



**South Tyneside and Sunderland**  
NHS Foundation Trust

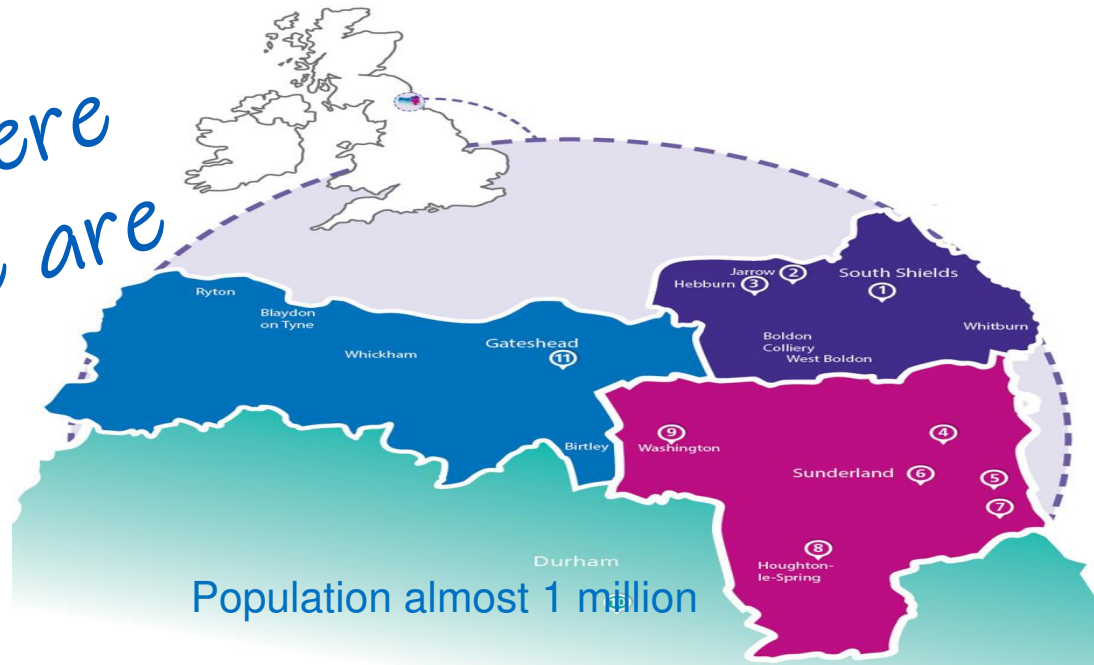
# Cancer Experience of Care Award:

**Personalised Cancer Care**

Kelly Craggs- Cancer Lead Nurse

**excellence**  
*in all that we do*

Where we are



## Our Team



South Tyneside & Sunderland NHS Foundation Trust



# Personalised Cancer Care

## Creating a Single Point System



### Context

- National Cancer Agenda - Focus on Personalised Care
- Complex Health Care System
- Capacity Pressures in specialist teams



### Culture

- Embedded in our organisational strategy
- Raising awareness/ gaining traction
- A positive patient experience



### Capability

- A systems leadership approach
- Utilising existing resources & workplace technology

