

## About InspireHealth

InspireHealth is a world leader in integrative cancer care. Operating in Vancouver since 1997, we have provided Integrative care to over 6,000 British Columbians with cancer.

Integrative care for cancer patients is proven to improve quality-of-life, extend life, and reduce cancer recurrences and overall healthcare costs. Our Vancouver centre is lead by four physicians, along with a team of dedicated support staff and allied professionals, including a naturopath, nutritionist, massage therapist and acupuncturist. We see over 600 patients annually.

InspireHealth is opening five new centres – in Victoria (September 2011), Kelowna (November 2011), Abbotsford (January 2012) and Prince George (September 2012), in addition to a virtual centre to provide services for rural British Columbians.

## What is Integrative Care?

Integrative care actively engages patients to take charge of their own health. Our approach to integrative cancer care combines nutrition, exercise, and emotional and immune support with standard cancer treatment.

## InspireHealth Services

Any British Columbian with cancer can visit InspireHealth's physicians. We encourage patients to become members, which gives the additional benefits of:

- An extended visit (90 minutes) with an InspireHealth physician to create a LIFE Plan – a personalized action plan for supporting their health going forward
- Follow-up physician visits
- Our empowering two-day LIFE program
- LIFE follow-up sessions (Two hour group sessions focused on the body, spirit, mind and passion)
- Unlimited access to programs and classes, which include: healthy nutrition and cooking classes, exercise, medication, yoga, shared learning groups, and relaxation classes
- Access to InspireHealth's comprehensive library
- Weekly email updates
- Monthly subscriptions to our Research Updates
- InspireHealth's Integrative Cancer Care Guide and Cancer Smart consumer guide

The membership is \$445 for the first year. The annual renewal fee is \$95. Fees are waived for patients on Medical Service Plan Premium Assistance. Bursaries are also available for those in financial need.

## Funding

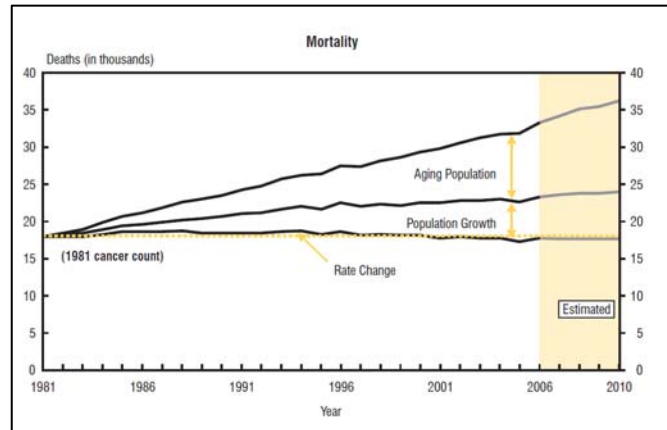
As a non-profit organization, InspireHealth is funded 70 percent through fundraising with the remainder provided by the Provincial Health Services Authority (PHSA).

The funding announced by the Ministry of Health will provide \$2.5 million in capital for the five new centres. The annual funding of \$2.5 million from PHSA will provide 12 additional medical doctors to serve patients in those centres.

## The Research

This year, more than 23,000 British Columbians are expected to be diagnosed with cancer and diagnoses are expected to grow by 30 percent in 2021. Despite significant investment, better screening and cancer treatment, deaths from cancer have remained the same since the 1980s.

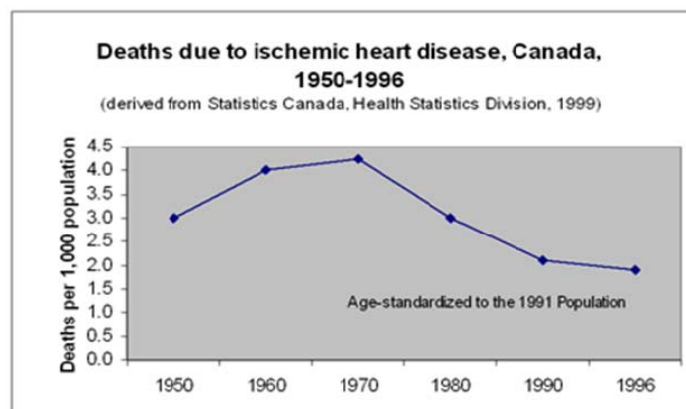
Integrative care is evidence-based and InspireHealth medical doctors apply leading-edge immune system research to optimize cancer healing and recovery. There is growing evidence that the widespread adoption of the InspireHealth Integrative approach to care will result in a significant reduction in cancer deaths, cancer recurrences, and related healthcare costs.



