

# 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.

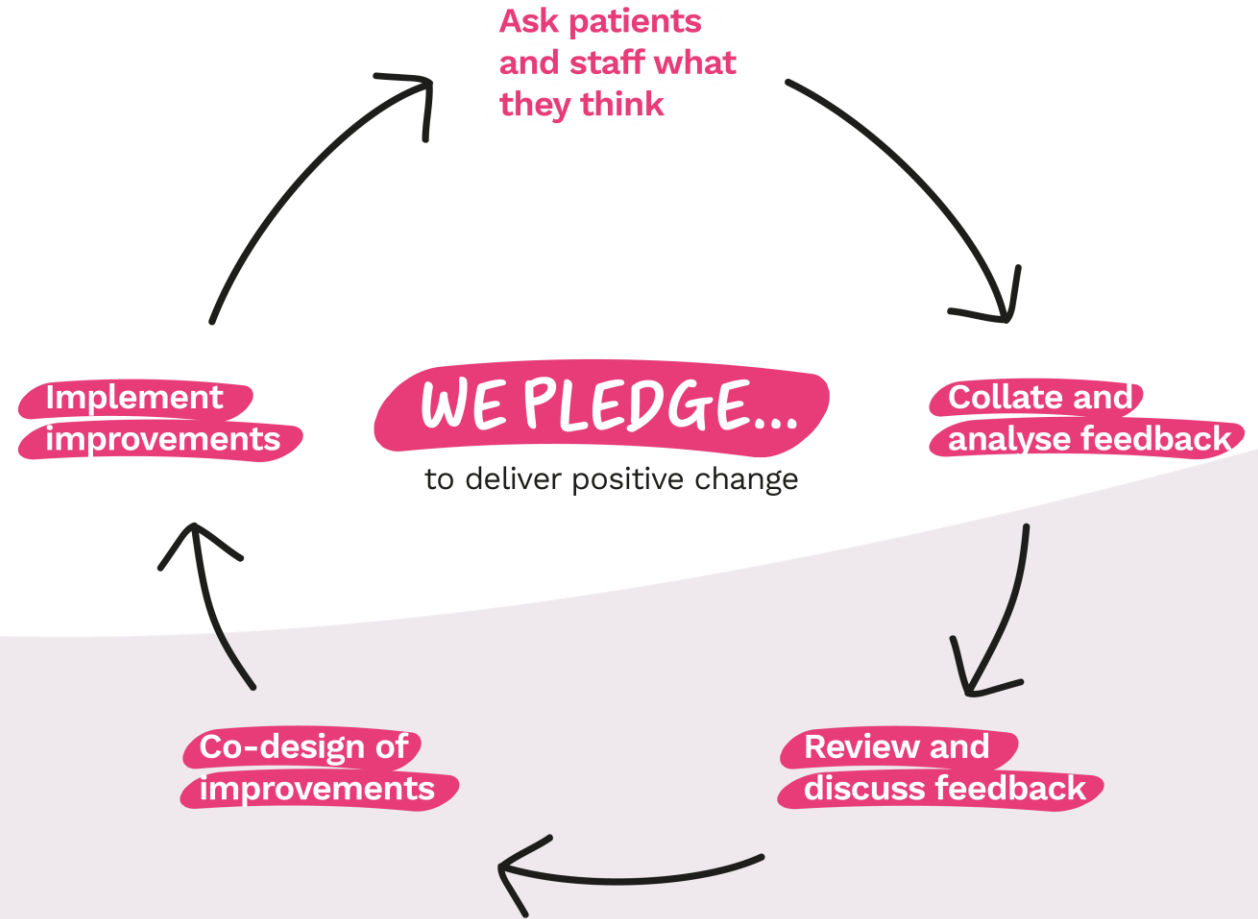
# WHAT IS the service pledge?

- 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...

# QUESTIONS?