

OWN.CANCER

THE MORE WE OWN CANCER, THE LESS IT OWNS US.

INTEGRATIVE ONCOLOGY



WE'RE PREPARING TO TRULY **OWN.CANCER**

“When we own our own
stories, we get to write
a brave new ending.”

Brené Brown, author

Calgary Cancer Centre

An ambitious dream is coming true.

One of North America's largest comprehensive cancer care centres is coming to life in Calgary. Concrete walls rising to the big prairie sky will shelter 1.3 million square feet of world-leading cancer care, research and education. Inside this dynamic structure, world-leading medical teams and researchers will collaborate on new diagnostic tools and treatment plans, giving patients the best possible outcomes. Down the hall, educators will lead prevention programs to keep others from ever experiencing a cancer journey. And patient-focused spaces for quiet reflection or child art therapy give the centre an atmosphere filled with healing and hope.

When it opens its doors in 2023, the Calgary Cancer Centre will transform the landscape of cancer in this province, and beyond. Yes, it's still bricks and mortar right now, but with that indelible Alberta spirit, it has the potential to become so much more.

CALGARY CANCER CENTRE – BY THE NUMBERS

- One of the largest comprehensive cancer centres in North America
- More than 1.3 million square feet in area
- 160 in-patient beds
- 100+ patient exam rooms
- 100+ chemotherapy chairs
- 12 radiation vaults for radiation therapy services
- 110,000 square feet of dedicated research space



Welcome to Integrative Oncology

We're excited to share a sample of investment opportunities for Integrative Oncology. Your investment will allow us to transform the landscape of cancer research, care and treatment in Alberta, and beyond.

Thank you for your consideration.

INTEGRATIVE ONCOLOGY

Set to open in the fall of 2023, the Calgary Cancer Centre will have Canada's first-of-its-kind Integrative Oncology program.

Integrative oncology (IO) is a patient-centred, evidence-informed field of cancer care that utilizes mind and body practices, natural products and/or lifestyle modifications from different traditions alongside conventional cancer treatments.

IO aims to optimize health, quality of life and clinical outcomes across the cancer care continuum. It empowers people to prevent cancer and become active participants before, during and beyond treatment.

The IO program will be the hub for clinical integrative oncology research activities in Alberta: a collaborative effort between Supportive Care: Psychosocial and Rehabilitation Services (Cancer Care Alberta), the ACTION Centre (Alberta Complementary Therapy and Integrative Oncology Centre), the University of Calgary, community based organizations, patients and families.

The IO program has several components that drive its research activities with a focus on exceptional patient care and patient-oriented research. We are pleased to share a summary at right and more information in the following pages.

- **Clinical Trials Unit (\$1.5M)** – conducting high-quality research on complementary therapies of interest to, and used by, patients. Sharing results internationally to enhance the evidence base for complementary cancer care therapies.
- **TRACTION Program (\$1.5M)** – Training in Research and Clinical Trials in Integrative Oncology. TRACTION, offered through the ACTION Centre, provides research training and mentorship to students at all levels to conduct innovative clinical research.
- **In-house Complementary Therapy Programs (\$1M)** – provides access to yoga, massage, meditation, acupuncture, tai chi, reiki and other evidence-based complementary therapies. Patients will be invited to participate in research trials examining the impact of these therapies, including symptom management.
- **Integrative Oncology Clinic (\$500K)** – in this first-of-its-kind clinic, patients meet with IO trained medical oncologists for individualized treatment planning and decision-making around complementary therapy use to enhance quality of life and treatment options.
- **IO Health-Care Provider Education (\$500K)** – programs to enhance knowledge of evidence-based complementary therapies, improve patient-provider communication, train an expanded cohort of health-care providers to staff the IO clinic.

