2019 TurningPoint Breast Cancer Rehabilitation – A Year of Transition & Training

This past year we achieved new heights improving the health and survivorship of breast cancer patients. Our community came together from all points of North America.

- We hosted a physical therapy conference for healthcare professionals at Mercer University, highlighting the critical role of rehabilitation for breast cancer patients and survivors.

- We implemented Salesforce to better track patient and program outcomes as well as our compassionate donors, helping launch the first customized patient annual appeal letter.

- Our Founder Jill Binkley, MSc, PT, CLT, with Georgia Tech and LymphaTech presented and published a research study introducing groundbreaking technology using an app and iPad that measures and increases accessibility to monitor lymphedema, a potential, yet common side effect of breast cancer treatment.

- We recruited a new interim executive director experienced at both Telehealth and online learning.

- The recruitment of new board members elevated our medical efficacy and diversified our team to help improve cancer survivorship and broaden our exposure to the corporate community.

- We generated revenue of $1.1M, a six percent increase over 2018 and expenses were five percent below budget. Still, we barely broke even. Your generosity enables us to continue these much-needed services, particularly as many of our patients may not have insurance. It is important for us to come together to continue offering physical therapy, personalized exercise instruction, nutrition and emotional counseling.

2019: Board Members and Committee Chairs

Bob Bachrach, Governance Chair & Presidential appointee
Marva Bailer
Melissa Berman, Development Chair
Karissa Blyth
Marlene DeSimone
Angie Dumler, Treasurer
Barbara Grant
Mike Jann
Dr. Kim Lipscomb
Amena Mitchell
Scott Rittenberg
Patricia J. Royak, Chair
Kathy Smith, Secretary & Pink Affair Chair
Thomas Smith

Our Clinical Manager, Lauren Bober treating a patient.
LETTER FROM THE CHAIRMAN OF THE BOARD
Patricia J. Royak

2020 TurningPoint Breast Cancer Rehabilitation, Accelerates At-Home & Online Health Care Services During Pandemic

WHAT TO EXPECT FROM OUR TEAM & A LOOK AHEAD....

At the end of 2019 we hired Marilyn Pink, PhD, MBA, and PT as Interim Executive Director and now we are delighted to announce she is permanent. She hit the ground running and is navigating these uncertain times with the full support of staff, board and community. One example is the Pink Affair, TurningPoint’s signature annual fundraising event, went virtual for the first time in 2020 and generated a profit similar to prior years based on generosity of our sponsors, participants and community partners.

Our board has been strengthened by eight new members as we transition leadership and thank members who have generously served in the past, Dr. Theron Jones, previous Chair, Scott Rittenberg, Mike Jann and Karen Fortune, previous Treasurer. We welcome the following new Board members: John Flagel, Dr. Sheryl Gabram-Mendola, Mike Kozel, BJ Mackintosh, Bill Stubblefield, and Mani Young.

We look forward to expanding our reach with telehealth, piloted during the COVID-19 pandemic. We have put in place additional safety cleaning protocols for all staff and patient arrivals/check-in to the hands-on service from our therapists. We have extended outreach to rural markets due to generous grants that enable us to test new ways to reach patients in remote locations. This further diversifies our geographic footprint and helps those minorities most impacted by both breast cancer and COVID-19.

Periodic eblasts of news and patient stories replace our monthly newsletter as we know you need short, informative and helpful tips to get back to our new normal of life as Georgia and other states reopen. We are here for you.

The second half of 2020 will be highlighted by our annual appeal, which specifically outlines how your funds are put to use. Thanks to you we raised more than $80K during this effort in 2019. Unfortunately, we know that many of the amazing community events like golf tournaments and walks may be curtailed this year. Last year they collectively raised $99K, a 67 percent increase over 2018.

Now more than ever before we need your support to heal body, mind and soul of our patients. And we wish you and your family the very best of health and safety during these challenging times.

Sincerely,

Patricia J. Royak
TurningPoint Board Chair