



South Tyneside and Sunderland
NHS Foundation Trust

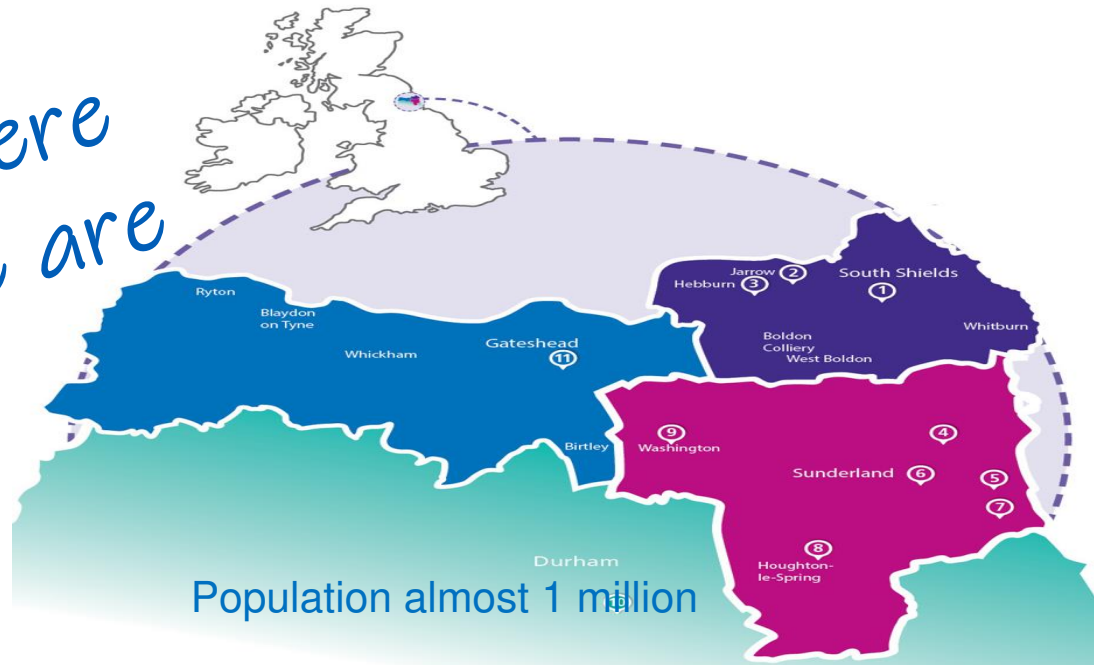
Personalisation of Care:

Enhancing Personalised Care via a multilingual digital patient centered platform

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

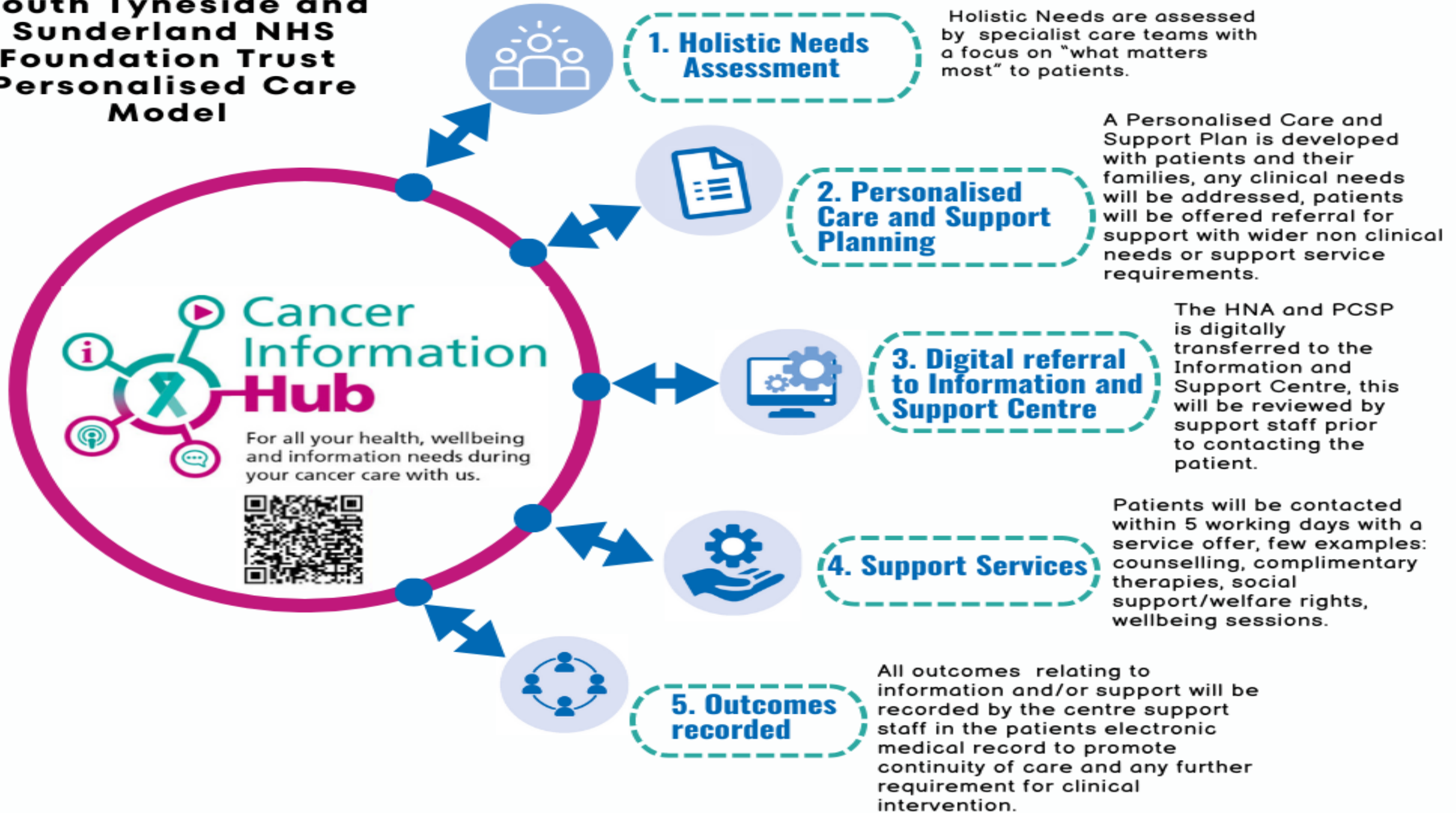


**Out of clutter, find simplicity. From discord, find harmony.
In the middle of difficulty lies opportunity**

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:

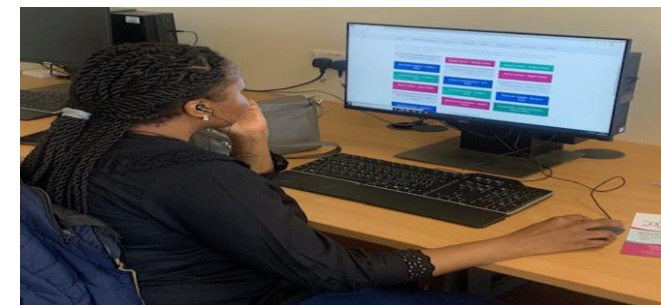
- Familiar Systems – review current assessments
- Avoid Duplication of effort
- Single point of contact/facilitation
- Closing the loop

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

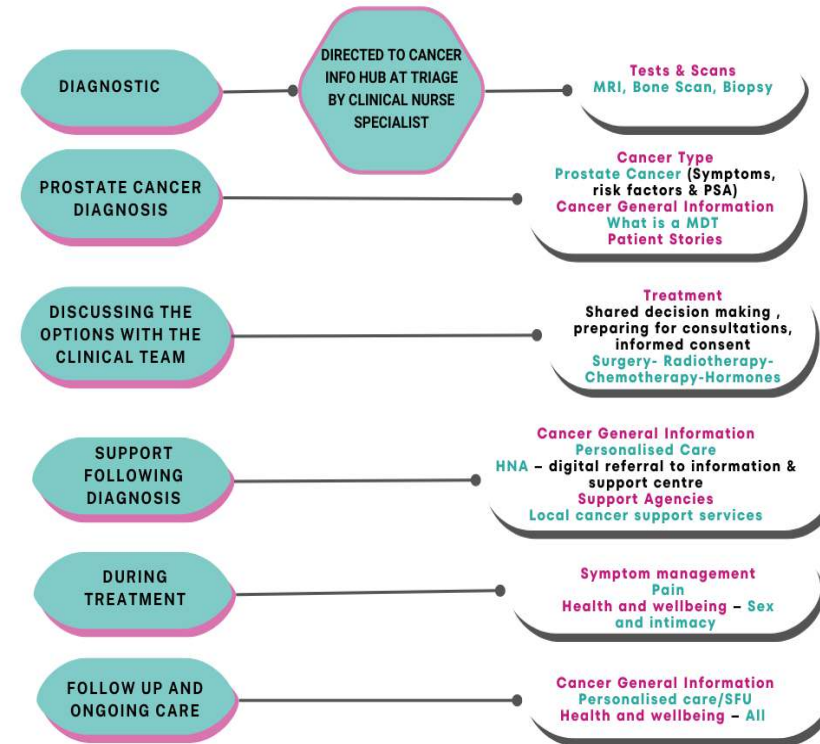
For all your health, wellbeing and information needs during your cancer care with us.

