

InspireHealth Annual Report

2020/21

Year In Review



Message from Chair and CEO

2020-21 has been a year heavily overshadowed by the COVID-19 pandemic and for InspireHealth, this has meant a year of adaptability, transformation and pivotal change. The challenges faced by cancer patients during this time have been unprecedented and have required our organization to be creative, agile, and responsive in order to meet the needs of patients as well as our staff.

This fiscal year began with an extraordinary transition to 100% online programming to continue serving our highly vulnerable, often elderly, cancer community during COVID. This accelerated our longer-term plan of bringing our services online to reach more people affected by cancer.

During a time that brought unprecedented levels of isolation and loneliness for cancer patients, InspireHealth saw more patients being diagnosed with later stages of cancer, with more complex cases and in more emotional despair. Because of this, patients engaged more frequently in our programs and services than ever before. We have also seen a significant increase in the number of patients needing multiple one-on-one supportive care visits with our clinical team as well as an increase in the number of patients accessing our services from rural and remote parts of the province.

COVID also created a challenge for fundraising, as we were not able to hold our signature in-person Gala or Rain Walk. Instead, we leveraged digital channels for innovative fundraising events that, combined with COVID relief programs, government support, private foundations and individual donors allowed us to continue providing our services free of charge.

Our pivot to a virtual delivery model came with its own challenges but gave us the opportunity to move forward with a much-needed digital transformation of our organization. The investments made in technology have been instrumental in being able to provide our services virtually. The benefits of this have been numerous

and have allowed our team to effectively collaborate virtually and provide the best supportive cancer care possible to our patients and their loved ones during this very challenging time.

This is by no means the end of our digital transformation but just the beginning, with future investments being made into a new website and other tools that will be foundational in operating effectively in a new world that will require a hybrid approach to healthcare that includes both virtual programs and services, and in-person care, at our centres in Vancouver, Victoria and Kelowna.

The board and management of InspireHealth continue to be committed to executing the organization's 2020-2024 Strategic Plan by furthering our goals of reaching and serving more patients, evolving our service offerings, enhancing our operational capacity, demonstrating our value, and maintaining our financial sustainability. This year we made a strong commitment to diversity, equity and inclusion and we have started the rollout of Indigenous Cultural Safety training for our staff and board which is expected to be completed in the coming year. Our strategic plan ensures that we continue to build on our person-centred, integrative approach to better enhance the quality of life of those living with cancer.




Kathy McLaughlin
Board Chair



Loveena Chera
CEO

Fiscal 2020/21 Highlights



Overview

Michelle L.



“InspireHealth has been a great resource and support to me during my cancer treatment and recovery. I want to help ensure that InspireHealth is there for anyone who reaches out and needs support.”

InspireHealth Enhances The Quality Of Life Of Those Living With Cancer.

We compassionately focus on a patient's physical, emotional and spiritual health by providing evidence-informed, person-centred care where the patient plays an active role in their care plan. Our clinical team provides integrative supportive care guided by the patient's values, priorities, and goals. We support patient choice and empowerment and promote self-care through knowledge and skills building.

According to research conducted in 2020, patients have a strong relationship with InspireHealth. They are highly satisfied with the services received and are strong advocates of the organization. Patients feel they are treated as a whole person beyond their cancer diagnosis and are offered personalized recommendations and support. Their likelihood to recommend InspireHealth to others is extremely high. 9 in 10 patients are 'extremely likely' to recommend InspireHealth (rated 10 on a 10-point scale), as they personally have had very positive experiences with the organization.

[Majid Khoury, Consumer Surveys Research, 2020]

Our clinical services team provides a person-centred approach to care:

- Supportive Care Physicians with expertise in supportive cancer care.
- Clinical Counsellors with Master's level training and expertise in mindfulness-based techniques.
- Registered Dietitians with supportive oncology nutrition expertise.
- Clinical Exercise Physiologists & an Exercise Therapist with cancer specific exercise training.



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-informed approach
 - We are respectful and open in our communication
 - We embody mindfulness, compassion, and peace
 - We cultivate a caring community
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Fiscal 2020/21 Highlights

Patient *Demographics*

The average age of our patients is 59 with the majority (75%) being 55 or older. Research conducted in 2020 shows our patients' regional distribution closely represents the province's population distribution.

