

Breast Cancer Now's Service Pledge

A collaboration with Lancashire
& South Cumbria Cancer Alliance

SERVICE PLEDGE

Dedicated to improving breast cancer services

Lilly



Breast Cancer Now's Service Pledge 2022/2023 has been jointly sponsored by Eli Lilly and Company Limited and Roche Products Ltd. Lilly and Roche have not had any control or involvement in this programme.

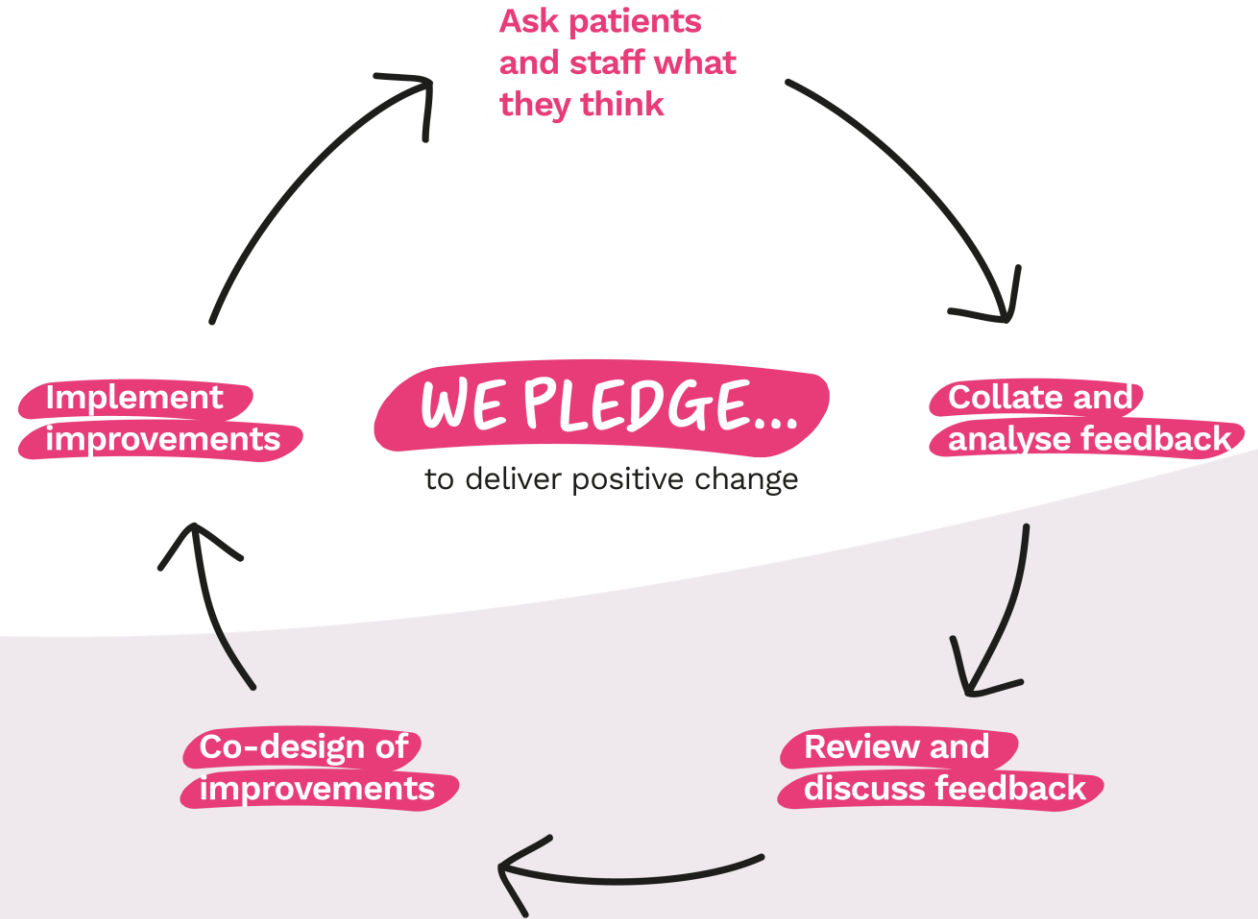
WHAT IS the service pledge?

- Breast Cancer Now's patient-led service improvement programme
- Working in partnership with NHS services across a Cancer Alliance
- A true partnership between healthcare professionals and patients
- Reduces variation between services



How the service pledge 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



The impact of working together

- Set up a post-surgery telephone clinic
- Train surgical ward staff to support breast cancer patients
- Recruit a support worker to answer the phone and triage patient queries
- Call all newly diagnosed secondary breast cancer patients 2-weeks after their diagnosis to identify their support needs
- Set up advanced care planning clinics



Key learnings

- Strong partnership working between Breast Cancer Now and Lancashire and South Cumbria
- Creation of Task and Finish groups
- Patient involvement is key
- Identify key stakeholders to engage with from the start of the programme





LAUREN
PETERSON

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

https://youtu.be/d62r_uolWds

QUESTIONS?