Research



Innovation



### Collaboration

- Align interests - creating partnerships
- Patient Co-design



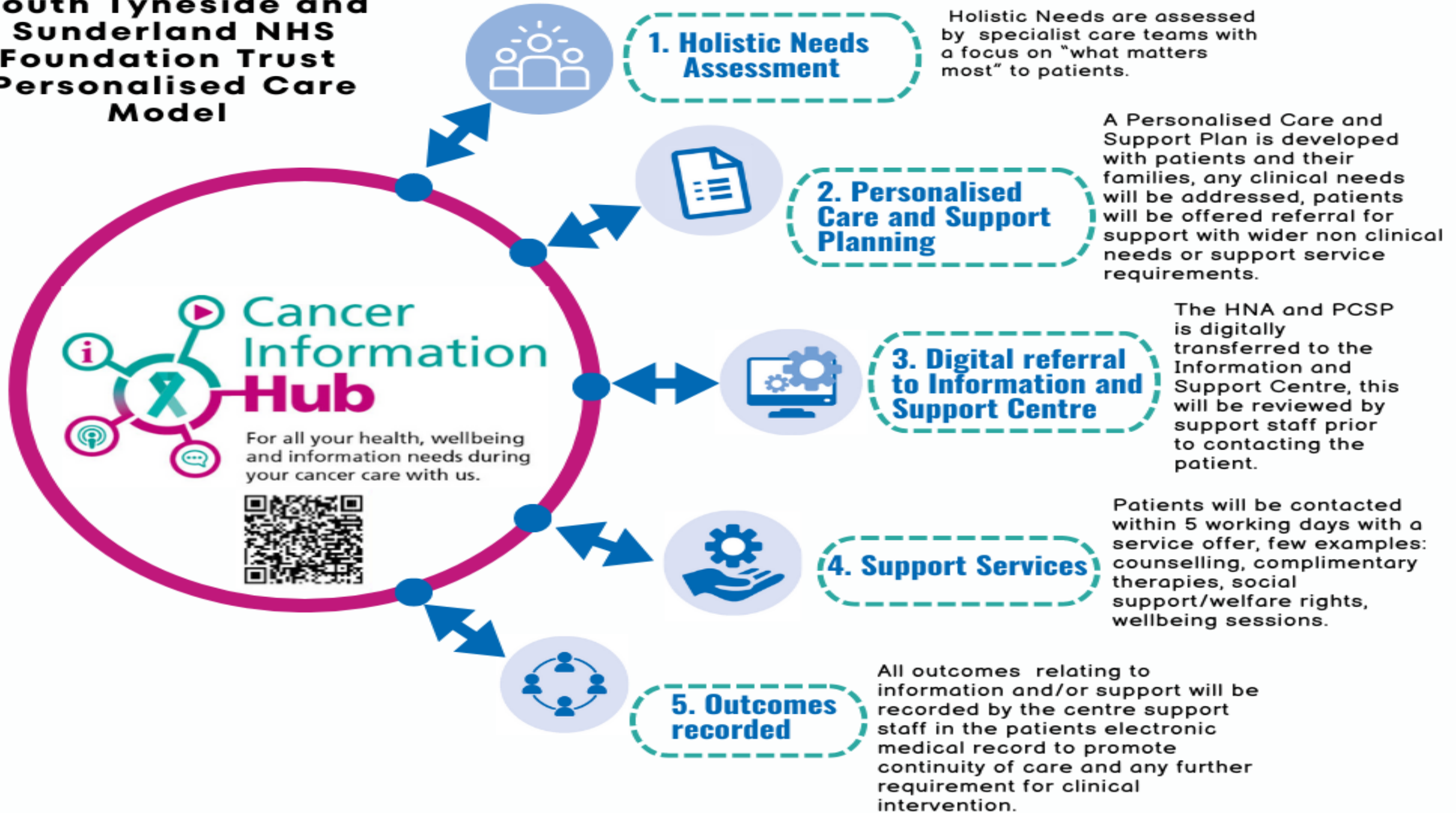
**Out of clutter, find simplicity. From discord, find harmony.  
In the middle of difficulty lies opportunity**

Albert Einstein





# South Tyneside and Sunderland NHS Foundation Trust Personalised Care Model



Improving personalised  
cancer care



Optimising data



Meeting future needs



# Improving Personalised Cancer Care



## A collaborative approach – System wide

- Stakeholder engagement planning and codesign

## Workforce

### Clinical teams:

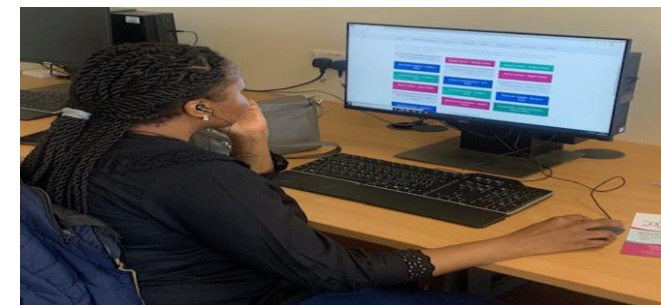
- Familiar Systems – review current assessments
- Avoid Duplication of effort
- Single point of contact/facilitation
- Closing the loop

