



THE IMPACT OF PHILANTHROPY ON **CANCER SUPPORTIVE SERVICES**

2024 REPORT

Leadership Message

Dear Supporters,

At Bon Secours, we provide the highest level of cancer care by combining academic-level expertise with community-focused accessibility. Our patient-centered approach includes innovative resources such as scalp cooling therapy, the Cullather Quality of Life Center and dedicated nurse navigators who support 3,000 patients annually, ensuring they receive guidance, comfort and hope throughout their journey.

In 2024, we successfully conducted 60 clinical trials, expanding access to nationally recognized, cutting-edge treatments close to home — an exceptional achievement for a community health system deeply connected to those we serve. Our expertise in breast and prostate cancer places us among national leaders, further strengthening our ability to deliver the most advanced and effective care.

We are also committed to addressing financial toxicity, ensuring that cost is never a barrier to life-saving treatment. Our robust financial navigation services help patients manage the complexities of cancer care, offering support at every step.

Beyond treatments and breakthroughs, it is the support, connection and compassion within our community that make the greatest impact. We walk alongside patients through every phase of their journey — medically, emotionally and financially. Philanthropy remains a driving force behind our Mission, and we are incredibly grateful for our advocates, patients, community partners and generous donors.

When you give to cancer care, every dollar directly supports life-saving treatments and enhances the quality of life for those facing cancer. We hope this 2024 Impact Report offers a deeper look at the meaningful progress we are achieving together.

With gratitude,

William J. Irvin, Jr.

William J. Irvin, Jr., MD

Medical Director and Director of Clinical Research
Bon Secours Cancer Institute



Ann S. Carpin

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President
Bon Secours Richmond Foundation



Bon Secours Oncology Program Accreditations



Clinical Trials by the Numbers

Participants in clinical trials are the true heroes in oncology. Clinical research is key, as it is the only way we have improved the lives of people with cancer. All our current therapies, screening tools and improvements in patients' quality of life come from discoveries made in clinical research.

In the U.S., 80-85% of all cancer patients are treated in community hospitals. That's why we have to provide access and opportunity for enrollment into clinical trials for patients in their own backyard. Access to life-saving therapy should not be just for people who are able to travel to large academic centers, but more reflective of the total population of the U.S.

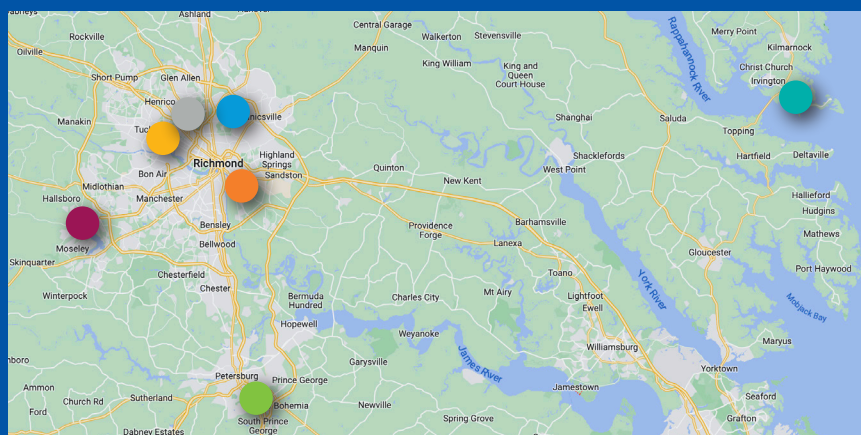
We are actively expanding our trial offerings for our patients, not just to improve their cancer therapy, but to also improve their symptoms and their quality of life. We are also studying how we deliver cancer care in the community to better improve the overall experience for the patient and their family.

— **Dr. William Irvin**



Access to Care

- **St. Mary's Hospital**
 Medical Oncology, Radiation Oncology, Adult and Pediatric Outpatient Infusion Center (OPIC)
- **Memorial Regional Medical Center**
 Medical Oncology and Hanover OPIC
- **St. Francis Medical Center**
 Medical Oncology, Radiation Oncology and OPIC
- **Southside Medical Center**
 Radiation Oncology, Medical Oncology and OPIC
- **Richmond Community Hospital**
 Medical Oncology and OPIC
- **Rappahannock General Hospital**
 Medical Oncology and OPIC
- **Reynolds Crossing**
 Radiation Oncology



Notable Trials of Interest

In 2025, Bon Secours Cancer Institute is actively participating in groundbreaking clinical trials aimed at improving outcomes for patients with challenging cancer diagnoses. These include:

BNT327-02: A first-line study for metastatic triple-negative breast cancer, evaluating a novel bi-specific antibody in combination with chemotherapy. This trial aims to enhance treatment efficacy for patients facing this aggressive cancer subtype.

