Breast Care App
Modernising Information Giving Within The NHS

Mr Manish Kothari Consultant Oncoplastic Breast Surgeon
Miss Anneliese Lawn FRCS (gen surg), MBBS Bsc (Hons) ST8 Breast Surgery Registrar
Ashford & St Peter’s Hospitals NHS Foundation Trust

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Quality Improvement

Better patient (and population) outcomes

Better professional development

Everyone

Better system performance

Paul B Batalden, and Frank Davidoff Qual Saf Health Care 2007;16:2-3

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Quality Improvement at ASPH

“We are embracing QI, not only because it is the right thing to do, but because it will help us achieve the culture of curiosity and creativity where we all feel empowered and confident in looking for improvements for the benefit of our patients.”

Suzanne Rankin
Chief Executive

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The Problem

King’s Fund Evidence Based Co-Design Project (EBCD)

Information Giving

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The Solution

“In this digital age, everything is at our fingertips and the internet is flooded with information about breast cancer, but it can be difficult to navigate your way through and know which sites to trust. We wanted to create something that pulled all the essential information together, was specific to patients at Ashford and St. Peter’s and could be easily accessed.”

Mr Manish Kothari
Consultant Oncoplastic Breast Surgeon

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Agreed by:
- Staff-patient EBCD feedback meeting
- Patient liaison group
- Ethics committee

Developed at ASPH by:
- Clinicians
- Project Manager Office Lead
- IT Department

Funding source: voluntary League of Friends
Development of the App

Meet the team profiles
• Surgery
• Oncology
• Radiology
• Breast care nurses

Contact Details

Guidance from assessment to treatment options

• Free to download
• Compatible with iPhone, iPad and iPod touch
• Easily accessible one touch contact

Breast cancer survivorship information e.g. local support groups

Video introduction to the chemotherapy team
“This was the first time we've created an app dedicated to a clinical service and we are really pleased with the result.

Feedback from everyone at the launch event was really positive and we received some great suggestions on how we can further develop the app and make it even more useful for patients.”  

Mark Hinchcliffe, PMO Manager
Patient Feedback

“What’s really clear when you look at the information is that you can trust it. It’s available at the tip of your fingertips whenever you need it— whether that is the middle of the day or the middle of the night..” Victoria Derbyshire, ASPH patient and BBC Journalist

“You could review it privately in a public place, unlike the bundles of leaflets that are given to you.” ASPH patient

“I like how easy it is to navigate around” ASPH patient

“I am really happy to have been involved in the process of making information more accessible for future patients” ASPH patient

“It would be really useful to see videos of other patients’ journeys” ASPH patient

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Future Developments

- Our breast care app is a simple, inexpensive and effective tool that was developed in collaboration between patients and staff.

- Considerations for future development include:
  - Patient videos & photos discussing reconstruction
  - Frequently asked questions page
  - Patient forum
  - Individualised information such as an appointments calendar

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Acknowledgements

• Thank you to the ASPH Breast Unit Staff and Patients
Final Thoughts

“If you have a good idea and you can persuade one or two colleagues to be supportive then go for it!

Not every great idea will turn out to be the next revolutionary step in healthcare delivery and some may fail even before they start but it’s the learning and confidence we get from trying that’s so very important.

So why not start something just in case it’s a success, rather than not starting in case it fails, you never know where it will take you.”

SUZANNE RANKIN
CHIEF EXECUTIVE

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