- Researchers have found that exercise and a healthy diet are associated with risk reductions across in all the common types of cancer (i.e., breast, prostate, lung and colon cancer).<sup>i,ii,iii,iv,v</sup>
- Specifically, one study found that exercise is associated with a 20-50% reduction in breast cancer recurrence and death from the disease.<sup>vi</sup>
- Another study found that a low-fat diet combined with modest weight loss reduced breast cancer recurrence by 24%.<sup>vii</sup>
- Two studies focused on colon cancer patients found that patients who exercise regularly have a 50 - 60% reduction in cancer mortality.<sup>viii,ix</sup>
- And a third study on colon cancer found that consuming less meat, fat, refined grains and sugar is associated with a substantial reduction (70%) in recurrence and increased survival in patients diagnosed.<sup>ix</sup>

## Taking a 'Healthy Heart' Approach to Care

Many Canadians are familiar with the Healthy Heart program. This program has clearly shown that simple steps, such as exercising regularly, maintaining a healthy weight, and reducing stress, result in substantial reductions in overall heart disease death rates. Thirty years of success of this program and a growing body of medical research in Integrative cancer care show that these same ideas need to be applied for optimal cancer care.



## Cost Savings

- The provincial budget for conventional cancer treatment drugs has been increasing at an average of 27% per year.
- Conventional cancer treatment averages more than \$25,000 per new patient with a cost of up to \$40,000 for one course of chemotherapy alone.

## References

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Graph: Canadian Cancer Society: Canadian Cancer Statistics 2010; Cancer Mortality in Canadian Women; 1981 - 2010

<sup>i</sup> Beliveau, R and D. Gingras. **Role of Nutrition in Preventing Cancer** *Can Fam Physician*. 2007 November; 5311: 1905.

<sup>ii</sup> Johnson, IT and E. K. Lund. **Review Article: Nutrition, Obesity and Colorectal Cancer** *Aliment Pharmacol Ther*. 2007 Jul 15; 262: 161-181.

<sup>iii</sup> Barnard, RJ **Prostate Cancer Prevention by Nutritional Means to Alleviate Metabolic Syndrome** *Am J Clin Nutr*. 2007 Sep; 863: s889-93.

<sup>iv</sup> Willer A. **Cancer risk reduction by physical exercise**. *World Rev Nutr Diet* 2005; 94: 176-88.

<sup>v</sup> Monninkhof, EM, S. G. Elias, F. A. Vlems, et al. **Physical Activity and Breast Cancer: A Systematic Review** *Epidemiology*. 2007 Jan; 181: 137-157.

<sup>vi</sup> Holmes, MD, W. Y. Chen, D. Feskanich, C. H. Kroenke and G. A. Colditz. **Physical Activity and Survival After Breast Cancer Diagnosis** *JAMA*. 2005 May 25; 29320: 2479-2486.

<sup>vii</sup> Chlebowski, RT, G. L. Blackburn, C. A. Thomson, et al. **Dietary Fat Reduction and Breast Cancer Outcome: Interim Efficacy Results from the Women's Intervention Nutrition Study** *J Natl Cancer Inst*. 2006 Dec 20; 9824: 1767-1776.

<sup>viii</sup> Meyerhardt, JA, E. L. Giovannucci, M. D. Holmes, et al. **Physical Activity and Survival After Colorectal Cancer Diagnosis** *Journal of Clinical Oncology*. 2006 Aug 1; 2422: 3527-3534.

<sup>ix</sup> Meyerhardt, JA, D. Heseltine, D. Niedzwiecki, et al. **Impact of Physical Activity on Cancer Recurrence and Survival in Patients with Stage III Colon Cancer: Findings from CALGB 89803** *J Clin Oncol*. 2006 Aug 1; 2422: 3535-3541.

<sup>x</sup> Meyerhardt, JA, D. Niedzwiecki, D. Hollis, et al. **Association of Dietary Patterns with Cancer Recurrence and Survival in Patients with Stage III Colon Cancer**. *J Am Med Assoc*. 2007 15 Aug; 2987: 754-764.