



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

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# Cancer Services of New Mexico 2012 Annual Review



**May, 2013**



## The Year in Review

In 2012, Cancer Services of New Mexico (CSNM) served close to 2,000 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. Throughout the year we continued to make substantial progress in many other important areas, including volunteer recruitment/board development; relationships with New Mexico's oncology community; fundraising; and development of our operational capability. The following are some highlights:

### *Program Offerings*

Our **Legal, Insurance, and Paperwork Assistance (LIPA) Program** has experienced phenomenal growth over the last several years. In 2012 it continued to be our largest program, serving close to 700 New Mexicans coping with cancer. To date, this program has helped clients access over \$6 million in medical, legal, and financial benefits.

Through LIPA, we offer free consultations and individualized clinics that help New Mexico's cancer patients/survivors and their loved ones manage the many complex legal, insurance, and financial issues associated with a cancer diagnosis. We have assembled an impressive group of volunteer attorneys, financial/insurance experts, and health care professionals to lead this program.

We also distribute copies of our **Cancer Treatment Organizer** statewide. This free recordkeeping tool designed by a New Mexican cancer survivor offers a simple system for keeping cancer-related records organized and easily accessible. In addition, our dedicated LIPA website – [www.NMCancerHelp.org](http://www.NMCancerHelp.org) – includes links to close to 100 resources to assist those coping with cancer-related legal, insurance, or financial issues.



**LIPA Website**



### **Spring 2012 Family Cancer Retreat**

We continued to offer our **Family Cancer Retreat** twice a year in 2012, with nearly 650 people from more than 250 New Mexican families attending these free programs in April and November. This is the largest general cancer education program in New Mexico, and the largest program of its type in the U.S. In 2012 we moved the program to Albuquerque, NM from Glorieta, NM. The response was very positive, with a 30%+ increase in attendance vs. previous years. Each three-day retreat 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.



**Fall 2012 Family Cancer Retreat**

We continue to receive tremendous support for the Family Cancer Retreats from New Mexico’s oncology community. Each of our program agendas in 2012 included 35-40 speakers and presenters, including 15+ of New Mexico’s leading physicians. Over 40 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.

In July, close to 450 people participated in our **Zoo Day 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 the park across from Albuquerque’s Rio Grande Zoo for a fun-filled carnival-like day that included lunch, face painting, dancing, singing, games, 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!



**2012 Zoo Day**



**FCRB Materials**

In 2012 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 185 bags to families throughout New Mexico.

We continued our **Community Outreach** activities in 2012, speaking with the public about New Mexico’s cancer-related services and distributing educational materials at a wide range of health fairs and community-sponsored talks throughout the year as well as publicizing our programs and services in a variety of ways.

In 2012 we also launched a pilot of our new **Caregiver Support Program**. This program connects experienced caregivers with newer caregivers in need of advice and support and was developed based on a survey we conducted of 500+ cancer patients/survivors, which indicated a huge need for emotional support services for those caring for loved ones coping with cancer.

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

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2012, over 220 people volunteered a total of over 4,400 hours to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2012, we once again had the wonderful problem of having so many people interested in helping out with our programs that we had a waiting list of prospective volunteers. The majority of our volunteers are former clients. In addition, Ethicon Endo-Surgery, Gap, Inc. and the Northwest Optimists Club organized groups of volunteers to assist with Zoo Day, and insurance experts from Blue Cross & Blue Shield of NM along with 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, our Board Members included:

Blaire Larson – President  
*Founder, Cancer Services of New Mexico*

Kathleen Kreider – Vice President  
*US Federal Government*

Jeremy Stuart, CPA, MBA – Treasurer  
*Clifton Larson Allen, LLP*

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

Gary Eisenberg, JD, LL.M., CPA – Director  
*Betzer, Roybal & Eisenberg P.C.*

Jaqueline Olexy, JD, MSN, RN – Director  
*Madison & Mroz, P.A.*

Janet Quintana-Cook – Director  
*BooYahMedia.com*

John A. Trotter, PhD – Director  
*University of New Mexico (Emeritus)*

In addition, Richard Larson, MD, PhD, President of the CSNM Foundation, served as the CSNM Foundation Liaison to the CSNM Board.

### *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 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:

- Eric Bernstein, MD, MPH – New Mexico Cancer Care
- Walter Forman, MD – UNM Department of Medicine (Emeritus)
- Gregg Franklin, MD, PhD – NM Oncology Hematology Consultants
- Ramesh Gopal, MD, PhD – MD Anderson Cancer Center at Presbyterian
- James Lin, MD – Veterans Administration Hospital
- Carolyn Muller, MD – UNM Cancer Research & Treatment Center
- Boris Naraev, MD, PhD – New Mexico Cancer 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
- 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. We are active members 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 organization's efforts.

## *Fundraising*

Our work would not be possible without the generous support we receive from our many dedicated supporters. In 2012 we received a funding commitment for **general program support** from the Albert I, Pierce Foundation. We also received many grants and contributions targeted at specific programs.

