

# **Business plan**

## **Foundation**

### **Center for Life with cancer | Zaanstreek , Anna's home**

on the Care Boulevard next to the Zaan Medical Center

**Foundation Center for Life with cancer | Zaanstreek, Anna's home, on the Care Boulevard at the ZMC**

**in cooperation with  
Member association Eeven home care ,  
(Z)aan de Wandel Foundation  
MOC Huis aan het Water , Katwoude**

Website v1



### **Business plan collaborative project**

**Center for Life with cancer | Zaanstreek , Anna's home**

**Member association Eeven, Foundation (Z)aan the Wandel  
and Foundation MOC Huis aan het Water Katwoude**

## **Preface**

### **Chapter:**

1. Reason, raison d'être
2. Mission, vision, objective and target group
  - 2.1 Mission
  - 2.2 Vision
  - 2.3 Objective
  - 2.4 Target audience
3. Stakeholders
  - 3.1 House on the Water
  - 3.2 Eveen
  - 3.3 Oncology department Zaans Medisch Centrum
  - 3.4 Z(aan) de Wandel
4. The Cooperation Project
5. Roadmap
  - 5.1 Physical environment
  - 5.2 Implementation phase
  - 5.3 Evaluation

### **ATTACHMENTS:**

Appendix 1: Budget



*Multifunctional Oncology Center "House on the Water" in Katwoude seen from the water.*

## Preface

The increase in the annual number of new cases of cancer (the incidence) from 87,000 in 2007 to 123,000 in 2020 (an increase of 36,000, approximately 40%) is mainly caused by the aging population.

The total number of people who have or have had cancer increases in the year 2020 from 420,000 (in 2007) to 660,000. Every year, 100,000 new cancer patients are added, of which 62% of patients longer than five years to live after diagnosis.

The chance of dying of cancer decreases slightly and survival chances continue to rise on the one hand due to an earlier diagnosis and on the other hand a better treatment.

The KWF signalling committee has demonstrated this tendency in its report "Cancer in the Netherlands until 2020".

Due to the consequences of the disease, the cancer patient is forced to adapt to a changed reality. The consequences of the disease can lead to a lower quality of life, reduced functioning in the field of activities in daily life and reduced participation in the labor market.

In the aforementioned research it is indicated that:

- 80% of all people with cancer, but also their relatives, during the disease process suffer from anxiety, depression, fatigue and loneliness. Children with cancer often develop behavioural and learning problems;
- 30% of children whose parents have had cancer will struggle later with serious psychosocial problems if professional help is not provided on time;
- 30% of people with cancer need specialized psychosocial care.

Another study concluded that people who take part in oncological fitness under specialized supervision recover faster from the moment of diagnosis after treatment.

The report therefore also advocates better and accessible (after) care.

KWF kankerbestrijding states that everyone should be able to receive good quality (after) care.

The report also outlines the pressure that the disease will have on cancer in the future.

Because of this growth, KWF Kankerbestrijding has established that the capacity for healthcare professionals for diagnosis, treatment and (after) care needs to be significantly increased and that extra efforts are necessary.

The directive Oncoline (oncologic database for medical specialists for all types of cancer) has cancer aftercare to be explicitly stated in the hospital after discharge, but no clear paths are shown to realize that.



## 1. Reason – Raison d ' être

The future: Transmural care

Transmural care is a dynamic form of care that normally combines with trauma and extramural care . Most of the care is focused on hospitals, home care and general practitioners. The psycho-oncological centers, walk-in homes and multifunctional oncology centers are often not involved in this. If the physical and psychosocial care / support and attention for work / giving are also involved in transmural care, the care and support offered can be optimally attuned to the personal situation of people with cancer and their relatives and therefore the care and support efficiently arranged.

Below we specifically discuss the usefulness of support that takes place from multifunctional oncology centers:

Psychosocial support , supplementary care and support both during and after treatment, both physically and mentally , offers people who are confronted with cancer the space to discuss their existential questions of life and practical questions and to find recognition among fellow sufferers.

In a report of 29 October 2015, commissioned by the Ministry of Health, Welfare and Sport about psychosocial care in case of major physical disorders, it is indicated that psychological help should be part of the treatment process.

It has been found that doctors do not always recognize the psychological problems of people with cancer. The focus is on the disease cancer and its treatment and less CHT lower the quality of life during and after the disease.