Tropion-05: A Phase III study comparing Dato-DXd (with or without Durvalumab) to the investigator's choice of chemotherapy in combination with Pembrolizumab for patients with PD-L1 positive locally recurrent inoperable or metastatic triple-negative breast cancer. This trial seeks to explore innovative therapeutic combinations to improve survival and quality of life.

S1802: A Phase III randomized trial comparing Standard Systemic Therapy (SST) alone versus SST plus definitive treatment (surgery or radiation) of the primary tumor in patients with metastatic prostate cancer. The goal is to determine whether adding local treatment to systemic therapy offers a survival benefit.

Through these pioneering studies, Bon Secours remains committed to advancing cancer care and offering patients access to the latest, most promising treatment options.

Impact Story

Lung Cancer

Sheryl Allen of Kilmarnock, Virginia, is a fighter. A dedicated UPS employee for 22 years and a waitress at the Sandpiper in White Stone, Sheryl's determination shines through in every part of her life.

In January 2025, after battling a respiratory illness, Sheryl sought care at Bon Secours Rappahannock General Hospital, where a lung mass was discovered. Nurse Practitioner Erin Corsa at Bon Secours Lively Medical Center played a pivotal role in connecting Sheryl with thoracic surgeon Dr. Austin Rogers at St. Mary's Hospital and has been by her side every step of the way. Sheryl soon began her journey of treatment — biopsy, chemotherapy, immunotherapy and surgery — staying at the Evelyn D. Reinhart Guest House along the way. Throughout her care, Dr. Cameron Wood at Rappahannock General Hospital ensured Sheryl could continue treatments closer to home. With faith, family and the support of her medical team, Sheryl remains resilient, declaring, "I am going to win this fight."

Sheryl's story is one of courage, faith and an unwavering spirit.



As a thoracic surgeon, I am deeply involved in both the diagnosis and treatment of lung cancer. Donor-funded technology, such as our robotic-assisted navigational bronchoscopy platform, equips our team with cutting-edge tools that keep Bon Secours at the forefront of cancer care. This means our patients receive the most advanced treatment available, improving outcomes and saving lives.



— Dr. Austin Rogers, MD, Thoracic Surgeon

The Navigational Brochoscopy platform was funded by The Bon Secours Richmond Health Care Foundation in 2024

The Cullather Center: Compassionate Support for Every Step of the Journey

The Cullather Center, part of Bon Secours in Richmond, was founded in 2007 in honor of Jack Cullather's son, Chris, and wife, Jean, to support all brain tumor patients and their families — regardless of where they are treated. In 2018, the Center expanded its mission to serve all Bon Secours cancer patients with personalized, complimentary care. Services include guidance, advocacy and healing therapies like massage, meditation, acupuncture, yoga and counseling. A growing video library offers resources on integrative care, insurance, finances, legal support and more — helping patients navigate their journey with confidence.



Scan the QR code to watch and learn more.



Cullather Center by the Numbers

Massage
(since mid Aug. 2024)

39

Music Therapy
(since May 2024)

20

Meditation

139

Sexual Health Counseling - New

25

Chaplain Support

(Spiritual Counseling and Existential Distress)

68

Acupuncture

83

Patient Encounters
2024

1,214

2023

982

New Brain Tumors
2024

101

2023

88



Richmond Market Clinical Lung Cancer Coordinator and Nurse Navigator

Elizabeth Jane Maiden, NP

As a lung cancer nurse navigator, I guide patients through the

overwhelming process of diagnosis, appointments and treatment planning. I'm there to ease anxiety, explain tests and ensure timely follow-ups, helping patients take an active role in their care.

I also address challenges like transportation, housing and finances, referring those from out of

town to Reinhardt House. I often say, "I'm your new best friend"—a little joke, but also the truth.

Since 2021, I've been a certified Freedom From Smoking facilitator, leading courses with a 75% quit rate. I also support the LDCT lung screening program, tracking results and guiding follow-up care.

My work is about helping people—whether it's quitting smoking, catching cancer early or guiding them to the next step.