WRITING A BRAVE NEW BEGINNING

According to the 2021 Report on Cancer Statistics in Alberta, one in two people will be affected by cancer in their lifetime. That means that 50 per cent of the population may have to be treated with surgery, chemoradiation, or other treatments. Additionally, many may be left with **long-term side-effects** from cancer treatment that may negatively impact their life.

As the population benefits from more effective treatments, there are more people surviving cancer and living longer. These survivors need a place they can turn to for expert advice and care on how to maintain a high quality of life while addressing their personal needs and beliefs.

Recent surveys conducted in British Columbia and Alberta found that about **half of cancer patients were using complementary therapies** and the other half were considering it. This same survey found that three-quarters of participants did not speak with their oncologist about complementary therapies, and **fewer than 10 per cent received adequate information** about complementary therapies or referral.

In the Canadian health-care system, the federal government distributes funding to the provinces for 'medically necessary' health-care services, which does not currently cover complementary therapies. As a result, Canadian users must pay out-of-pocket for these services, at an estimated cost of **\$7.8 million** each year. Most users tend to be younger white women with higher levels of education. These essential services should be accessible to all cancer patients.

There is a clear need for a fully integrated IO program at the provincial cancer care level. The integration of an IO clinical research program in the new Calgary Cancer Centre will provide meaningful resources that will be accessible to its patients, while contributing to the ongoing body of IO-related research.

But we are not there yet.

Your investment will bring together the best practitioners and researchers in conventional and complementary medicine to improve patient care and quality of life for those living with cancer.

We need your help to make this vision a reality.

CLINICAL TRIALS & RESEARCH

Funding Need: \$1.5M

The research division of the IO program will be led by award-winning UCalgary researcher Dr. Linda Carlson, Ph.D. Dr. Carlson is an internationally renowned researcher, professor of oncology and holder of the Enbridge Research Chair in Psychosocial Oncology: the first of its kind in Canada and one of only a few in the world dedicated to this exciting area of cancer care. She is also Director of Research and works as a Clinical Psychologist at the Department of Psychosocial Resources at the Tom Baker Cancer Centre. She is president of the Society for Integrative Oncology (2021-23) – the premier international organization for evidence-based IO.

Dr. Carlson's research achievements include being the first to study and publish research on mindfulness and meditation for people living with cancer (beginning in 1998). They also include many complementary therapy clinical trials, including the MATCH study, which compares mindfulness and Tai Chi for improving quality of life in cancer patients, and the Chemo Gut study, which looks at how chemotherapy affects our microbiome and psychosocial functioning. She has developed online and app-based programs for delivering psychotherapy and mindfulness to patients in rural areas and examined the role of acupuncture in group settings to improve pain management, as well as sleep and social support. Learn more about her work at www.lindacarlson.ca.

Your investment in the IO research program will support ongoing leadership in the field of integrative oncology. The results of these studies will enhance the knowledge base about many aspects of the cancer journey and inform practice guidelines to improve patient care.



“Our mission is to further enhance a world-class integrative oncology program across research, training and practice to quickly disseminate results and improve the quality of life for people living with cancer through access to evidence-based complementary therapies.”

Dr. Linda Carlson
Arnie Charbonneau Cancer Institute

TRACTION

Funding Need: \$1.5M

The Training in Research and Clinical Trials in Integrative Oncology (TRACTION) program is designed to provide trainees at all levels (undergraduate, graduate, post-doctoral) with a comprehensive, individualized training experience to learn the essentials of research in psychosocial oncology, integrative oncology and behavioural clinical trials research.

Its objectives include:

- Attracting and training students and clinicians; providing trainees with opportunities to develop mentoring skills
- Supporting trainees to publish research
- Enabling trainees to engage with the community for knowledge translation and program dissemination

The IO research program and the ACTION Centre will support the further development of the TRACTION training program. It will deliver highly impactful research results by training up-and-coming clinicians and researchers in pragmatic, patient-oriented research methods that can quickly change practice.

Here are a few research areas and achievements from previous trainees. Your support will enable further work; the opportunities for learning, training and progress are rich.

