



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 2014 Annual Review



May, 2015

The Year in Review

In 2014, Cancer Services of New Mexico (CSNM) served over 1,500 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 2014 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 2014 Family Cancer Retreat
May 2-4, 2014 - Albuquerque, NM

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We continued to offer our **Family Cancer Retreat** twice a year in 2014, with close to 650 people from more than 250 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.

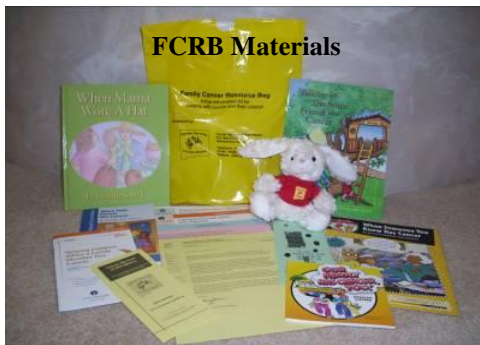


Cancer Services of New Mexico's Fall 2014 Family Cancer Retreat
September 12-14, 2014 - Albuquerque, NM

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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 2014 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 2014 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 150 bags to families throughout New Mexico.

We continued our **Community Outreach** activities in 2014, 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**, continued to grow in 2014. 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 2014, hundreds of people volunteered to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2014, 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

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

Scot Sauder, JD – Director
University of New Mexico

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:

- William Adler, MD – Memorial Medical Center
- 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
- 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 2014 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 **2014 Family Cancer Retreats**, our financial supporters included:

- *Diamond Level:* NM Department of Health and United Way of Central New Mexico
- *Platinum Level:* Astellas, Genentech, Lilly USA, Teva, and University of New Mexico Cancer Center
- *Gold Level:* Millennium – The Takeda Oncology Company
- *Silver Level:* New Hope Cancer Center, Onyx, New Mexico Cancer Care Associates, Presbyterian Health Services
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We also received in-kind support for the Retreats from Baila Dance and Fitness, Battlefield New Mexico, Funtastic JumpsGraphic Connection, Grey 2K USA, Justice League of America NMSouthwest Canine Corps of Volunteers, Sysco, and The Printer's Press.

In 2014, our **Legal, Insurance, and Paperwork Assistance Program** (including the **Cancer Treatment Organizer** program) was supported by funding from the NM Department of Health, Memorial Medical Center and Bernalillo County. 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 2014, 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 2014 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.

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 2014. Ellen Burgess took over for Sue at the start of this year and has been a terrific addition to our team. We are fortunate to be able to work with these wonderful partners.

Looking Forward

2015 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. About 250 people attended our Spring Retreat from April 17-19 and we expect a similar attendance at our Fall program scheduled for September 11-13, 2015.
 - 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, 2014



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.**