### Community partners:

- Accessible services
- Good quality, timely referral information

## Patients

- A model “for patients developed by patients”
- Accessible information & support – in a variety of ways





# Cancer Information Hub

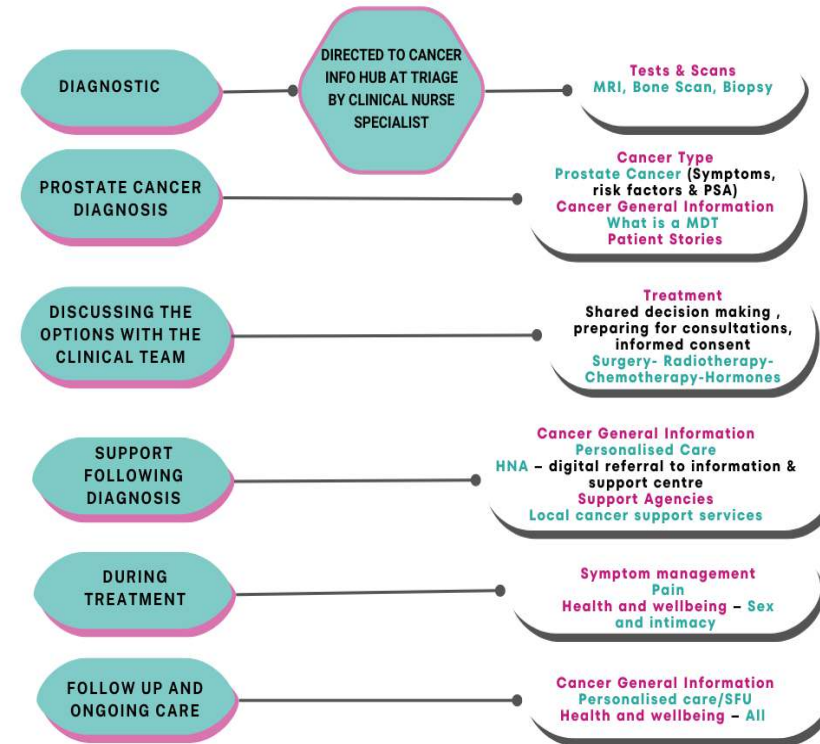
For all your health, wellbeing and information needs during your cancer care with us.

## Highlights:

- Consolidation of cancer information
- Can be easily developed/ expanded - TLHC
- Mobile friendly
- Far reaching - Advertised on TV screens in GP practices/ health venues across the city
- Majority of content is health literacy approved
- BAME Support workers in our International centre trained.
- Positive feedback from patients and professionals



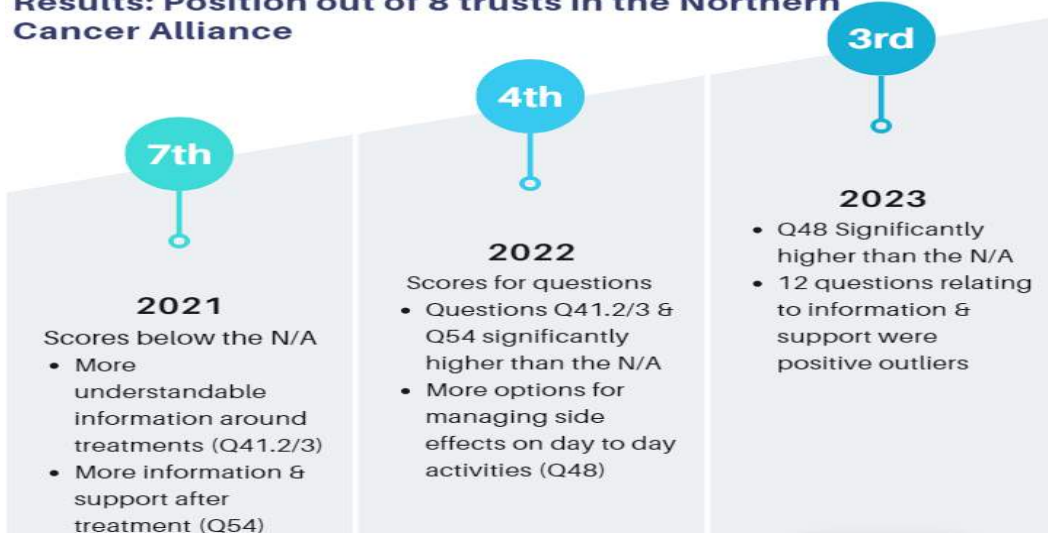
## Hub Resource Example: Prostate Cancer