Since COVID and our pivot to virtual services, over 50% of patients reside outside the three InspireHealth clinic city centres (Vancouver, Victoria and Kelowna). We have also seen a 50% increase (from 20% to 30% of patients) in our patient mix of rural and remote patients living outside of a 50km radius from our centres.

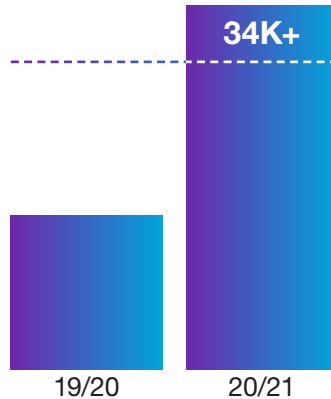
Our patients represent a cross section of cancer patients, including the stages and types of cancers. InspireHealth sees patients across the trajectory of the cancer experience with the highest percentage in the post treatment stage (21% in active treatment stage, 54% post-treatment, 16% living with cancer, 2% palliative/late-stage).

Just over a quarter of patients surveyed had a cancer recurrence or a second cancer diagnosis. Additionally, over 60% arrived at InspireHealth with a Stage 2 or later diagnosis (19% Stage 1, 33% Stage 2, 14% Stage 3, 14% Stage 4).

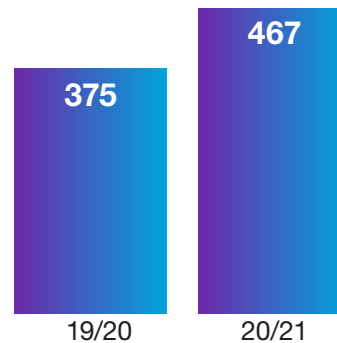


Fiscal 2020/21 Highlights

Patient Engagement



For FY 2020/21 there has been a substantial increase in patient engagement with **patient visitations more than doubling to over 34,000.**



During this time, we saw **an average of 467 patients per month, compared to an average of 375 patients per month** for the same period the previous year.



We saw the **most growth and engagement** in our **exercise and movement,** as well as **mental health programs and services.**

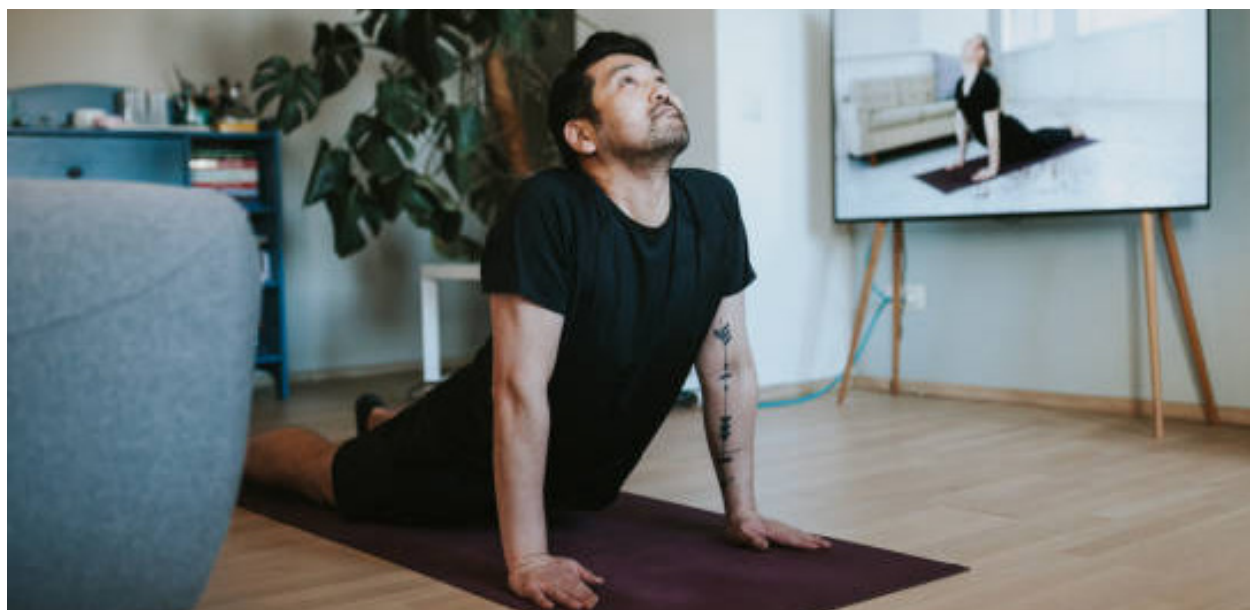
Accessible Patient Programming during COVID-19

InspireHealth pivoted to virtual programming at the onset of the COVID lock-down in order to provide continuous support for vulnerable cancer patients. Throughout the year, we provided one-on-one appointments as well as 15 - 20 classes and programs during the week, including evenings.