- Long-term effects of chemotherapy on gut microbiota, and metabolic, immune, psychological and cognitive parameters in young adult cancer survivors
- Young adult cancer survivors and health factors associated with fear of recurrence
- Efficacy of online mindfulness based cancer recovery after chemotherapy
- Factors associated with adherence to hormone medications in breast cancer
- Efficacy of a smartphone based app for mindfulness based cancer recovery
- Psychosocial aspects of lymphedema care from patient and provider perspectives

COMPLEMENTARY MEDICINE PROGRAMS

Funding Need: \$1M

Complementary medicine is critical for outstanding patient care. Many side-effects related to cancer and its therapies such as fatigue, pain and sleep difficulties are treated with pharmaceutical drugs, which may have their own unwanted side-effects. Offering **evidence-based non-pharmacological treatment options**, such as yoga, acupuncture, massage, art therapy (music, visual arts) and mindfulness classes, is of utmost importance to allow for further research into these treatments.

Your investment in complementary medicine programs will help **improve the quality of life** for patients with cancer by providing services that reflect patient demand and personal choice. Your investment empowers patients to take back control of their health. The visibility of these programs and their powerful health benefits will plant seeds across the health-care system as a whole.

Your investment will allow us to recruit experts in the field of integrative oncology to pursue research to achieve results for patients and clearly demonstrate a model for a shift in the standard of care in oncology in Canada and beyond.

Here are a few ways:

Yoga Therapy

Yoga is an ancient physical, mental and spiritual practice that takes participants through a variety of movements and sustained poses that increase strength and flexibility. Clinical research demonstrates that yoga has many benefits for cancer patients cancer, including:

- Reduced pain, such as joint and muscle pain and pain of the breast/chest wall
- Improvements in mood, such as reduced anxiety and depression
- Enhanced quality of life, such as better sleep and more energy
- Decreased suffering from side-effects, such as lymphedema and chemotherapy induced peripheral neuropathy (CIPN)

Acupuncture and Acupressure

This well-supported traditional therapy involves the insertion of very fine needles into the skin (acupuncture) or the application of pressure in the same key points (acupressure). There are more than 300 'acupoints' on the body, or places that correspond to underlying nerves and muscle tissue that stimulate the body's healing capacity. Clinical research has demonstrated that acupuncture is safe and effective for the following types of concerns:

- Pain, such as joint pain, tumour pain, headaches, surgical pain and CIPN
- Insomnia, fatigue, depression, stress and anxiety
- Digestive issues, such as constipation, diarrhea, dry mouth, and heartburn
- Hot flashes in both men and women on hormone medications

"After radiation, my mouth was so dry and sore. I had trouble swallowing and always had to have a lozenge in my mouth. After my acupuncture treatments, my mouth was less sore, I slept through the night without having to wake for water and my mouth feels less dry."

Trudy

Head and neck cancer survivor



Mindfulness & Meditation

Mind-body approaches to cancer recovery are the subject of robust scientific investigation. We have a long-established mindfulness program at the Tom Baker Cancer Centre (TBCC) that we are working to expand across the province and through digital technology. Mindfulness and meditation helps participants find and direct their own awareness, attention and acceptance. Clinically meaningful benefits demonstrated in many studies show that mindfulness and meditation can often include:

- Treatment of post-traumatic stress
- Dealing with fear of recurrence or shortened life span
- Dealing with psychological distress, anxiety, depression or fatigue

Massage and Reiki

Most patients are familiar with the benefits that massage can offer, including relief of pain, muscle tension and headaches, while increasing a sense of relaxation. Studies have shown that massage can improve quality of life for those with cancer.

Reiki is an energetic treatment administered by gently laying hands over or on the body, promoting one's energy to flow through the body. Reiki treats the whole person, including the body, mind and spirit. Patients feel a sense of peace and relaxation. Studies have shown that reiki treatments have been associated with improved mood, enhanced quality of life, and reduced fatigue. These are simple, safe methods of self-improvement that work in conjunction with other medical techniques to relieve side-effects and promote recovery.

