

InspireHealth Annual Report 2018-2019

InspireHealth would like to report on the important strides made this fiscal year with regards to updating our leadership structure – at both the board and staff levels - and strategizing our shared future.

Thanks to the InspireHealth Society Board of Directors for spearheading and facilitating an invigorating strategic planning process that was initiated in the summer of 2018 and culminated in the development of a new strategic plan to guide our focus and direction for the years 2019 to 2023. We took stock of our current situation, identifying key external trends, opportunities and threats in the cancer services and health care environment that could affect our position and success in the coming years. We examined our internal core competencies and areas for improvement in context with the evolving future and needs of our patients and families. And we took time to clearly reconfirm who it is we serve: people at all stages of the cancer journey, on the spectrum from diagnosis through treatment and survivorship; and those who seek to prevent cancer and other diseases by embracing best practices in mind, body and spirit.

As a result of our situation analysis, the Board and Leadership Team arrived at five goals to govern our direction over the 2019-2023 period and identified corresponding strategies to achieve those goals.

As we move into this current fiscal year, the Board and InspireHealth team are committed to executing on this strategy, 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 families.

InspireHealth has always been a pioneer and leader in empowering people on the cancer journey to take charge of their wellness. Our five-year strategic plan will ensure that we build on those compassionate foundations and continue to lead an enhanced understanding and adoption of proven quality-of-life-enhancing modalities.

The planning process included an in-depth examination of InspireHealth’s purpose and aspirational vision for the future. In re-imagining our Mission, Vision and Values we sought to respect our founding purpose, fundamental principles and the compassionate care that sets us apart, while adapting to the needs of our community and reaching for what is possible in the realm of whole-person health. We have defined our Mission, Vision and Values as follows:

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.

Vision:

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

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

Board & Leadership Restructuring

The 2018-19 fiscal year focused on recruiting and building our Board of Directors to increase the board's size, capacity and contribution. We strategically sought board members with skills and expertise in particular areas aligned with our strategic vision and goals. We aligned our board committees to provide oversight and support to the organization in advancing toward key priorities. In particular, we made significant headway in focusing and providing guidance in to the areas of finance and governance.

Organizational Alignment:

In context with the five year plan the board approved a new organizational structure to ensure we have the capacity and foundations for growth. For the first time in InspireHealth's history the senior leadership team includes an Executive Director with career expertise in the areas of business, marketing, communications and fundraising. Loveena Chera joined in April 2019 to lead InspireHealth in the ED role in partnership with our talented and long standing medical leader, Dr. Janice Wright, now heading up the clinical practice as Chief Medical Officer. The InspireHealth leadership team is working together to fortify and build out our programming, systems and processes, community partnerships, organizational culture, and talent strategies to ensure we meet the growing demand for our unique supportive cancer care offering.

Outreach, Community Relationships & Education

The accessibility of supportive cancer care services was again a priority for InspireHealth throughout the 2018-2019 year.

We continued to address the knowledge gap about the availability of supportive cancer care services by raising awareness among our healthcare colleagues. We presented at the Mount Saint Joseph's Hospital Family Physician rounds in April 2018, as well as at educational rounds for the Leukemia and Bone Marrow Transplant Program of BC in May 2018. The Leukemia and Bone Marrow Transplant team further engaged InspireHealth to present at their multidisciplinary staff Education Day in November 2018. This team also accepted our invitation for a January 2019 site visit at InspireHealth, which was attended by several of their frontline health providers including Registered Dietitians, RNs, Social Workers, Occupational Therapists and Physical Therapists. In addition, InspireHealth was once again invited to be present at the largest national family practice conference held annually in Vancouver, where we drew interest from primary care and oncology health care providers attending the conference

from across Canada and from all areas of BC. Our engagement with future healthcare colleagues has also continued with consistent uptake of our mentorship and educational opportunities involving medical students, physicians in training, and allied health trainees.

Recognizing the widespread gap in support for young adults living with cancer, InspireHealth collaborated with Young Adults Cancer Canada (YACC) to host the YACC Big Cancer Hookup at our Vancouver and Victoria centres in January 2019. Additionally, an InspireHealth clinical counsellor served as a primary facilitator for the YACC 5-day retreat in BC. Our team in Victoria has also continued partnering with the local non-profit Power To Be in supporting young adults (16-39 years old) living with cancer to connect with one another through inspiring group experiences in nature.

Ongoing attention continued to be provided to cancer patients residing in underserved communities. InspireHealth provided direct services to patients living in smaller communities throughout BC, delivering content from our 2-day LIFE program workshop in a condensed one day format in these communities during the 2018-2019 fiscal year: Delta; Gibsons; Port Moody; Surrey; Penticton; Campbell River; Comox; Duncan; Nanaimo; Port Alberni; and Sooke. We were also pleased to partner with Dr. Rob Rutledge, a nationally recognized radiation oncologist and Dalhousie University Associate Professor, at his two one-day seminars at Kelowna General Hospital. Our collaborative relationship with the Canadian Cancer Society (CCS) continued with in-house sessions provided to patients at the CCS Vancouver Island Lodge, where these patients were staying while receiving cancer treatment not available in their more rural and remote home communities.

Clinical Programming

Providing compassionate, comprehensive and person-centred services is the heart of InspireHealth's clinical focus. The 2018/19 fiscal year provided an opportunity to enhance our service provisions and accessibility. Patients and families were invited to participate in workshops designed to introduce participants to novel ways to promote well-being and reduce stress. Options included attending an eight week Mindfulness Based Stress Reduction (MBSR) course or a six to eight week introduction to an Ancient Chinese health practice such as Chi Gong, Tai Chi or Luk Tung Kuen.

With the expansion of our clinical team, we prioritized personalizing our patient support. Prior to engagement with our group exercise and nutrition programs, we offered patients the opportunity to meet for an individual consultation to provide safe and tailored recommendations and guidance. We shifted to a user-friendly video-conference platform thereby enhancing accessibility to include in-person, telephone and video-conference options for all of our individual consultations.

Fundraising & Events

The 2018/19 fiscal year focused on the continued growth of our two signature fundraising events. Our fourth Rain Walk was held in March 2019 at all three of our sites and raised over \$94,000 which included more than 375 walkers. The annual event has proven to be a core revenue generating opportunity for InspireHealth while also creating a unique sense of community for our patients and their support people, staff members, and volunteers. The other major fundraising event this fiscal was our Gala, A

Night to Inspire, held in Vancouver and Victoria with nearly 300 attendees in total. This year the two events brought in over \$158,000 which is \$50,000 more than we raised last fiscal and exceeded our original revenue projections for the event. The evening was a celebration of our patients, their experiences, and our continued commitment to provide high quality programs and services to all British Columbians diagnosed with cancer.

Fundraising revenue from our events has continued to grow with a total of \$175,000 net revenue compared to \$169,000 in 2017/18, \$114,000 in 2016/17, and \$60,000 in 2015/16.

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

Loveena Chera

Executive Director

InspireHealth

Kathy McLaughlin, Bob Wiens & Simon Sutcliffe

Co-Chairs

InspireHealth