Our research and day-to-day patient feedback confirm that virtual service offerings are a key opportunity for InspireHealth to significantly grow our community impact. The majority of patients who have accessed our classes and offerings virtually are extremely satisfied with the delivery.

Donna H.

*“ InspireHealth helped
me get my life back on
track after my cancer
diagnosis. ”*



Relevant and Timely Patient Programs & Services

We continued to tailor our programs and services to best meet the needs of cancer patients by responding to patient feedback. 70% of our patients say the main reason for their first visit to InspireHealth was for support of a healthy lifestyle, including nutrition, exercise, sleep, and stress management. During COVID, patients have particularly expressed the need for increased mental health support. Given this, our programming during this time has had a heavy focus on:

- Mental health, particularly depression and anxiety
- Managing challenges specific to cancer during COVID
- Stress reduction
- Reducing loneliness and isolation
- Keeping people exercising safely
- Sleep support
- Nutrition support to improve treatment tolerability and address risk factors for malnutrition, particularly for isolated elderly patients



Fiscal 2020/21 Highlights

Reaching Underserved Patients

The expansion of our virtual care capabilities due to COVID has given us the opportunity to reach underserved as well as rural and remote populations that would not otherwise be able to readily access the support they need.

We continued to support our core elderly cancer patient population while also focusing on other under-served cancer populations including Adolescent and Young Adults (AYA). As well, we continued to expand our relationships with South Asian community groups by leveraging opportunities for awareness and education.

Survey patients who perceived that they could not easily access supportive cancer care services either did not know the services existed, live far away from in-person services, or are concerned about costs. Awareness about InspireHealth's services and accessibility alleviated these concerns.



Fiscal 2020/21 Highlights

Collaboration with Healthcare Organizations

Through collaboration and a shared purpose, we continued to work with other healthcare providers and organizations to identify and fill gaps in a patient's cancer journey and to add value to our overall health system.

Charlyne A.

“InspireHealth has had such a positive impact on me, I cannot thank you enough.”

BC Cancer Collaborations:

We continued to build awareness with primary care oncology providers through collaboration and community engagement opportunities presented through our ongoing relationship with BC Cancer's Family Practice Oncology Network (FPON). We also participate ongoingly with an active patient pathway for gastric cancer patients in coordination with BC Cancer oncologists and dietetics as well as surgical oncology at Vancouver General and Mount Saint Joseph Hospitals.

Increasing Cancer Patient Support Through Primary Care Physicians & Networks:

We continued our work with multiple Divisions of Family Practice and the Practice Support Program to educate and increase InspireHealth awareness with primary care colleagues so they can better support their patients with cancer.

Leveraging the Power of the Cancer Care Network to Benefit Cancer Patients:

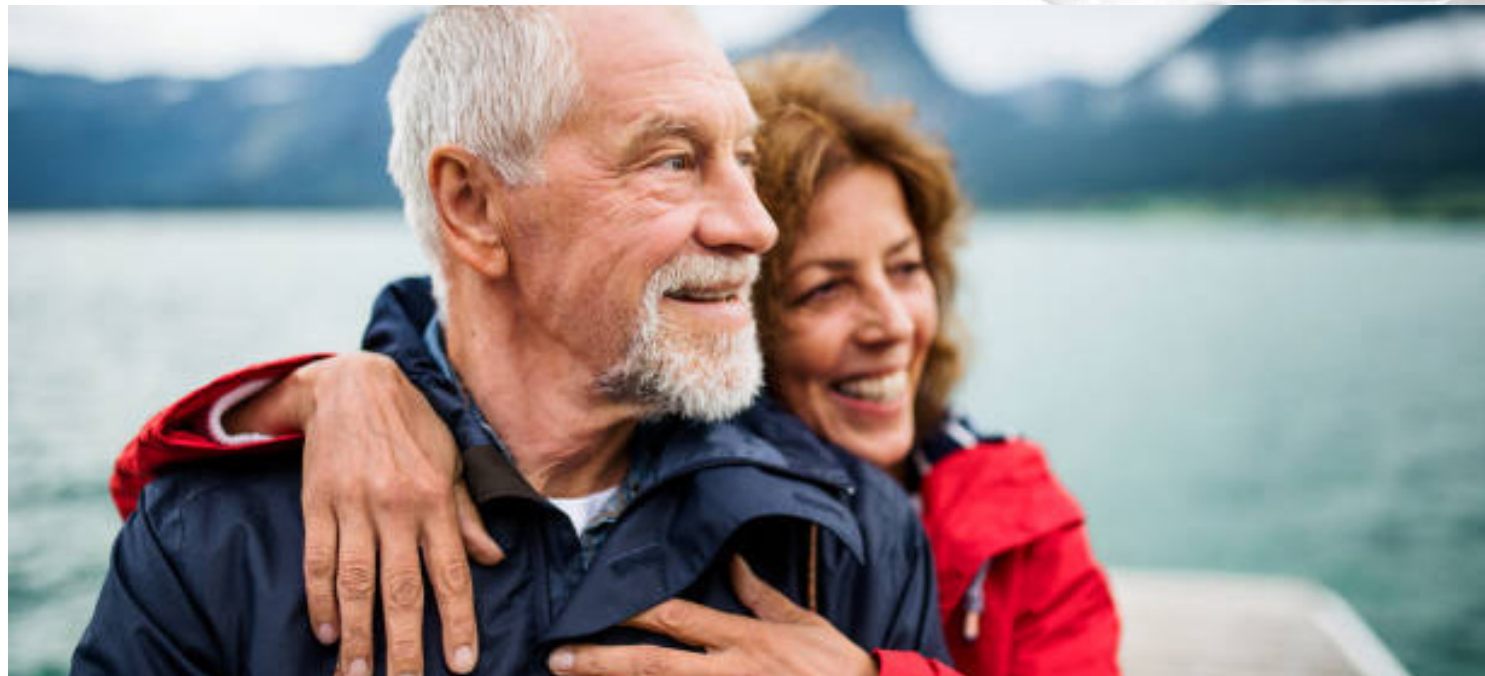
We continued to cultivate strategic partnerships with other key healthcare organizations that have a vested interest in supportive care with the goal of strengthening the access to care for all patients with cancer. Collaboration with the Canadian Cancer Society (CCS) included supporting patients who are staying at CCS Lodges as well as joining the Adolescent and Young Adult (AYA) Advisory Committee. We also continued our work with Young Adult Cancer Canada (YACC) to engage and support young adult cancer patients through conference presentations and retreat facilitation.



Fiscal 2020/21 Highlights

Providing Leadership & Education

We continued to provide outreach and leadership to broaden the understanding of the benefits of supportive cancer care through speaking engagements for support groups and patient & family education conferences, cancer care health professional presentations, and healthcare industry presentations.



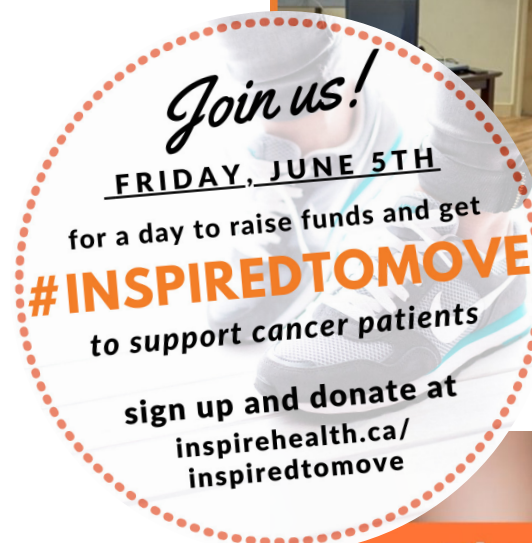
Fiscal 2020/21 Highlights

Inspired to Move '20

InspireHealth launched the inaugural Inspired to Move virtual open house on June 5th, in celebration of Canada's National Health & Fitness Day.

Patients, their loved ones, and community supporters logged on for a day of movement by donation. Classes were led by InspireHealth's team and included yoga, dance, cooking classes, and more. This day was a special opportunity to share the crucial programs InspireHealth provides for those affected by cancer.

