



Cancer Services of New Mexico
Services to Reduce Cancer Suffering for New Mexico's Families

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Cancer Services of New Mexico 2008 Annual Review



May, 2009

The Year in Review

In 2008, Cancer Services of New Mexico (CSNM) served over 1,200 New Mexicans coping with cancer. It is tremendously rewarding to make a difference in the lives of so many of New Mexico's cancer patients/survivors and their loved ones. We also expanded several of our programs and continued to make substantial progress in many other important areas, including volunteer recruitment/board development; relationships with New Mexico's oncology community; fundraising/sponsorships; and our operational capability. The following are some highlights.

Program Offerings

We expanded our two newest programs, our **Legal, Insurance, and Paperwork Assistance (LIPA) Clinics** and **Cancer Treatment Organizer** program, which were launched in 2006 as a direct result of the findings from our New Mexico Cancer Services Survey. Through LIPA, we offer free, individualized clinics that help New Mexico's cancer patients/survivors and their loved ones manage the many complex legal and financial issues associated with a cancer diagnosis. This program is distinctive because it leverages teams of experts that provide substantive, in-depth assistance to our clients. We have assembled an impressive group of volunteer attorneys, financial/insurance experts, and health care professionals to lead this program. Clinics are held twice each month at Casa Esperanza and the New Mexico Cancer Center in Albuquerque, with toll-free dial-in access available statewide.

The Cancer Treatment Organizer is a free recordkeeping tool that offers a simple system for keeping cancer-related records organized and easily accessible. The organizer contains sections for storing medical contacts, physician records, insurance paperwork and much more. Over 320 people participated in the LIPA program and/or received Cancer Treatment Organizers in 2008.



Cancer Treatment Organizer

We continued to offer our **Family Cancer Retreat** twice a year in 2008, with over 500 people from over 200 New Mexican families attending these free programs in April and September. This is the



Spring 2008 Family Cancer Retreat

largest general cancer education program in New Mexico, and the largest program of its type in the U.S. Each three-day retreat, held in Glorieta, NM, focuses on educating New Mexico's adult cancer patients/survivors and their loved ones on the process of surviving, from the difficulties of handling the initial diagnosis, through coping with therapy, through a variety of medical and social challenges relating to at-home care and the emotional issues associated with surviving. In addition to providing a temporary escape from the day-to-day challenges of living with cancer, the

retreats foster development of supportive relationships between participants that can continue in the months and years ahead. The entire program, including food, lodging, and all educational activities, is provided at no charge to participants. There is no other program like this in New Mexico.

We continue to receive tremendous support for the Family Cancer Retreats from New Mexico's oncology community. Each of our program agendas in 2008 included over 35 speakers and presenters, including 15-20 of New Mexico's leading physicians. Over 35 oncology groups, cancer services agencies, and other organizations/individuals referred people to the program last year. Our promotional materials were displayed in virtually every oncology clinic in the state and in many cases physicians, nurses, social workers, and other professionals personally encouraged specific families they felt would benefit to attend.



Fall 2008 Family Cancer Retreat

In July, over 450 people participated in our **Zoo Night for Kids with Cancer**. Once again, we invited every current and former pediatric cancer patient in New Mexico, their parents, and siblings, to attend at no charge. We took over Albuquerque's Rio Grande Zoo for a fun-filled evening that included dinner, a talk by a UNM pediatric oncologist, exhibits by community groups, face painting, ice cream, door prizes, goodie bags, T-shirts and more. Things have certainly changed since our first "Aquarium Day" in 2002, attended by fewer than 50 people!



2008 Zoo Night for Kids w/ Cancer



FCRB Materials

In 2008 we continued distributing **Family Cancer Resource Bags** statewide. Through this program, we offer free information kits that help newly diagnosed parents and their children better cope with the impacts of cancer on the family. This is the only program specifically focused on children of cancer patients in New Mexico. During the course of the year we distributed nearly 70 bags to families throughout New Mexico.

We also continued our **Health Fair** activities in 2008, speaking with the public about New Mexico's cancer-related services and distributing educational materials at six different events throughout the year.

Volunteer Recruitment & Board Development

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2008, nearly 250 people volunteered a total of over 5,100 hours to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2008, we once again had the wonderful problem of having so many people that wanted to help with our programs that we had to start a waiting list of prospective volunteers. The majority of our volunteers are former clients. In addition, Gap, Inc. and the Northwest Optimists Club organized groups of volunteers to assist with Zoo Night, and several insurance experts from Blue Cross & Blue Shield of NM and many attorneys and financial experts volunteered at our LIPA clinics.

Our Board of Directors makes invaluable contributions to CSNM's activities, providing everything from organizational oversight to technical expertise to day-to-day support for program development and implementation activities. At year-end, the Board was comprised of nine members:

Blaire Larson – President
Founder, Cancer Services of New Mexico

Richard Larson, MD, PhD – Co-Founder & Director
Vice President for Translational Research, UNM Health Science Center

Ruth Ann Castellano-Piatt, CPA – Treasurer
Pulakos & Alongi

Kathleen Kreider – Secretary
Acquisition/Procurement Manager

Carlos C. Bancroft – Director
Retired Executive

Gary Eisenberg, JD, LLM, CPA – Director
Attorney and Shareholder/Director, Betzer, Roybal & Eisenberg P.C.

