### \\vancouver\shared\Public\Administration\Marketing and Communications\Communications\Staff Photos\Vancouver\Hal\Dr. Hal Gunn bw.jpgCEO’s ReportIn many ways last fiscal year (2014/15) was putting the last pieces in place for the wonderful teams and healing environments we have at all 3 centres and, in doing so, creating the opportunity to substantially increase the number of new patients we serve. In addition, important research projects like our high dose Vitamin D study for colon cancer and the ongoing Samueli Institute research study to assess the impact of InspireHealth’s programs on patient care are important aspects of our continuing interest in research and optimizing cancer care. Research can define how the ways in which our care can have a tangible impact on the quality of life of our members.

### At the heart of our people-centred care is a goal to offer services and programs that are accessible, with no barriers to access. Thanks to funding from the Helen May Noxon Fund and donors Peter and Helen Malcolm through the Victoria Foundation, we launched InspireHealth’s first ever “No Fee Initiative” during the last quarter of 2014/15 at the Victoria/Vancouver Island Centre, providing all our programs and services at that site free-of-charge to all new patients over a 2-month period. Our monthly new membership more than tripled. Equally important, there was a surge in the number of referrals from oncologists, family doctors and other health professionals. Although participation at InspireHealth does not require a medical referral, referrals are an important way new members hear about InspireHealth. With the success of the “No Fee Initiative”, we have expanded free-of-charge membership for all our services to all our sites as of April 1st. As the important role of supportive cancer care is more broadly recognized, we continue to build relationships with other healthcare organizations and community partners to bring awareness and support for InspireHealth’s programs and services and look forward to further expand the community of people living with cancer we serve.

### Fundraising and Events

We continue to expand our fundraising and development program, working to create additional revenue streams to provide for long-term operational sustainability. The following highlights our recent activities:

Dr. Mimi Weldon and key members of the InspireHealth team secured a Community Grant of $21,600 from the Helen May Noxon Fund and donors, Peter and Helen Malcolm, through the Victoria Foundation. InspireHealth in Kelowna featured a month long campaign called Live Inspired with Nature’s Fare Markets which raised $9,000 for InspireHealth through partial proceeds collected from product sales. In addition, RBC Foundation donated $10,000 to InspireHealth.

There were several third party events that happened across BC. In Vancouver, the PRINTS Show in memory of one of our members raised over $3,000 for InspireHealth, and LunaFest raised $1,000. Over the last quarter InspireHealth did a direct mail and online donation campaigns which raised over $16,385 from individual donors.

As always, we are very grateful for our long-time supporters, including our founding funder the Lotte and John Hecht Foundation, Natural Factors and Finlandia Pharmacy.

### Community Outreach

Our staff, both clinical and operations staff, continue to reach out to the community speaking to corporate and public groups about supportive cancer care and cancer prevention. Dr. Janice Wright, InspireHealth’s Director of Clinical Services, presented on the topic of ‘hope’ to over 2,000 family physicians at the St Paul’s Hospital Family Practice Conference, an example of InspireHealth’s medical community outreach. We also provide public education on cancer prevention and survivorship through regular public presentations in our centres, such as “Hot Topics” on various nutrition subjects.

### Community Partners & Strategic Alliances

A significant development during fiscal 2014/15 was the establishment of the British Columbia Integrative Oncology Oversight Committee, whose membership included myself, Dr. Max Coppes, CEO BCCA; Dr. Sharlene Gill, medical oncologist BCCA, Dr. Simon Sutcliffe, past CEO of BC Cancer Agency (BCCA); Bob Wiens, an InspireHealth patient and accomplished community leader; and Ryan Benn, President Teldon Media Group and alive Publishing, InspireHealth Society, Board Chair. The BC Integrative Oncology Oversight Committee was established:

“To oversee and ensure the effective use of public resources, including InspireHealth’s Ministry of Health funding, to develop a collaborative, integrative oncology service for the population of BC using existing cancer control program service providers and InspireHealth.”