Over \$11,500 was raised and the energy and strength of community felt in each of the classes was truly remarkable.



Thank You!

6 Classes, 250 Participants.

Over \$11,500 Raised.



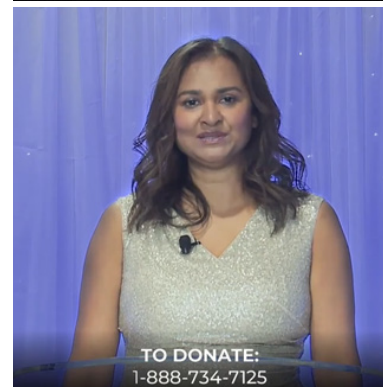
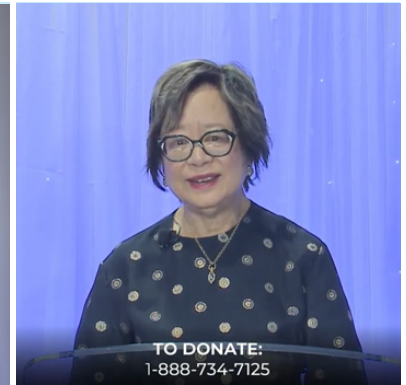
Fiscal 2020/21 Highlights

A Night to Inspire Gala '20

InspireHealth's first ever virtual *A Night to Inspire* gala was held October 29th with an estimated 350 supporters joining us online to show their support.

The evening was sponsored by Pure Pharmacy and emceed by the legendary Fred Lee and Mi-Jung Lee. Honorary Chair Fei Wong led the committee, alongside the InspireHealth team, to create a spectacular evening. Highlights include a memorable neoclassical performance by Lori-Ann Speed and inspiring patient stories.

The gala raised nearly \$150,000 to help bring InspireHealth's programs and services to cancer patients across BC.



Thank you



Our sincerest thanks to the many generous friends of InspireHealth who have supported us with \$1,000 or more in 2020/21:

In memory of Jack and Vera
Linda Harrison & Konrad Mauch
Helen May Noxon Fund
Vancouver Foundation
Anonymous
Anonymous
Bill Reid Gallery of Northwest Coast Art
Pure Integrative Pharmacy
Barclay's Jewellers
Ritz Family Foundation
Kathy & Rob McLaughlin
The Somerset Foundation
David Wong
Stauffer Trust
Fei Wong
Bob Weins
Darren Broder
Faye Wightman
Debora Sweeney & Stephen Crombie
Jane & Maurice Wong
Anonymous
Anna Nyarady
Robert Woollard

Sven Hartman
Noelle Davis
Gail McBride
Eloise Spitzer
Brian Josling
The Lazy Gourmet
Paul & Jan Lermite
Best Buy Canada
Chris Lihou
Natalie Tsang
JL Careers Inc.
Jeanne Krabbendam
Esther Jang
Glentel Inc
Pamela Goossen
Taku Resort and Marina
Diane Dupuis
Leanne Hewlin
Tanya Fairweather
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Sue Porco
James and Joan Lu

Jill Bodkin
Michael Schmidt
Joan McMaster
Alnesh Mohan
Charles Hotel
Hugh & June Richardson
Jenny Li
Duttons Property Management &
Boutique Real Estate Sales
Ellen Mark
John Lam
Sheila Goodspeed-Madill
Shirley Nelson
Lorne Wickerson
Ausma & Don Vivic
Natural Factors
Dr. Marion Rogers
Anonymous

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



Board of Directors

Dr. Samuel Abraham

Barbara Estey

Mal Griffin

Charles Hotel

Jenny Li

Gail McBride – Chair of Governance and Nominating Committee

Kathy McLaughlin – Chair

Eduarda (Eddie) McWhirter* – Treasurer and Chair of Finance and Audit Committee

Dr. Stuart Peacock**

Debora (Crombie) Sweeney

Dr. Robert Woollard – Chair of Clinical Services Committee

Alnesh Mohan (Resigned)

Natalie Tsang (Resigned)

*Appointed by Board in 2021/22; nominated for election at 2021 AGM

**Appointed by Board during the year; nominated for election at 2021 AGM

InspireHealth Locations

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

#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



InspireHealth
SUPPORTIVE CANCER CARE