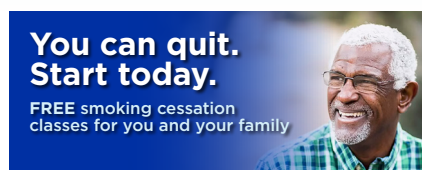
Cancer Resources

Empowering Change: Supporting Our Patients in the Journey to Quit Smoking

At Bon Secours, we believe in supporting our patients beyond just medical treatment. Our Freedom From Smoking program, in partnership with the American Lung Association, is one example of how we provide resources to complement clinical care and empower individuals to make lasting, positive changes. This free, eight-session program is designed to help those who want to quit smoking and improve their overall

health. By offering virtual sessions, we make it easier for patients and their families to access the support they need in a flexible, compassionate environment.

Through programs like smoking cessation, we are committed to providing life-changing resources that help our patients navigate not only their clinical needs but also their emotional, social and lifestyle challenges.



Scan the QR code to read the above flyer in it's entirety.

Supporting the Cancer Journey

I'm Joy Perkett, a second-year Chaplain Resident with Bon Secours, working primarily in palliative outpatient care and at the Cullather Center. My training took place at Bon Secours St. Mary's Hospital and Strong Memorial Hospital at the University of Rochester.

As a chaplain, I provide compassionate, non-judgmental support to patients, families and staff. My role is to listen, hold space for meaningful conversations and offer comfort during difficult times. Whether you're facing a new diagnosis, navigating treatment or

just need someone to talk to, I'm here.

Chaplains are here for everyone — no matter your faith background or beliefs. We help explore what matters most, support decision-making and encourage resilience.

At Bon Secours, we believe spiritual care is an essential part of the cancer journey, and I'm honored to be part of that support.

— Joy Perkett, MDiv, MSW, Chaplain Resident



Acupuncture in Palliative Care

As a palliative care physician, I witness daily how difficult cancer treatment can be — not just from the disease itself, but from its side effects. To help, I offer complimentary acupuncture to Cullather Center patients weekly in my office.

Acupuncture provides a natural way to relieve pain, fatigue, neuropathy, nausea and other side effects of cancer treatment. By placing sterile needles at specific points on the body, we stimulate nerve fibers that trigger the body's natural pain-relief and healing processes. This helps improve circulation, reduce inflammation and restore balance.

When used alongside standard cancer treatments, acupuncture can significantly improve comfort and quality of life. It's also been shown to reduce reliance on strong pain medications, which often come with their own side effects. Even after treatment ends, many patients continue to find relief through acupuncture.

Because acupuncture is low-risk, it's a safe and effective complement to traditional cancer care. I stay in close communication with each patient's oncology team to ensure treatments are personalized and appropriate.



— Dr. Cara Jennings



After chemo, my whole body was affected — I had trouble walking and moving. I tried medications and physical therapy, but nothing helped like acupuncture with Dr. Jennings. I didn't realize how much it helped until I had to stop during COVID. When I started again, the difference was immediate. Dr. Jennings is truly amazing.

— Karen Moore,
Bon Secours Cancer Patient

Why I Give



The Bon Secours Foundation had a profound impact on my care during my breast cancer treatment in 2022 and holds a special place in my heart. The care I received was exceptional—not just because of the skilled and compassionate doctors who guided me through treatment, but also because of the hospital's commitment to supporting patients beyond medical care.

One of the most meaningful ways they did this was by providing Paxman scalp cooling technology free of charge through the Foundation. This incredible technology allowed me to preserve my hair during chemotherapy, giving me control over how and when I shared my diagnosis. It meant I could continue working in my optometric practice without drawing attention to my illness, allowing me to maintain a sense of normalcy during an otherwise challenging time.

Looking in the mirror and still seeing myself was incredibly powerful. It made me feel stronger, healthier and more in control of my journey. I could continue to socialize, exercise and engage with friends and my husband, Jay, without the constant visual reminder of my treatment. The emotional impact of this cannot be overstated.

Beyond that, the hospital system ensured I had access to the latest and most advanced treatments, giving me the best possible outcome. For all these reasons, I wholeheartedly support the Bon Secours Foundation, knowing its work makes a profound difference in the lives of breast cancer patients. Their commitment to compassionate, cutting-edge care is something I will always be grateful for, and I want to help ensure others receive the same life-changing support I did.

— Dr. Tracy Poling, breast cancer patient, advocate and donor,
with her husband, Jay

To make a gift in support of patients and families navigating their cancer journey, please visit our website at givebsmh.org/cause/richmond-va-cancer/ or mail gifts to:

Bon Secours Richmond Health Care Foundation
5855 Bremono Rd., Suite 100, Richmond, VA 23226 | 804-287-7700

