



Ashford and St. Peter's Hospitals



NHS Foundation Trust

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

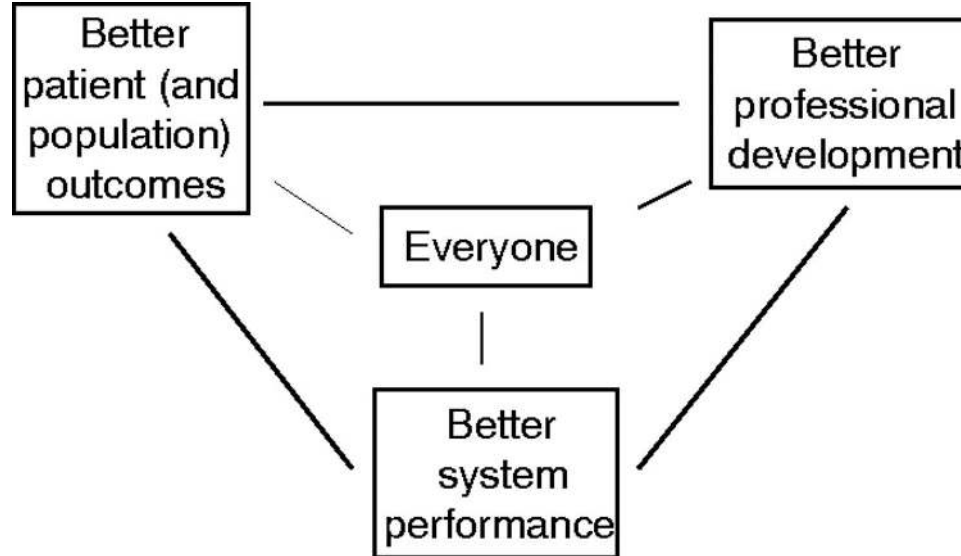
Ashford & St Peter's Hospitals NHS Foundation Trust



@BeTheChangeASPH



Quality Improvement



BMJ Quality
& Safety

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





Quality Improvement at ASPH

Modern NHS



Patient Demand →



Clinical Governance

“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.”

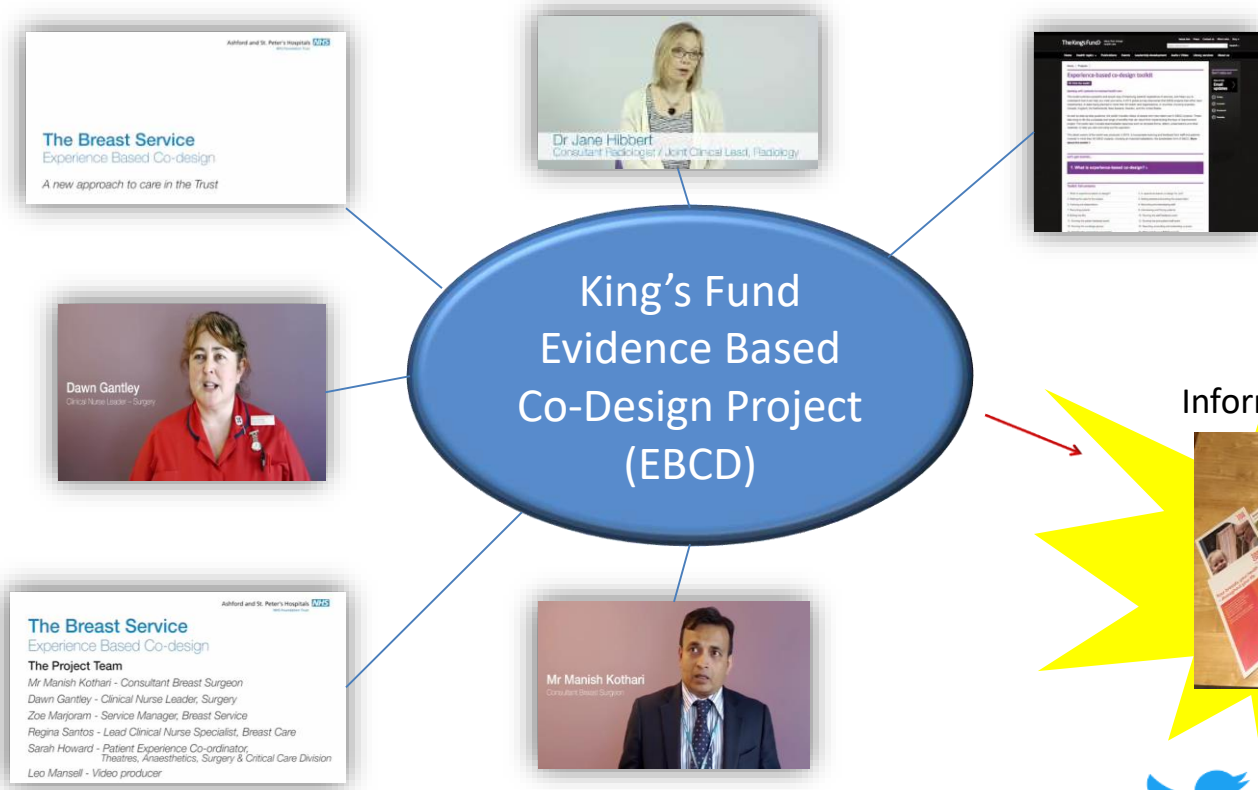


Suzanne Rankin
Chief Executive





The Problem



Information Giving



@BeTheChangeASPH



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





Development of the App

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

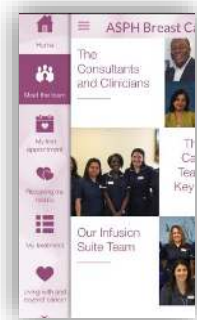


Development of the App

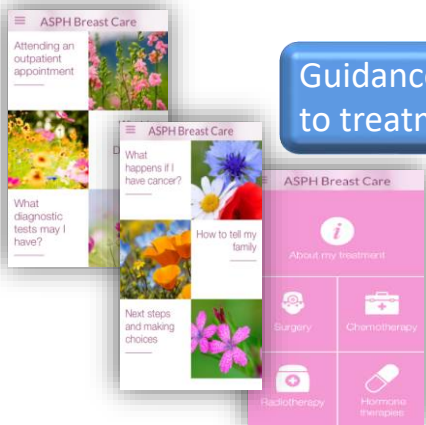
Meet the team profiles

- Surgery
- Oncology
- Radiology
- Breast care nurses

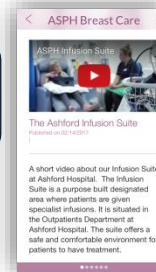
Contact Details



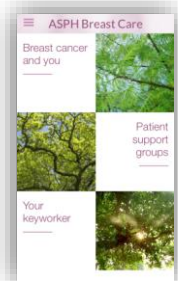
Guidance from assessment to treatment options



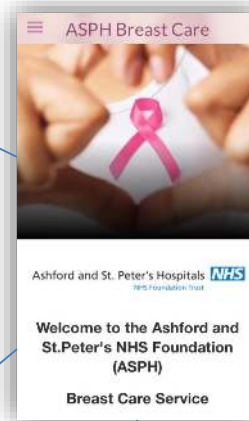
Video introduction to the chemotherapy team



Breast cancer survivorship information e.g. local support groups



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





The Launch

"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*



Pictured: Eileen McLeish Chairman,
Victoria Derbyshire ASPH Patient & BBC Reporter,
Mr Manish Kothari Consultant Oncoplastic Breast
Surgeon



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*





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





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



Questions