Judith Harris, MSN, RN – Director
UNM College of Nursing/Harris Management Services

Janet Quintana-Cook – Secretary
Management Consultant, BooYahMedia.com

Deborah Schwartz – Director
Student, University of New Mexico



Fall 2008 Family Cancer Retreat Volunteers

Relationships with New Mexico's Oncology Community

From its inception, Cancer Services of New Mexico has been committed to working closely with other cancer services providers throughout New Mexico to ensure coordination and avoid duplication of effort. We are delighted by the tremendous support we receive from New Mexico's oncology community, and continue to be impressed by the remarkable collaborations we have developed with a wide range of partnering organizations.

Our 20-member Medical Advisory Board includes leading physicians from around the state who provide input on our program offerings, participate in our programs, and encourage their patients to participate. Current members include:

- Joel Elconin, MD – NM Oncology Hematology Consultants
- Walter Forman, MD – UNM Department of Medicine (Emeritus)
- Ramesh Gopal, MD, PhD – MD Anderson Cancer Center at Presbyterian
- James Lin, MD – Hematology-Oncology Associates
- Timothy Lopez, MD – Cancer Institute of New Mexico
- Natalie Marshall, MD – NM Oncology Hematology Consultants
- Carolyn Muller, MD – UNM Cancer Research & Treatment Center
- Arti Prasad, MD – UNM Integrative Medicine Section
- Ian Rabinowitz, MD – UNM Cancer Research & Treatment Center
- Bishnu Rauth, MD – New Hope Cancer Center
- John Saiki, MD – UNM Cancer Research & Treatment Center
- Lorraine Sanchez, MD – Hematology-Oncology Associates
- Ian Schnadig, MD – NM Oncology Hematology Consultants
- Thomas Schroeder, MD – UNM Department of Radiation Oncology
- Susan Seedman, MD – Private Practice Breast Surgeon
- Donald Shina, MD – Santa Fe Cancer Center
- Linda Ann Smith, MD – Private Practice Breast Surgeon
- Amanda Story, MD – Radiation Oncology Associates
- Amy Tarnower, MD – UNM Cancer Research & Treatment Center/Lovelace
- Stuart Winter, MD – UNM Pediatric Oncology Program

We also continue to work closely with other cancer services organizations around the state to coordinate programs and avoid duplication of effort. CSNM's President serves on the Executive Committee of the New Mexico Cancer Council, the statewide coalition of public and private partners that coordinates development, implementation, and evaluation of the NM Cancer Plan. This involvement ensures that our programs continue to support the NM Cancer Plan and supplement or complement other organizations' efforts.



**“Ask the Oncologist” Panelists --
Fall 2008 Family Cancer Retreat**

Fundraising/Sponsorships

Our work would not be possible without the generous support we receive from our many dedicated supporters.

For the **2008 Family Cancer Retreats**, our list of financial supporters expanded to include:

- *Diamond Level:* NM Department of Health, Northern NM Health Grant Group, United Way of Central New Mexico
- *Gold Level:* Alexion Pharmaceuticals, Amgen, Eli Lilly and Company, Genentech BioOncology, MGI Pharma, Millennium Pharmaceuticals, Novartis Oncology, Onyx Pharmaceuticals, OSI Pharmaceuticals, Pharmion, sanofi-aventis Oncology, VistaCare/VistaCare Hospice Foundation
- *Silver Level:* Ethicon Endo-Surgery, Ortho Biotech
- *Contributing Level:* Varian Medical Systems Foundation

We also received in-kind support from Advanced Communications & Electronics, Graphic Connection, The Printer's Press, Roche Pharmaceuticals, Smith's, Sprint, the US Postal Service, and Wal-Mart.

In 2008, we also received funding commitments for our **2009 Family Cancer Retreats** from the NM Department of Health, Northern NM Health Grants Group, United Way of Central New Mexico and several corporate sponsors.

In 2008, we received a three-year grant from the Lance Armstrong Foundation to help expand our **Legal, Insurance, and Paperwork Assistance Program** (including the **Cancer Treatment Organizer** program). This was a major milestone, as it was the first multi-year funding award in our organization's history. Other 2008 LIPA financial supporters included the Albert I. Pierce Foundation, Blue Cross & Blue Shield of NM, McCune Charitable Foundation, MGI Pharma, and the NM Department of Health. Casa Esperanza and the New Mexico Cancer Center in Albuquerque have been wonderful partners for this program, hosting our clinics at their facilities each month, and Whole Foods Market provides in-kind donations of food and beverages for our clinics. In addition, in late 2008 we were awarded a grant from the Con Alma Health Foundation to help expand the LIPA program 2009.