In our last fiscal year, InspireHealth has continued strong relationships with Aquasmart Technologies, Finlandia Pharmacy, Natures’ Fare Markets, Natural Factors, the Natural Health Show, Purica, and Pure Integrative Pharmacy with the addition of Sustainable Produce Urban Delivery (SPUD) and The Vitamin Shop as annual corporate supporters.  Through our annual partnership with Choices Markets, InspireHealth expanded our connections with like-minded vendors and secured new support from Bio-K Probiotics, Bragg Live Foods, Happi Foods, and Prairie Naturals.  Rhema Holdings is the lead sponsor of the Vitamin D Study, an important effort vital to the research element and credibility of InspireHealth. In addition to the support of our founding partner, InspireHealth received support from the RBC Foundation for classes and programs, the Heronbrook Foundation to expand classes to smaller communities in the Southern Interior, and The Hyclan Foundation for general programs.

Our strategic alliances, which extend to a broad array of like-minded organizations in the health and wellness community, include Alive (Canada’s Natural Health and Wellness magazine), Breast Friends, Canadian Health Food Association, the Health Action Network Society, Ottawa Integrative Cancer Centre and the Vancouver Native Health Society.

**Influencing the Next Generation of Medical Doctors and Health Professionals**

InspireHealth continues to mentor medical students in a number of ways. Our medical doctors and allied health professionals meet quarterly with students in the UBC Integrative Medicine Mentor Group. These meetings provide opportunities to connect with medical students about the importance of taking care of their own health – mind, body and spirit. Modeling self-care is then reflected in their approach with patients. Students also spend elective time with the clinical team – from two days to one month – to experience a healing environment and patient-centred care in practice.

Nutrition students also do practicums at InspireHealth for one month. We welcome them as learners and very much appreciate their contribution to our team and cooking and nutrition classes.

**Vitamin D and Quality of Life Research**

In 2012, InspireHealth’s Research Department initiated an important research project to assess high dose vitamin D as a potential adjuvant treatment for late-stage colon cancer. The purpose of this randomized controlled clinical trial is to study the safety and efficacy of high-dose vitamin D supplementation in stage 4 (metastatic) colorectal cancer patients. Although there is a large body of scientific evidence that demonstrates the importance of vitamin D in cancer prevention, there were no randomized controlled trials (gold standard of scientific studies) to assess the value of vitamin D supplementation in cancer treatment. If the study demonstrates a benefit, it may open possibilities to an inexpensive way to approach this common and challenging stage of cancer. We have currently enrolled 30 patients in this 28-month study and are looking for 10 more patients to complete enrolment. Patients who have been randomized into the high dose vitamin D treatment group of the study have attained the target Vitamin D range with good tolerance and no adverse events. We are actively recruiting people with a diagnosis of stage 4 colon cancer to join our study. The study was launched with support from Rhema Health Products and the Lotte and John Hecht Foundation, our founding funder.

The US-based Samueli Institute (www.samueliinstitute.org) identified InspireHealth as a leading example of an optimal healing environment and obtained funding from the Lotte and John Hecht Foundation to assess the benefits of InspireHealth’s programs. They have begun a new ground breaking study at InspireHealth and are recruiting participants for the study, which is open to new InspireHealth participants over 18 years of age with a diagnosis of any type and stage of cancer. Study participants have baseline assessments of health, wellbeing, and quality of life. The overall goal of the study is to enrol 400 cancer patients. 97 study participants have been enrolled to date.

### Vital Statistics

A total of 650 new patients attended InspireHealth at our 3 sites and through our virtual program between April 1, 2014 and March 31, 2015. Our total number of visits was 12,447, which includes consultations with our health professionals and attendance in our classes and programs.

Donations from corporations, foundations and individuals totaled $699,643; other revenues totaled $30,588; while support from the Ministry of Health was $2,050,018 for a total of $2,961,999.

### Looking Ahead

Fiscal 204/2015 was the year we solidified strong healing environments and wonderful teams at all 3 InspireHealth Centres. With these in place, we are ready for growth. The current fiscal year (2015/16) has already been one of rapid membership expansion and community engagement and we are excited we have all the right team members to achieve these goals.