Zaandam has a relatively large group of migrants who regularly end up in hospital at too late a stage with the diagnosis of cancer and no or hardly using rehabilitation and psychosocial support when confronted with cancer.

This is based on the taboo on cancer, the lack of familiarity with the possibility of psychosocial support, the differences in cultural backgrounds and communication problems.

Explorations of future developments show that the share of migrants with cancer incidence in the Netherlands will increase from over 3% in 2015 to over 6% in 2030.

The number of people treated at the Zaans Medical Center for cancer and a prognosis based on the national trend, an increase of 3% annually, shows the following picture:

<b>Prognosis of the number of visitors to the Center for Life with cancer</b>					
	Prognosis increase incidence per year		Prognosis number of visitors based on treated patients ZMC		
	ZMC	Rural	Center for Life with cancer		
	5%	3%	25 %	50 %	75 %
<b>2016</b>	1226	1191	0	0	0
<b>2017</b>	1287	1227	322	644	966
<b>2018</b>	1352	1264	338	676	1014
<b>2019</b>	1420	1302	355	710	1065
<b>2020</b>	1491	1341	373	746	1119

Breast cancer is the most common form of cancer in people over the age of 30. This target group therefore needs specific attention.

## **2 Mission, vision, objective and target group**

### *Mission*

The focus on, maintain and professionalism of a Center for Living with Cancer | Zaanstreek, Anna's home, on the Zorgboulevard next to the Zaans Medical Center, a joint venture of Stichting MOC Huis aan het Water Katwoude, member association Evean, foundation (Z)aan de Wandel and the oncology department of the Zaans Medical Center.

This collaboration should lead to optimization of oncological chain care, resulting in more personal attention, both physically, mentally and socially, for people with cancer and their family. Accessible information and support is provided so that people with cancer and their family will better be able to maintain or regain control over body, health and well-being.

A tailor-made job will be made to ensure that people with cancer and their loved ones can receive the support that is necessary to ensure the best possible quality of life.

### *Vision*

The starting point of the collaboration is that the autonomy of the person with cancer and their carers are being central, where the balance between mental and physical recovery is seen as inextricable. The short lines of communication between the oncology department of the ZMC, oncology nurses of Evean and the health care professionals of MOC Stichting Huis aan het Water, working low threshold to make the best use of the physical, mental and practical support.

### *Goal*

Expanding the outpatient care that provides psychosocial and physical support, rehabilitation and practical help for the residents of Zaanstreek that have to deal with cancer, becomes accessible. In view of the composition of the residents of the Zaanstreek there will also be specific attention for migrants, for that purpose we will also make contact with foundations SIGN, SGAN and MammaRosa.

### *Target audience*

People with cancer and ex-patients with cancer and their relatives, in all phases of the disease, from the entire Zaanstreek region.

## **3. Stakeholders**

All stakeholder (s) mentioned below will participate to a greater or lesser extent in the joint venture Stichting Centrum Leven met kanker | Zaanstreek, Anna's home. The joint venture Stichting Centrum Leven met kanker | Zaanstreek, Anna's Home becomes a self-standing foundation that is responsible for all processes and will report annually to the stakeholders and the board of the Foundation.

### **3.1 . Foundation Multifunctional Oncology Center "Huis aan het Water", Katwoude.**

The Center for Living with cancer | Zaanstreek, Anna's home opened in 2017. They have a close cooperation with the Multi Oncological Center "Huis aan het Water" in Katwoude that opened its doors more than 3 years earlier and receives about 120 visitors per week. It is a multifunctional center in addition to hospital care. This kind of multifunctional centers can offer support, information and counseling, rehabilitation activities, psychological treatment, support groups and activities, physical exercise programs, reintegration advice, additional services such as fitness, financial advice and massages to cancer patients and their family members. As an organizational form, a foundation has been chosen under the name "MOC Huis aan het Water". The Foundation is like Anna's home registered with the Chamber of Commerce and has the ANBI status. In addition to the director for day-to-day management, the Foundation also has a board and an advisory board consisting of expert advisers.

Foundation "House at Water" supports with the aforementioned multidisciplinary partnership the Center for Life with cancer | Zaanstreek , Anna's home.

