



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

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# Cancer Services of New Mexico 2007 Annual Review



**May, 2008**

## The Year in Review

In 2007, Cancer Services of New Mexico (CSNM) once again served over 1,000 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. In 2007, we 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 200 people participated in the LIPA program and/or received Cancer Treatment Organizers in 2007.



**Cancer Treatment Organizer**

We continued to offer our **Family Cancer Retreat** twice a year in 2007, with nearly 500 people from over 200 New Mexican families attending these free programs in May and September. This is the 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



**Spring 2007 Family Cancer Retreat**

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 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 2007 included over 35 speakers and presenters, including 12-15 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 2007 Family Cancer Retreat**

In July, nearly 500 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!



**2007 Zoo Night for Kids w/ Cancer**



**FCRB Materials**

In 2007 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 over 80 bags, and incorporated several new materials in the bags.

We also continued our **Health Fair** activities in 2007, speaking with the public about New Mexico's cancer-related services and distributing educational materials at nine different events during the year.



## ***Volunteer Recruitment & Board Development***

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2007, nearly 250 people volunteered a total of over 5,400 hours to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2007, 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., Peoples Bank 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 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 eight 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*

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

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

Carlos C. Bancroft – Director  
*Retired Executive*

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

Kathleen Kreider – Director  
*Acquisition/Procurement Manager*

Deborah Schwartz – Director  
*Student, University of New Mexico*



**Fall 2007 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
- Thomas Schroeder, MD – UNM Department of Radiation Oncology
- Susan Seedman, MD – Private Practice Breast Surgeon
- Donald Shina, MD – Santa Fe Cancer Center
- R. Graham Smith, MD – Southwest Oncology
- Linda Ann Smith, MD – Private Practice Breast Surgeon
- Amanda Story, MD – Radiation Oncology Associates
- Amy Tarnower, MD – UNM Cancer Retreat & 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”  
Panels –  
2007 Family  
Cancer Retreats**

## *Fundraising/Sponsorships*

Our work would not have been possible without the generous support we received from our many dedicated supporters

For the **2007 Family Cancer Retreats**, our list of financial supporters expanded to include:

- *Diamond Level:* NM Department of Health, Northern NM Health Grants Group, United Way of Central New Mexico
- *Gold Level:* Alexion Pharmaceuticals, AstraZeneca Pharmaceuticals, Bristol-Myers Squibb, Eli Lilly and Company, Genentech BioOncology, GlaxoSmithKline, MGI Pharma, Millennium Pharmaceuticals, Novartis Oncology, Pfizer, Roche Pharmaceuticals, VistaCare/VistaCare Hospice Foundation
- *Silver Level:* Ethicon Endo-Surgery

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

In 2007, we also received funding commitments for our **Spring 2008 Family Cancer Retreat** from the NM Department of Health, Northern NM Health Grants Group, United Way of Central New Mexico and several corporate sponsors.

2007 supporters of our **Legal, Insurance, and Paperwork Assistance Program** (including the **Cancer Treatment Organizer** program) included Blue Cross & Blue Shield of NM, the Lance Armstrong Foundation, McCune Charitable Foundation, and MGI Pharma. 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.

Gap, Inc. and People Bank were the major financial sponsors for **Zoo Night for Kids with Cancer** in 2007, 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, Graphic Connection, Wil Gilliam, The Printer's Press, PSAV Presentation Services and the UNM Pediatric Oncology Program.

The Con Alma Health Foundation and the McCune Charitable Foundation provided grant funds in to help cover out-of-pocket costs for our **Family Cancer Resource Bags** in 2007, and we also received in-kind donations of materials from Wendys and KNME.

In 2007, we received **memorial contributions** in memory of Valerie Burge, Manuel Gallegos, Kenley Hall, Kee Kirkham, and Susan Morris. We received a **special gift** from Emily Gamble, who requested that friends and family make contributions to Cancer Services of New Mexico in lieu of gifts for her 13<sup>th</sup> birthday. 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 2007, we also received 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 received **memorial contributions** in memory of Valerie Burge, Neil Hunt and Susan Morris, and a contribution **in honor of** Rex Hopson. A portion of the Foundation's income is distributed to Cancer Services of New Mexico each year.

We continued to improve our infrastructure in 2007, thanks to a grant from the United Way of Central NM's Technology Assistance Fund and equipment donations from Computer Reruns. 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 2007 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. In addition, in 2007 Board Member Kathy Kreider began providing substantial assistance with our grant writing activities, which had previously been conducted primarily by CSNM's President.

Mike Capeless continued to do a tremendous job in 2007 as the part-time, contracted Program Manager for our Family Cancer Retreats. Stephanie Michnovicz joined us in February as the new part-time, contracted Program Manager for our Legal, Insurance, and Paperwork Assistance Program and has been a wonderful addition to the CSNM team. Both have committed to continuing to work with us through at least the end of 2008.



## Looking Forward

2008 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 25-27; our Fall program is scheduled for September 12-14
  - ❖ On July 12, we'll take over the Rio Grande Zoo again for an evening for our **2008 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
- 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, 2008



### 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.**