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

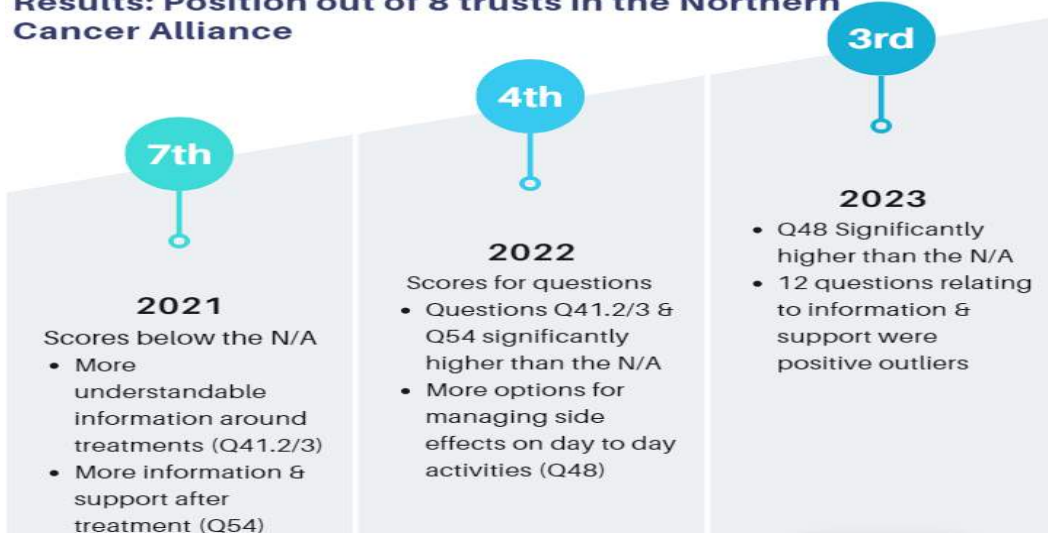


Hub Resource Example: Prostate Cancer

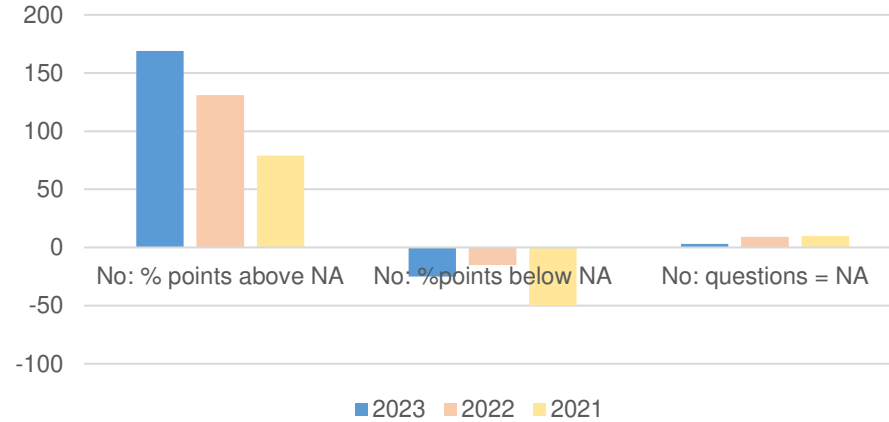


Measurable Improvements

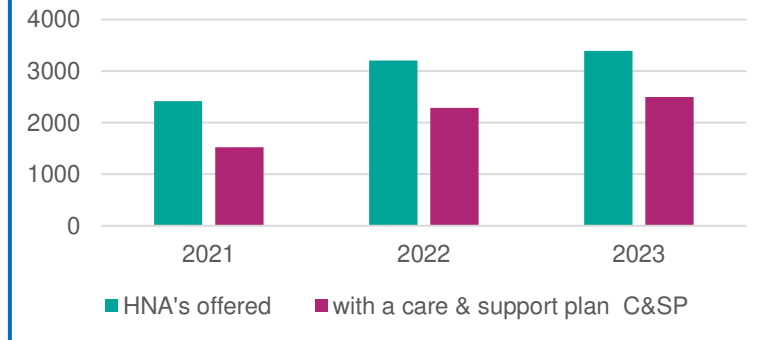
National Cancer Patient Experience Survey Results: Position out of 8 trusts in the Northern Cancer Alliance



