



Cancer Services of New Mexico

Services to Reduce Cancer Suffering for New Mexico's Families

P.O. Box 51735
Albuquerque, NM 87181-1735

(505) 259-9583
www.CancerServicesNM.org

Cancer Services of New Mexico 2013 Annual Report



May, 2014

The Year in Review

In 2013, 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 2013 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 \$7 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.



LIPA Website

We also distributed over 400 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 – includes links to close to 100 resources to assist those coping with cancer-related legal, insurance, or financial issues.



Cancer Services of New Mexico's Spring 2013 Family Cancer Retreat
May 3-5, 2013 - Albuquerque, NM

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We continued to offer our **Family Cancer Retreat** twice a year in 2013, with nearly 600 people from more than 220 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 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.



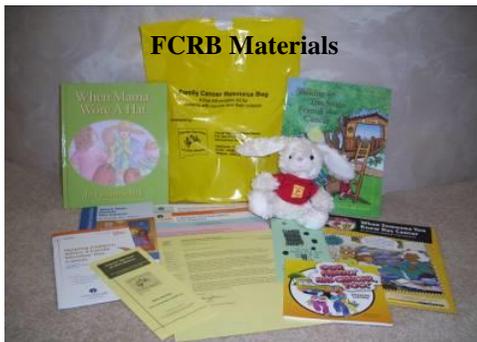
Cancer Services of New Mexico's Fall 2013 Family Cancer Retreat
September 6-8, 2013 - Albuquerque, NM

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We continue to receive tremendous support for the Family Cancer Retreats from New Mexico's oncology community. Each of our program agendas in 2013 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 2013 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 155 bags to families throughout New Mexico.

We continued our **Community Outreach** activities in 2013, 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.

Our newest program, the **Caregiver Support Program**, grew in 2013. 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.

After eleven years of hosting an annual event for NM's pediatric oncology patients/survivors and their families, we determined that NM's cancer community would be better served if we handed the leadership of **Zoo Day for Kids with Cancer** over to an organization focused solely on pediatric oncology issues. In 2013, the Janet Vargas Foundation graciously took over leadership of Zoo Day and ran a terrific event attended by over 300 participants. Our deepest thanks go out to Dale Mochko and the rest of the Janet Vargas Foundation volunteers for continuing this wonderful tradition.

Volunteer Recruitment & Board Development

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2013, hundreds of people volunteered to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2013, 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, 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:

Kathleen Kreider – President
US Federal Government

Gordon Hennessy, MHA, FACHE – Vice President
Health Care Consultant

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

Marilyn Egbert – Secretary
Gap Inc. Companies

Gary Eisenberg, JD, LLM, CPA – Director
Betzer, Roybal & Eisenberg P.C.

Judith Harris, DNP, FNPBC – Director
UNM College of Nursing

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, Blaire Larson, CSNM Founder/Past President, and Richard Larson, MD, PhD, President of the CSNM Foundation, served as non-voting members of 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
- Cherie Hayostek, MD – Memorial Medical Center
- 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
- 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 2013 we received important **general program support** funding from Ethicon Endo-Surgery and Blue Cross & Blue Shield of New Mexico. In addition, we received many grants and contributions targeted at specific programs.

For the **2013 Family Cancer Retreats**, our financial supporters included:

- *Diamond Level:* NM Department of Health and United Way of Central New Mexico
- *Platinum Level:* Amgen, Astellas, Celgene, Lilly USA, Onyx, Presbyterian Cancer Center, Northern NM Health Grant Group, Teva, and University of New Mexico Cancer Center
- *Gold Level:* Advantage Home Care, Amgen, Blue Cross and Blue Shield of New Mexico, Ethicon Endo-Surgery, Genentech Bio-Oncology, Karsyn's Crusaders, Medivation, Millennium, New Mexico Cancer Center, and Walmart

- *Contributing Level:* Hematology-Oncology Associates, Linda Ann Smith MD, Southwest Gynecology/Oncology Associates

We also received in-kind support for the Retreats from Albuquerque Rocket Society, Baila Dance and Fitness, Casa Verde Salon & Spa, City of Albuquerque (Zoo to You and Rock Climbing Wall), Funtastic Jumps, Game Truck, Graphic Connection, Justice League of America NM, Northwest Optimist Club of Albuquerque, Southwest Canine Corps of Volunteers, Sysco, and The Printer's Press.

In 2013, we expanded our **Legal, Insurance, and Paperwork Assistance Program** (including the **Cancer Treatment Organizer** program) with funding from the NM Department of Health, Bernalillo County, and the Lance Armstrong Foundation. 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. Whole Foods Market provides in-kind donations of food and beverages for our clinics.

We also have continued to receive donations from many individuals, whose generosity greatly enhances our ability to provide services to New Mexicans coping with cancer.

In 2013, 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 2013 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 2013 we completed an important, long-planned transition process as our Founder stepped down as CSNM President and I moved into this role.

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, our part-time Program Coordinator, continued doing a great job in this role in 2013. We are fortunate to be able to work with these wonderful partners.

Looking Forward

Despite the difficult economy, 2014 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 had record attendance at our Spring Retreat from May 2-4 and expect a similar turnout at our Fall program scheduled for September 12-14, 2014.
 - 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 continue to expand our new **Caregiver Support Program** by providing more volunteers in support of more caregivers.
- 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 continuing contributors while also pursuing new sources 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. 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.**