“When my cancer treatment was over, I felt like I had just survived a hurricane. Everything happened so quickly, and I needed help dealing with the trauma. The mindfulness class has helped me to overcome this trauma, and my overall well-being was tremendously better.”

Shaun
Colon cancer survivor

INTEGRATIVE ONCOLOGY CLINIC

Funding Need: \$500K



Training in complementary medicine is not part of standard medical training in Canada, and therefore health-care providers lack the competency required to advise on the use of complementary therapies. This lack of training leads to insufficient communication with patients and among other members of their health-care team, leading to a gap in patient care.

Dr. Safiya Karim, a medical oncologist at the Tom Baker Cancer Centre (TBCC), has received specialized training in integrative oncology. Dr. Karim is the medical director of our new IO clinic. One of its goals is to bridge the gap by offering individualized, patient-centred, safe, culturally-sensitive and evidence-informed integrative oncology treatment plans.

This Integrative Oncology Clinic will be the first of its kind in Canada, a cutting-edge service providing the highest quality, fully-integrated complementary and conventional cancer care to our patients.

Other private clinics exist across North America where patients can receive advice about complementary medicine and receive treatment, but these clinics are not fully integrated and functioning within the health-care system. Dr. Karim's IO clinic research study's principal goal is to demonstrate how an IO clinic can be fully integrated into a publicly-funded health-care system.

This truly revolutionary clinic is deliberately designed to improve communication among doctors and patients, which will directly contribute to better patient outcomes and satisfaction.

Your investment will ensure that complex patient care is overseen by the best doctors in a fully integrated health-care system that delivers a superior model of care. We will be leaders in the field and influence other models of care across Canada.

“The IO clinic represents a major step forward in patient-centred cancer care in Alberta. While many patients use complementary and alternative treatments during their cancer journey, this initiative provides evidence-informed, safe, culturally-appropriate and person-centred care in conjunction with conventional cancer treatments.”

Safiya Karim, MD
Arnie Charbonneau Cancer Institute

HEALTH-CARE PROVIDER EDUCATION

Funding Need: \$500K

Integrative oncology health-care provider education programs enhance knowledge of evidence-based complementary therapies, improve patient-provider communication and train an expanded cohort of health-care providers to staff the IO clinic.

We will make short introductory IO online programs available to all providers in AHS, and train a cohort of nurses, oncologists and allied professionals specifically in integrative medicine through accredited programs across the United States.

These programs range in time and intensity from weekend workshops to multi-year fellowships in integrative medicine.

With this funding we anticipate training up to 500 health-care providers across Alberta through brief online programs, and 20 with intensive training so they will be able to work as consultants in the IO clinic.

We will create a space where we are constantly learning, evaluating and applying this knowledge to improve programs and outcomes across our province.

The real cost of cancer care

The physical and emotional cost of cancer is widely recognized; however the financial cost of cancer is very real and has an impact on patients and our social welfare systems, alike. Here's how integrative oncology can help alleviate these costs in benefit of all.

People undergoing cancer treatment suffer financial hardship as a result of the direct cost of medical treatments, travel costs to and from hospitals and lost wages from short- or long-term disability. A review of the topic found that nearly half of cancer patients and caregivers experience some level of financial distress.

A 2021 Canadian study found that, over a 28 day cycle, out of pocket expenses averaged just over \$2,500 a month. This same study notes that out-of-pocket expenses were significant for prescription drugs, vitamins/supplements and complementary services.

Integrative oncology services are widely found in the community, but these services are additional out-of-pocket expenses. Some individuals may have limited extended health-care insurance to cover such expenses, but the costs mostly have to be covered from savings. Additionally, because of these expenses, it has been found that complementary services are more commonly accessed by people that are of Caucasian descent, have higher education levels, and higher income levels.