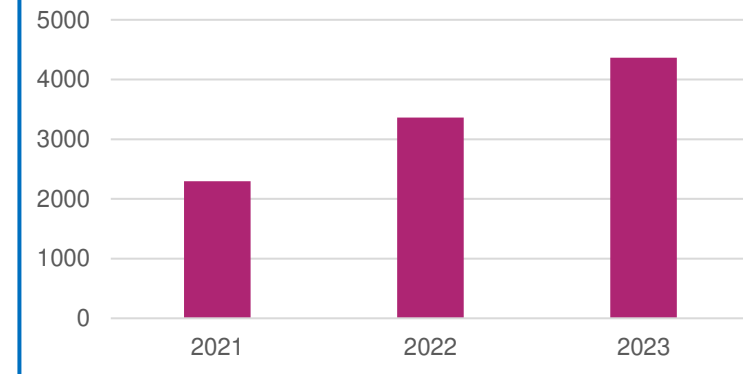
Comparison of % points against National Average across all questions: 2021-2023



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



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



Optimising Data

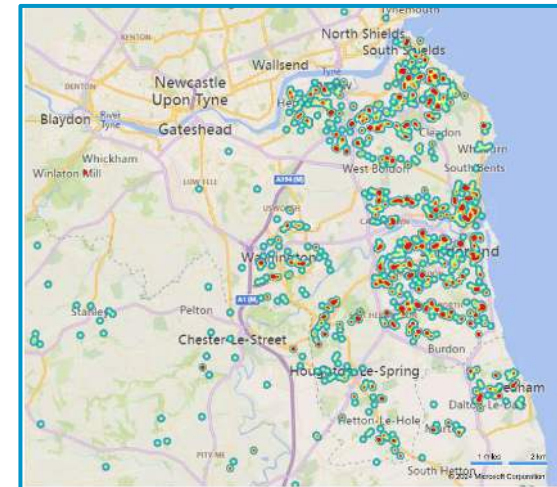


The Personalised Care Data Dashboard supports:

- 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

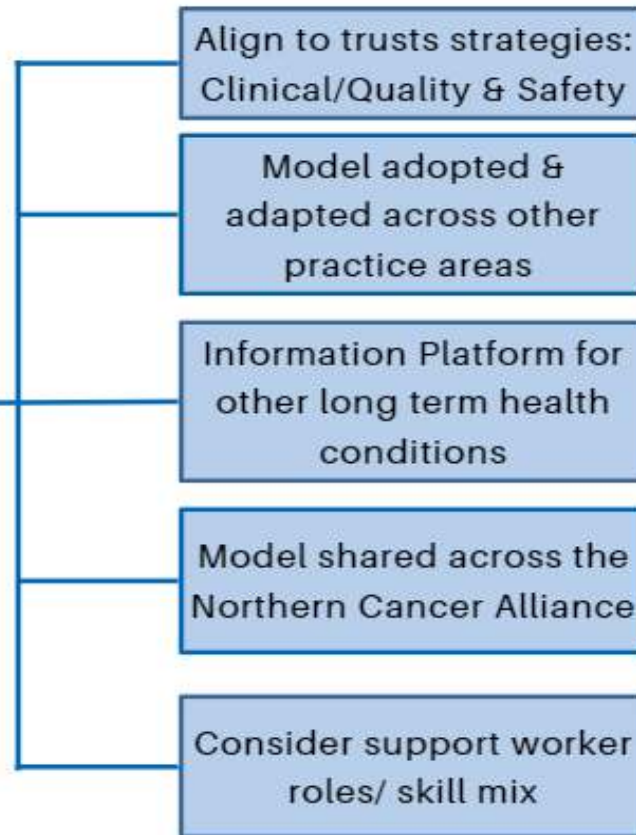
Reducing unfair differences in health

Heat Map – patients accessing support



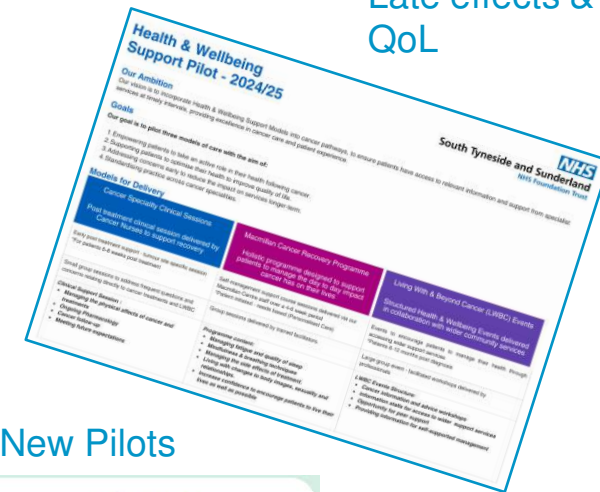


Meeting Future Needs



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