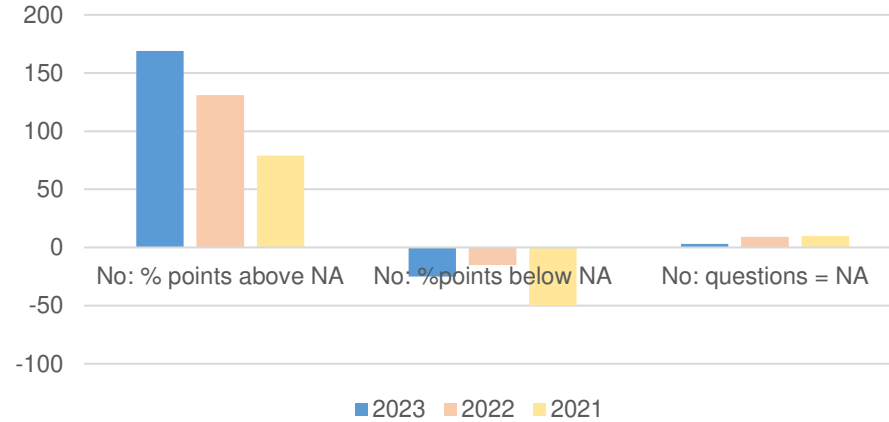


# Measurable Improvements

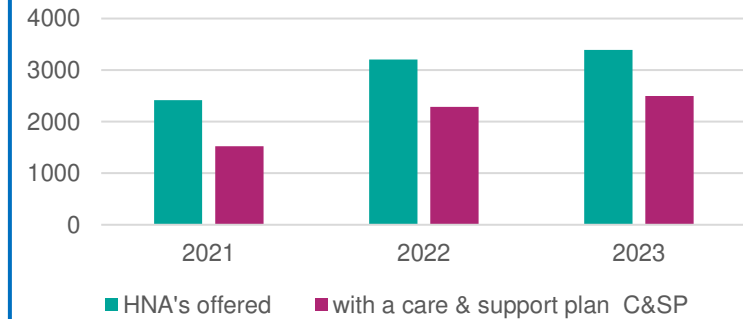
## National Cancer Patient Experience Survey Results: Position out of 8 trusts in the Northern Cancer Alliance



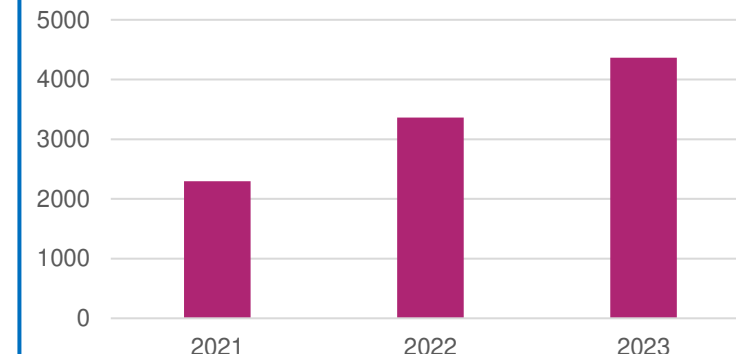
## Comparison of % points against National Average across all questions: 2021-2023