In Anna's House the following issues are coordinated : information, initial, introductory meetings and referral clinics, support groups, themes and information meetings. Psychosocial oncological care is provided. Anna's House is responsible for the best quality. If specialized care is necessary clients can be referred to Huis aan het Water, where psychiatric-oncological help is available.

Anna's home works with one paid officemanager, one paid care nurse and fundraising (together 0,9 fte) and with 97 highly educated not paid volunteers. The volunteer completes, enriches and expands the objective of the center.

### **3.2 . EVEAN**

Evean's response to current developments in health care is that they provide the care and support that is needed in a large part of the North of Holland, including Zaanstreek-Waterland . In addition, the staff set the needs of their clients as Evean residents of nursing homes and residents in the district center. They listen carefully to find out where the need lies. The client then determines together with the employees which care and support is best suited to their request. Evean is more than an organization that provides home care, wound nursing or nursing home care and oncological care . Evean is an organization where employees come together with knowledge and, based on their passion and involvement, do everything they can to empower people and support them, if necessary. Whether it concerns district nursing, day care, home care, rehabilitation, recovery, (care) support or well-being.

From the point of view of Evean, Evean chooses to be a cooperation partner of the Center for Life with cancer | Zaanstreek, Anna's home, so that well-coordinated chain care leads to optimally support for people with cancer and their families at all stages of treatment, in the hospital, in Anna's home and at their family home.

### **3.3 . Oncology department Zaans Medisch Centrum**

Every patient wants the best possible care with the highest chance of survival and the best quality of life. Every patient has this right. That is why the cancer specialists and nurses from the Zaans Medical Center (ZMC Zaandam) have manpower, knowledge, experience and infrastructure on this topic: a regional organization for oncological care in the Zaanstreek.

Cancer is about knowledge-intensive and often complex care. There is bundled knowledge, sufficient experience, the various care providers work together and there is team consultation (also with top specialists from AUMedical Center Amsterdam and the Antoni van Leeuwenhoek in Amsterdam). One works in protocol and / or in scientific research and is aware of the latest developments in cancer care , combined with advanced equipment, PET-CT scan, MRI, radiotherapy.

The ZMC oncology department stands position against the plan and supports the initiative of MOC Huis aan het Water in Katwoude and Anna's home in Zaandam. .

### **3.4 . (Z)aan aan de Wandel**

The initiator of (Z)aan de Wandel is Dick Dekker, co-owner of ProMobility in Wormerveer: "In 1981 my mother, at the time forty years of age, was diagnosed with breast cancer. A breast had to be deposited with her. As a teenager of eighteen years you do not realize what impact that has on your mother. My parents were at that time owner of Café De Kroon in Wormerveer and together with my father and brother I kept the household and De Kroon running. You are not so quiet about the consequences of this terrible disease. In 1990, my mother was diagnosed with breast cancer for the second time. Eventually she lost the battle against the disease and she died to our great grief in 1994 at the age of 53.

Now, thirty years later , the diagnosis of breast cancer is still being made daily, mostly in women. That makes a huge difference to the life of this man or woman and his or her immediate environment. It is therefore very important that money is and remains available for the fight against this radical disease. Because of my background, I would like to contribute to the fight against breast cancer. That is why in 2011 I started (Z)aan de Wandel, a pleasant walking tour through the beautiful Zaanstreek, to raise money for research, prevention and treatment. "

Due to the growth of the event , in 2013 the five cooperating Rotary's Zaanstreek became an organization partner of (Z)aan de Wandel. From 2014 they have adopted the entire event . And also in 2017 the five Zaanse Rotary's put their shoulders under this wonderful Zaans event!

#### **4 . The collaborative project**

Both at Huis aan het Water, the oncology department of the ZMC, Eveen and (Z)aan de Wandel there is a need to make the (after) care and support for people with cancer more accessible to the residents of the Zaan region . A separate target group are the migrants, for whom the problem is even more complicated with regard to aftercare.

Center for Life with cancer | Zaanstreek is intended to build a bridge between different cultures and backgrounds in order to make the support for people of the Zaanstreek related to cancer more accessible. Cancer is seen as a (re) binding agent between cultures, backgrounds and differences , because everyone has to do with cancer !

