

# Breast Cancer Now's Service Pledge

Using Insight for Improvement

**SERVICE PLEDGE**

Dedicated to improving breast cancer services

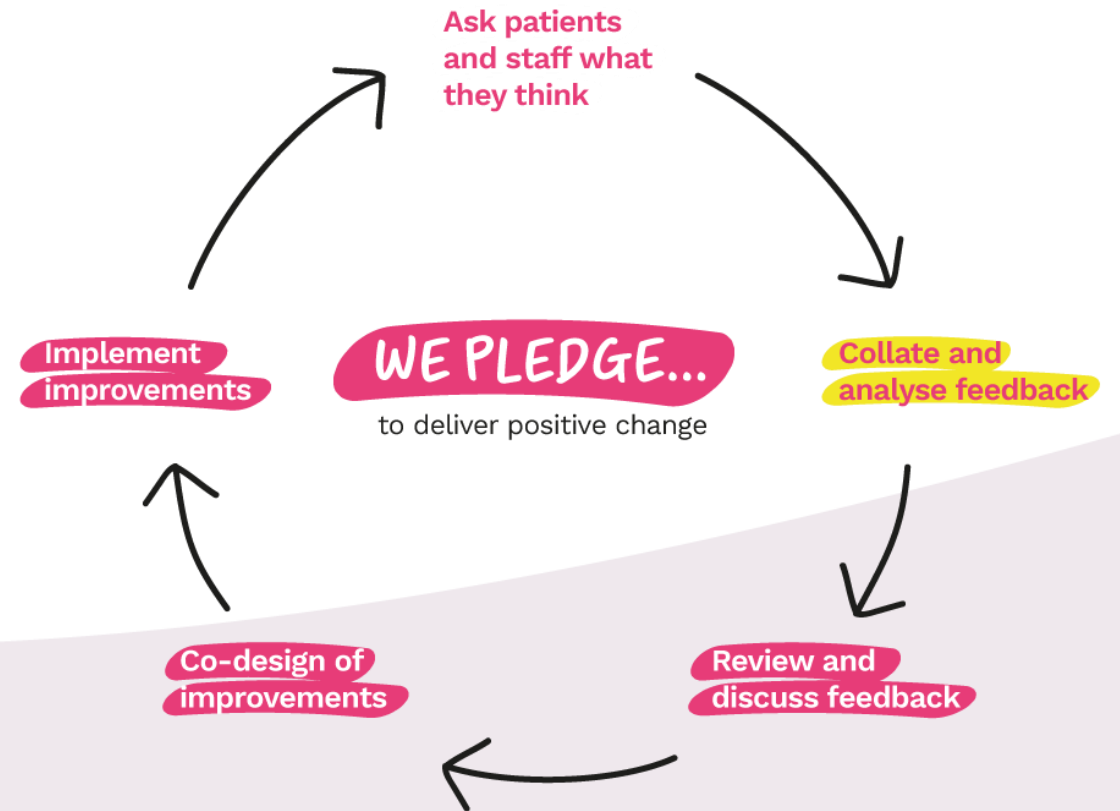
# Rationale and context

- Patient experience linked to clinical outcomes
- Primary and secondary breast cancer
- NHS Long-term plan
  - People living longer with a diagnosis
  - Increasing caseloads
  - Pressure on NHS to 'do more with less'
- COVID-19
  - Some advances in response to this
  - Some challenges/set-backs



# How it works

- Improve patient experience for all breast cancer patients across a Cancer Alliance
- Improve local services in the ways that matter most to patients
- Empower patients and staff to improve their service, and increase patients' confidence in their care and treatment





LAUREN  
PETERSON

...the program is designed to help...

# Our impact

- Recruitment of dedicated metastatic breast care nurses
- Created holistic needs passports so that care and support continue as patients move through their treatment
- Developed photo resources for different surgical options so patients can make informed decisions
- Offering blankets to all patients receiving radiotherapy to ensure they're warm and comfortable while receiving treatment

“As we review the way services are run following lessons from the pandemic, this serves as a blueprint for improvements in our breast cancer services directly from those who have experienced them.”

Dr Linda Hunter, Clinical Director for the East of England Cancer Alliance (North)

# Future success

- Embed a culture of meaningful patient involvement and continual improvement
- Breast Cancer Now are part of the solution
- Expanding our reach



# QUESTIONS?