Gap, Inc., the New Mexico Children's Foundation, and the UNM Cancer Center were the major financial sponsors for **Zoo Night for Kids with Cancer** in 2008, underwriting the cost of meals and admissions for all our participants. Gap also assisted by donating T-shirts for participants and volunteers. Albuquerque's NW Optimists Club provided major support again, sending a crew of face painters and providing goodie bags for the kids. Additional supporters included Advanced Communications & Electronics, Creamland, Everest Digital Scanning, Wil Gilliam, Graphic Connection, 92.3 KRST, The Printer's Press, Rick Johnson & Company, and the UNM Pediatric Oncology Program.

Wyeth Pharmaceuticals provided grant funds in 2008 to help cover out-of-pocket costs for our **Family Cancer Resource Bags**.

In 2008, we received **memorial contributions** in memory of Richard Albyn, Robert McMurtrie, and Claire Sainz. We received additional contributions from many individuals and businesses in support of our work. These donations make a huge difference in our ability to provide services to New Mexicans coping with cancer.

In 2008, there were also many individual and corporate donations to the **Cancer Services of New Mexico Foundation**, the supporting organization established in 2005 as an endowment to help ensure the long-term financial continuity of Cancer Services of New Mexico. The Foundation's first fundraising event, "Driving out Cancer 2008" was a huge success, thanks to many generous sponsors, including: Unser Racing Museum; the British Automobile Owners Association; Mercedes-Benz of Albuquerque; Sandia BMW; Clear Channel; Comcast; KOAT; Melloy Jaguar; and Rick Johnson & Associates. In addition, the Foundation received **memorial contributions** in 2008 in memory of Ron England, Neil Hunt, Michael Martin, Susan Morris, and Frank O'Hara. A portion of the Foundation's income is distributed to Cancer Services of New Mexico each year.

We continued to improve our infrastructure in 2008, thanks to a grant from the United Way of Central NM's Technology Assistance Fund and equipment donations from Moss Adams, LLP, and Karen Hunt. In addition, Booyah Media continued to manage our website on a pro bono basis throughout the year.

Operational Capability Development

We continue to be a **program-driven** organization, with extremely low overhead costs (e.g., no physical office, no administrative staff). Unlike most non-profit organizations, we do not have a paid Executive Director. CSNM's day-to-day activities are coordinated by our President, who serves as an unpaid volunteer (as do all of our Officers and Directors). Nearly all of our revenues go directly into providing services to New Mexicans touched by cancer. Nevertheless, in 2008 we continued developing our long-term operational capabilities.

We continue to focus on **developing an operating model that is not dependent on the involvement of our founders**. We have Board-level oversight positions for each of our major activities -- the Family Cancer Retreat, Zoo Night, the Family Cancer Resource Bag Program, the Legal, Insurance and Paperwork Assistance Program, and our Health Fairs -- as well as for key functional areas (e.g., grant writing).

Mike Capeless and Stephanie Michnovicz both continued to do a tremendous job in 2008 as the part-time, contracted Program Managers for our Family Cancer Retreats and Legal, Insurance, and Paperwork Assistance Program. Both have committed to continuing to work with us through at least the end of 2009.

Looking Forward

2009 is shaping up to be a very exciting year for CSNM, as we continue to expand our efforts to reduce cancer suffering for New Mexico's families. Some highlights include:

- Continued strengthening of our program offerings
 - ❖ We will continue to offer our **Family Cancer Retreat** twice per year. We had a terrific Spring Retreat from April 24-26; our Fall program is scheduled for September 11-13
 - ❖ On July 18, we'll take over the Rio Grande Zoo again for an evening for our **2009 Zoo Night for Kids with Cancer**. It should be better than ever!
 - ❖ We are continuing to expand our **Legal, Insurance & Paperwork Assistance Clinics, Cancer Treatment Organizer** program, and **Family Cancer Resource Bag** program statewide
 - ❖ We are re-launching the **NM Cancer Services Survey**, a statewide survey of cancer patient/survivors to get their perspectives on gaps in NM's cancer-related services. This is an updated version of the original groundbreaking statewide survey we conducted five years ago
- Continued development of our Board of Directors and cadre of volunteers
- Continued collaboration with our Medical Advisory Board and New Mexico's other cancer services providers
- Financial support from an increasing pool of contributors, and many contributors who are increasing their level of support

We continue to focus our energies on assisting New Mexicans touched by cancer, and welcome the support of those who wish to help us fulfill our mission.

Respectfully submitted,



Blaire Larson
President, Cancer Services of New Mexico
May, 2009



About Cancer Services of New Mexico

Formed in 2001, CSNM is an independent, volunteer-led, non-profit organization that focuses on reducing cancer suffering for New Mexico's families by providing services that are not available through other organizations. We work closely with other cancer services organizations to ensure coordination and avoid duplication of services. **We are the only statewide non-profit organization that looks broadly at addressing gaps in cancer-related services, while maintaining a 100% focus on New Mexico.**