## STSFT Holistic Needs Assessments & Personalised Care & Support Plans 2021-2023



## Total No: of referrals annually to Cancer Information & Support Centre





# Optimising Data

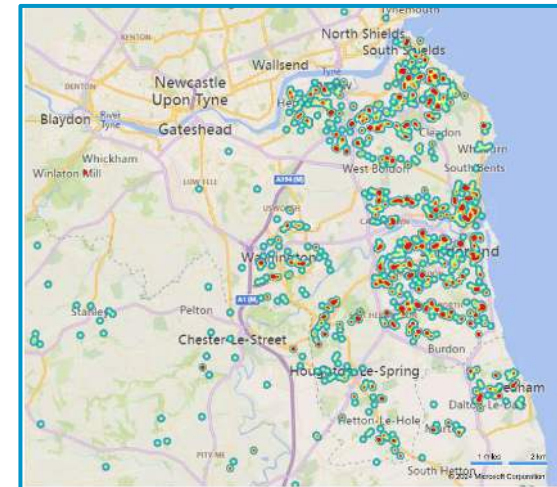


## The Personalised Care Data Dashboard supports:

- Performance monitoring – To offer additional support to clinical teams
- Service planning – Meeting the needs of patients and the workforce
- Reducing unfair differences in health – Access/ Levels of support
- Understanding patients' needs at different points in the pathway at a tumour site level
- Data triangulation with National Cancer Patient Experience Results and Quality of Life Survey

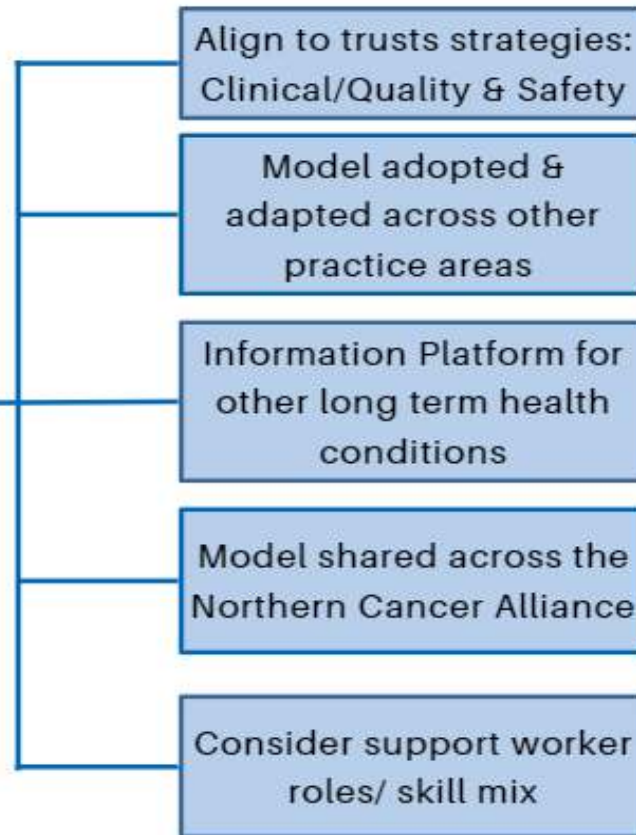
## Reducing unfair differences in health

Heat Map – patients accessing support



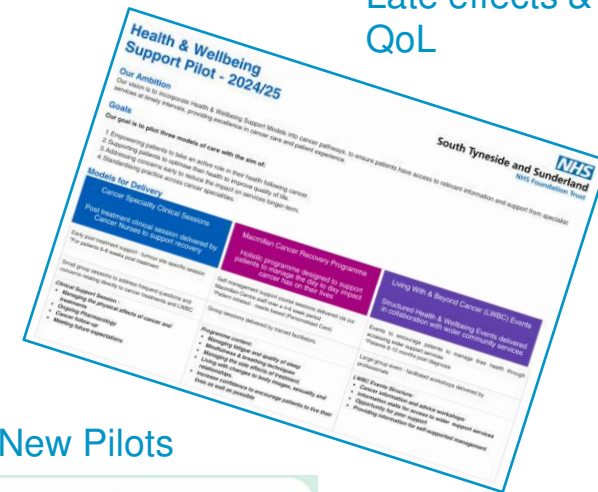


# Meeting Future Needs



Clinical teams can consider further improvements to support patients

Late effects & QoL



## New Pilots

### What is Prehabilitation?

1. An exciting and relatively new area of care
2. Focuses on improving health prior to cancer treatments
3. The main areas are:
  - Physical activity
  - Nutrition
  - Wellbeing
  - Smoking and alcohol cessation





Questions