The partnerships with Huis aan het Water, Eveen, ZMC and (Z)aan de wandel will be entered into in the form of a pilot for a period of three years from the moment of opening of the Center in accordance with the description in the cooperation covenant. After two years will be considered by the board and the stakeholders of the Center a sustainable and socially supported company that is financially sound. This requires structural funding needed for a minimum period of three years. The Care Boulevard aims to build a bridge between the hospital and the daily home situation by receiving people outside the hospital atmosphere.

Center for Life with cancer | Zaanstreek, Anna's home consist of a living room with an information library and three chat rooms and a nice kitchen. The Center is designed to be stress-reducing (healing environment) to promote the well-being of people with cancer, family and visitors.

We are trying to double the surface of Anna's home in 2019, because of the promising results after its opening in March 2018.

#### **Board composition Foundation Center for Life with cancer |Zaanstreek, Anna's home.**

The foundation has a board with at least one chairman, secretary and treasurer and one or more members . The board is elected for the duration of 3 years. In addition, there will be an advisory board with advisers , preferably in the areas of Finance, Medical, Strategy and Organization and Communication .



## 5 . Roadmap

### 5 .1 The preparation phase

In the preparation of the pilot, there must be prior agreement on the following aspects:

- The activities of the C Entrum for Living with Cancer | Zaanstreek, Anna's home are legally housed in a Foundation form;
- Guarantee for the division of the costs of the pilot for three years ;
- The allocation of a representative location
- The establishment of the partnership (covenant) with regard to the provision of services (who does what and how);
- Composition of the Project Team: representatives from the stakeholders who can and want to contribute to the construction, furnishing, commissioning and keeping the center operational.
- The drafting of a program of requirements with regard to the physical design of the space by the users of the space;
- To what extent use will be made of the facilities of the ZMC and how it will be recorded (telecommunication, automation, energy, furniture, facilities for employees, parking facilities, etc.);
- The opening hours of the Center for Living with cancer | Zaanstreek, Anna's home.
- The communication process; contingency plan, periodical coordination with ZMC, etc; liability, insurance, risk hedging.

### 5 .2 Implementation phase

The project coordinator will in the executive phase coordinate and manage the Center for Life with cancer Zaanstreek | Anna's home.

The tasks of the Coordinator of the Center for Living with cancer | Zaanstreek, Anna's home consist of:

- Funds application for furnishing .
- The recruitment of highly trained volunteers with a care or welfare background for the intake , referral and support for the people who have to deal with cancer ;  
Develop policies and deploy to the centrum accessible to migrants;
- The daily coordination and supervision of the volunteers;
- The responsibility of periodic (quality) reporting and visitor registration ;
- Making the physical, mental and practical support of people with cancer and their loved ones more accessible by organizing activities , information and thematic meetings in the Center

The Center for Life with cancer | Zaanstreek, Anna's home will be open daily after a start-up phase .

Two volunteers are present per day for the care of people with cancer and their families. beside support consulent and from time to time oncology nurse from Eean. This provides optimum support to people with cancer and their relatives from the hospital to the home situation . The possibilities that Stichting SIGN \* , SAGN \* and Mamma Rosa \* can offer within this project will be investigated further.

### 5 .3 Evaluation

As a result, the added value of the Center for Living with cancer | Zaanstreek , Anna's home will be tested on the basis of both visitor registration and periodic surveys in which the client is tested satisfaction.

The surveys take place on the basis of voluntary participation of the visitors.

Every month, the result is reported to the management board and the stakeholders .

The visitor registration of oncology ZMC serves as a reference point , realizing that only a limited number of patients enters the ZMC. Patients with cancer are also involved in other specialisms , which should be approached.

## APPENDIX 1 .

### **Budget October 2017. Specified budget can be requested from the treasurer.**

The renovation and layout of the provided space at the Care Boulevard at the ZMC is 234,500 euros. For this purpose, should be sought sponsorship.

The continuity costs for the years 2017 up to and including 2021 are estimated at 448,550 euros, roughly 115,000 per year.

When subject to the condition that the budget is guaranteed for a minimum of three years.

Exploitation contribution is obtained as follows:

- |   |                   |
|---|-------------------|
| - Even members association                  | € 30,000 per year |
| - (Z)aan de Wandel                          | € 30,000 per year |
| - Project subsidies / sponsoring activities | € 55,000 per year |