For the **2012 Family Cancer Retreats**, our financial supporters included:

- *Diamond Level:* the NM Department of Health, Northern NM Health Grant Group, United Way of Central New Mexico, and Walmart Foundation
- *Platinum Level:* Astellas Pharma, Celgene, Susan G. Komen for the Cure – Central NM Affiliate, Teva Pharmaceuticals
- *Gold Level:* Amgen, Blue Cross and Blue Shield of New Mexico, Dendreon, Ethicon Endo-Surgery, Genentech, Millennium: The Takeda Oncology Company, Sanofi Oncology, Pfizer, and X-Ray Associates of New Mexico
- *Silver Level:* Hematology-Oncology Associates
- *Contributing Level:* Linda Ann Smith, MD, New Hope Cancer Center, and Onyx Pharmaceuticals

We also received in-kind support for the Retreats from Buffaroo Productions, Casa Verde Salon & Spa, 4imprint, Funtastic Jumps, Game Truck, Graphic Connection, Justice League HQ, The Printer's Press, and Sysco .

In 2012, we also received funding commitments for our **2013 Family Cancer Retreats** from the Northern NM Health Grants Group, United Way of Central New Mexico, Karsyn's Crusaders, and several corporate sponsors and oncology groups.

In 2012, we continued to benefit from a multi-year grant we received from the Lance Armstrong Foundation in 2008 to help expand our **Legal, Insurance, and Paperwork Assistance Program** (including the **Cancer Treatment Organizer** program) as well as from ongoing funding from the NM Department of Health. Casa Esperanza and the New Mexico Cancer Center in Albuquerque have continued to be 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.

Gap, Inc., Ethicon Endo-Surgery, and the Northwest Optimists Club were the major financial sponsors for **Zoo Day for Kids with Cancer** in 2012. In addition, Ethicon Endo-Surgery donated snacks and beverages for the event. Albuquerque's NW Optimists Club provided major support again, sending a crew of face painters and providing games and prizes for the carnival, and Panda Express donated lunch for all of the participants. Other supporters included 501<sup>st</sup> Legion Dewvack Ridge Squad, Albuquerque BioPark, APD Tactical Section, Baila Dance and Fitness, Bernalillo County Fire Department, Cliff's Amusement Park, Dion's, Garcia's Tents and Events, Graphic Connection, Hinkle Family Fun Center, Interplay School of Music, Isleta Bowling Center, Mayor Richard Berry, Miss NM's Outstanding Teen Natalie Benson, Musicmix DJ Service, Putt Putt Golf and Games, Peter Piper's Pizza, Presbyterian Pediatric Oncology Program, The Printer's Press, the Quintana and Cook families, and the UNM Pediatric Oncology Program.

We also received donations from many individuals interested in supporting our work. These donations make a huge difference in our ability to provide services to New Mexicans coping with cancer.

In 2012, 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. A portion of the Foundation's income is distributed to Cancer Services of New Mexico each year.

In addition, Booyah Media and LionSky Media continued to manage our websites 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 full-time 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 2012 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 established Board-level oversight positions for each of our major programs and key functional areas, and have instituted a succession planning process for our Board Members which has facilitated the successful transition of several of our Program Directors over the last few years. In 2012 we began the transition process for the Vice-President to move into and take over the role of President in the Spring of 2013. As part of this process roles were defined and expanded for other Board Members to take over many of the operational tasks that once belonged to the President. This process was completed in April 2013, with Kathy Kreider's installation as Cancer Services of New Mexico's new President. Founder and President Blaire Larson continues to serve on the CSNM board in the role of Past President.

Mike Capeless and Stephanie Michnovicz both continued to do a tremendous job as the part-time, Program Managers for our Family Cancer Retreats and Legal, Insurance, and Paperwork Assistance Program. In addition, Sue Whipple joined our team as our part-time Administrative Assistant in 2012 and is doing a great job in this role. We are fortunate to be able to work with these wonderful partners.

## Looking Forward

Despite the difficult economy, 2013 is shaping up to be a very exciting year for us 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** in Albuquerque, NM, twice this year. We expect strong attendance at our Spring Retreat from May 3-5; our Fall program is scheduled for September 6-8.
  - We continue to expand our **Legal, Insurance, & Paperwork Assistance Program** and **Family Cancer Resource Bag Program** and expect to reach even more cancer patients/survivors throughout New Mexico this year.
  - We learned a great deal from the pilot of our new **Caregiver Support Program** and are beginning expand this program to provide support to more caregivers.
- The transition of leadership for Zoo Day for Kids with Cancer to the Janet Vargas Memorial Organization – a way to ensure this great event continues under the auspices of an organization that focuses exclusively on meeting the needs of families coping with pediatric cancers.
- Ongoing development of our new leadership team and our wonderful cadre of volunteers
- Outstanding collaboration with our Medical Advisory Board and New Mexico's other cancer services providers
- Financial support from a diverse set of contributors

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. As always, we truly appreciate your support for our work.

Respectfully submitted,



Kathleen Kreider  
President, Cancer Services of New Mexico  
May, 2013



### 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.**