informed practices that support mind, body, and spirit.

Our Vision

Health care that supports patient choice, inspires engagement, and promotes physical and emotional health

Our Values

- ***We value the connection between mind, body, and spirit***
- ***We are guided by a wisdom-based, evidence approach***
- ***We are respectful and open in our communication***
- ***We embody mindfulness, compassion, and peace***
- ***We cultivate a caring community***

Fiscal Year 2019/20 Highlights

Patient Engagement

As part of our strategic plan, we are committed to gaining a better understanding of our cancer community's needs. We have undertaken a number of different initiatives to help us gain further insights. An initial data dive into our patient database gave us a deeper understanding of our patient demographics and engagement. We also completed a survey to better understand perceptions, attitudes, awareness and interest in supportive cancer care services among the general population.

- ***Patients aged 45-74 account for 73.4% of total patients, with the average age being 60***
- ***Breast, prostate and colon cancer are the diagnoses we see most often***
- ***Exercise related programs account for 35% of patient interactions followed by counselling and physician services***
- ***20% of InspireHealth patients live outside a 50km radius from one of our centres***

Source: InspireHealth EMR Analytics by Phil Darling, November 2019

We saw an increased demand in our services this year due to our various outreach and awareness initiatives. Despite our offices being closed for snow storms and finishing the year with COVID-19 office closures, we finished the year seeing an overall increase in our new patient numbers. For the 12 months, we saw a total of 1,285 new patients, a 21% increase over the previous year. In November, we saw a high demand for our services with 160 new patients and December was also unusually busy with 90 new patients, double what we usually see at that time of the year.

Fiscal Year 2019/20 Highlights

Community Relationships

- InspireHealth continued to advance our relationships with important organizations in cancer care including the Canadian Cancer Society, BC Cancer and their Primary Care Program (formerly known as the Family Practice Oncology Network).

We continued to grow our partnerships with like-minded corporate partners such as Pure Pharmacy, our presenting sponsor for our successful Vancouver gala. Pure Pharmacy also continued to promote InspireHealth in stores, at events and through their podcast.

Awareness Initiatives

- InspireHealth leveraged traditional media for awareness opportunities with Public Service Announcements on radio stations in both Vancouver and Kelowna as well as radio and newspaper coverage in all three cities.

We also gained exposure through guest spots on morning TV shows and podcasts. InspireHealth continued its outreach initiatives with healthcare providers and leveraged educational opportunities with community partners such as RBC and WorkSafe BC. We were also featured in the Canuck's Community Corner in November.

- InspireHealth also focused on our communications efforts with a more robust social media plan, more engaging content in the monthly newsletter and a relaunch of our blog.

Fiscal Year 2019/20 Highlights

Clinical Outreach and Collaborations

- The team continued to participate in key cancer community events including the BC Cancer Summit, the St. Paul's Hospital National Family Medicine Conference and the National Leukemia and Lymphoma Society's (LLS) Conference.

The team also helped facilitate the education day for adult childhood cancer survivors hosted by BC Cancer's Late Effects Assessment and Follow-Up (LEAF) Clinic. We also initiated a gastric cancer pilot project which is our first patient pathway with BC Cancer and involves collaboration with medical oncology, surgical oncology and dietetics.

- InspireHealth continued to provide programming and outreach to cancer support groups and organizations including Young Adult Cancer Canada (YACC), Myeloma Canada, Canadian Cancer Survivorship Network (CCSN), Adult Childhood Cancer Survivors (ACCS) and others. Ongoing one-day cancer care workshops and other programs continued to be offered in surrounding communities. The clinical team continued to attend professional rounds at several BC Cancer locations.

Fiscal Year 2019/20 Highlights

A Night to Inspire Gala

In the Fall, the philanthropic community came out to support InspireHealth at our 'A Night to Inspire' galas. The events helped raise awareness by introducing InspireHealth to many new supporters.

The Vancouver Gala, sponsored by Pure Pharmacy, was chaired by Fei Wong and championed by our first ever gala committee. Emceed by Fred Lee and Mi-Jung Lee, the gala raised a record \$200,000 and was attended by 197 guests. The highlights of the evening were the patient stories, a performance by pianist Lori-Ann Speed and the exciting live auction and Fund-a-Need.



Fiscal Year 2019/20 Highlights

Rain Walk 2020

Over 500 participants and 49 teams turned out for InspireHealth's annual Rain Walk in Vancouver, Victoria and Kelowna. The registration fee was removed this year to encourage more community participation. Over \$90,000 was raised through donations, sponsorships and an online auction.

We saw incredible engagement from the community in all three cities with local residents, businesses and media providing substantial support.

Thank you to all those that walked with us!



COVID-19 Impact

COVID-19 has had a considerable impact on how we run our day-to-day patient appointments, classes and programs. On March 16th we made the decision to quickly mobilize to set up our staff to work from home and transformed our organization and delivery model to reach our cancer community through a secure online video-conferencing platform.

Within days, patients were able to connect with clinicians on this platform and we began to offer daily online programming and classes. The immediate uptake in our online services was amazing and within weeks we saw a 30% increase in our daily patient encounters from pre-COVID-19 levels.

This engagement continued to grow into the new fiscal year. Our vulnerable cancer community has especially felt the impact of social distancing and many have expressed the toll that self-isolation has taken on them.

Our patients tend to be older, putting them in a higher risk category. Many patients have shared how grateful they are for the support they are receiving from InspireHealth during this unprecedented time. We expect that

the digital transition imposed by COVID-19 will be here to stay and will lead to a hybrid model of in-person and online support offerings post-pandemic.

With an increased capacity to raise awareness of, and deliver, our services, InspireHealth will continue to increase our impact – not just

in our urban communities, but also to new patients in rural and remote areas, in every corner of the province.

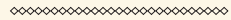
Further, we can move Canada forward on the global path towards person-centered, integrated care, expanding the potential of a national model for the future of cancer care.



COVID- 19 has made it very difficult to receive social support and be out and about. Having these webinars to look forward to each week also helps with the isolation. They are my life-line!

Louise S., Patient

Thank You



Our sincerest thanks to the many generous friends of InspireHealth who have supported us with \$1,000 or more in 2019/2020:

Lori Allan & Mowat Nichol
Crystal Alexandria & Liquid Amber
Tattoo & Art Collective
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Dr. Maurice & Ms. Jane Wong
Tom & Selmay Choy-Wong
Anonymous

A special thank you to the BC Ministry of Health and the Lotte & John Hecht Memorial Foundation for their ongoing support.

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*Appointed by Board during the year; nominated for election at 2020 AGM

InspireHealth Annual Report



Lower Mainland – Vancouver

#200-1330 West 8th Ave
Vancouver BC V6H 4A6

Phone: 604-734-7125
Fax: 604-734-7105

info@inspirehealth.ca

Vancouver Island – Victoria

#212-2187 Oak Bay Ave
Victoria BC V8R 1G1

Phone: 250-595-7125
Fax: 250-595-7277

info-vic@inspirehealth.ca

Southern Interior – Kelowna

#123-565 Bernard Ave
(2nd Floor, The District)
Kelowna, BC V1Y 8R4

New address as of October 1, 2020:

#204 - 1740 Gordon Dr
Kelowna, BC V1Y 3H2

Phone: 250-861-7125
Fax: 250-861-7107

info-kel@inspirehealth.ca

Toll Free Number: 1-888-734-7125

Website: www.inspirehealth.ca

Charitable Registration Number: 108 103 920 RR0001