The IO program will provide services free of charge to all. With your help, the IO program will break down barriers to care. It will provide no-cost consultation and clinical services to individuals of all ethnic backgrounds, education levels and those with

limited financial resources. It is the first of its kind entirely inclusive centre in Canada, providing solutions to problems faced by so many marginalized individuals.

Moreover, integrative oncology can reduce costs for our health-care system. A program at the Beth Israel Deaconess Medical Centre provided an in-patient yoga therapy program for patients and found that participants reported less usage of both anti-nausea and anti-anxiety medications, resulting in a monthly cost savings of US\$469 per patient (around \$600 CAD). We have shown in Alberta that participation in a support group for breast cancer survivors decreased overall costs to the medical system by more than 25 per cent over the following two years.

A fully hospital-integrated complementary health services centre will not only improve the symptom burden for people with cancer, but will have a meaningful financial impact by way of fewer emergency room visits; lessened medication use; and faster return to work.

Your investment will support a truly unique model of care that will track cost savings and demonstrate to stakeholders at the provincial and national levels the sustainability of such a model. Investors have a valuable opportunity to minimize patient burden through the delivery of impactful supportive care programs.

Meet Katherine

Why are we doing this? It's for patients like Katherine. Hear her story and see how you can help through the ACTION Centre.

Katherine is a young woman recently diagnosed with breast cancer. She's your friend. She's your wife. She's your daughter.

She's received treatments that, while life saving, have been life altering. She's been left feeling disfigured, suffers from pain in her hands and feet, cannot regain her energy and does not know where or who to turn to.

Katherine has been given many prescriptions to try to help her symptoms, but nothing seems to be working. Because she's having a hard time recovering, Katherine has had to delay returning to work, putting financial strain on her family and stress on her partner.

Katherine is now feeling like a burden to her family and feels depressed. She's wondering if her life will ever get back to normal. Everyone seems to think that because her treatments are over, she should snap back to normal and be able to do everything like before, but she feels lost and frustrated.

Katherine's friends have told her about complementary therapies that might be able to help, but the information is overwhelming and she doesn't know where to start. Many of the therapies look questionable and they can be very expensive.

Luckily for Katherine, the new state-of-the-art cancer centre will have a dedicated space devoted to teaching her about what

may help, devising a personalized evidence-based plan and providing the integrative oncology services she needs to get her life back, and perhaps help her live better than before.

You know Katherine. Maybe you've been Katherine. Complementary services have been shown to be highly effective for improving the quality of life of people like Katherine. Patients are starting to demand these services. That's where the IO program is stepping up.

It's time to knock down the barriers to care. To improve communication between patients and all members of their health care team. Something these patients are desperately calling on the health-care system to deliver.

It's time to provide other types of health-care outside the standard of just prescription medication.

It's time for the unity of both conventional and traditional medicines, with a priority on exceptional patient care, cutting edge research and expertly trained program delivery.

The time is now.

Join us and, together, we will change the future of health.

RIGHT HERE. RIGHT NOW. **OWN.**CANCER WITH US.

Calgary is already a recognized hub for cancer research, treatment and care. That's nothing compared to what we're poised to become. We can't achieve the full potential of the Calgary Cancer Centre without your help. We need to raise \$250 million to help purchase the cutting-edge equipment, the revolutionary research and the life-affirming supports for patients and their families.

This is our moment. Our once-in-a-generation opportunity to transform the landscape of cancer research, care and treatment. To make cancer a memory, we need everyone in Alberta to stand together.

**Thanks to the Calgary Cancer Centre,
and your support, cancer stops here.**



It's time to take back the power cancer has over us.

Your support will accelerate cancer research and revolutionize cancer treatment for Albertans facing cancer.

We look forward to meeting with you to discuss these investment opportunities and how to appropriately recognize your philanthropic leadership.

Together, we will **OWN.CANCER**.

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