

# Personalisation of Care

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Using powerful stories from patient storytellers to create significant impact, and deliver measurable and identifiable improvements to patient experience

# Who are we?

We are the Health Inequalities and Patient Experience Team at Cheshire and Merseyside Cancer Alliance.

- The HIPE team, made up of 5 team members, produce groundbreaking programmes of work, challenging inequality and placing patient voice at the heart of everything we do.
- Those who have been affected by cancer have invaluable knowledge and experience that can help shape and improve local services. Our Patient and Carer Representatives work with us to promote quality and equality, improve health outcomes, and draw upon personal experience to ensure the patient voice is at the forefront of every project.



Bringing Equity to  
Health

Engaging with People  
and Communities

## Health Equity by Design

CMCA Health  
Inequalities and  
Patient Experience  
(HIPE) Team

Network and  
collaborate with staff

Plan and deliver annual  
Roadshows

Deliver training via 123  
Approach

Support Patient and  
Carer Representatives

Support HIPE  
Champions

Hold a portfolio of  
Patient and Carer  
stories

Promote surveys and  
support improvement

Manage involvement  
panels

Consult with the wider  
system

Develop and share  
resources

**CMCA PATIENT  
AND PUBLIC  
ENGAGEMENT**

*Equity  
by  
Involvement*

**PROCESS**

- Write patient/public involvement policy and job roles
- Train wider team
- Create Equality Impact Assessment (EIA)

- How will members of the public be involvement in the Alliance?
- Why will patient engagement improve patient experience?

**RECRUITMENT**

- Create secure database
- Robust recruitment process
- Get involved page on website
- Recorded induction
- Involvement handbook

- Create consent and confidentiality agreement forms
- Recruit people who want to improve services, rather than complain

**INVOLVEMENT**

- Roadshows
- Recruitment drive/campaign
- Record & share patient stories
- Involvement adverts

- How will you engage with the public?
- Will you work with local organisations to recruit diverse members of the public?

**SUPPORT  
REPRESENTATIVES**

- 6 weekly meeting 1:1s
- Patient engagement newsletter
- Special occasion cards
- Share feedback

- Ask patient / carer representatives their communication preferences
- Celebrate involvement

**RECORD OUTCOMES**

- Involvement spreadsheet
- Infographics
- Updates in meetings
- Part of NHSE PE pilot

- How will you measure engagement?
- How will you showcase your outcomes?

**SUPPORT THE  
WIDER SYSTEM**

- Share useful resources
- Consult professionals on PE
- Support representatives to get involved in system wide projects
- Apply for awards

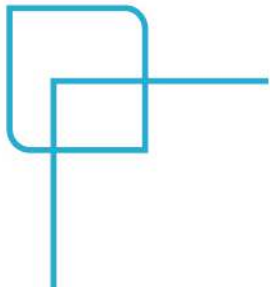
- How will you share your experience and knowledge with others?

# Patient and Carer representative Involvement



- **69** Patient and Carer Representatives, including People Panel members
- **Since 2022, over 70** Patient and Carer stories shared. Stories are often shared during meetings, educational and training events, project activities, and with external healthcare providers and media outlets.
- Patients and carers have been involved in **168 projects** since June 2024 (including storytelling, readers panel, focus groups, CQGs)
- Patient Representative, Jo has become a **National Patient and Public Voices (PPV)** member
- Patient Representative, Kevin has been shortlisted in the Patient Recognition **Picker Network Award** and is here with us today

On the next slide we will share a video we have put together which demonstrates the power of storytelling.



**Cheshire &  
Merseyside**

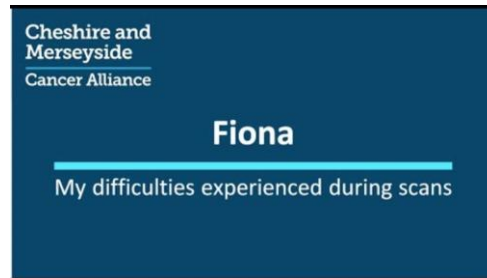
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Cancer Alliance

# Storyteller Links



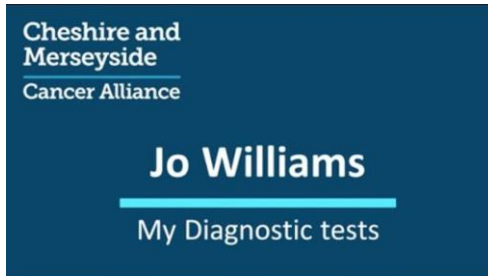
Rita – BBC North West Tonight



Fiona – Difficulties during scans



Stacy – Liverpool Echo Artical



Jo – My Diagnostic Tests

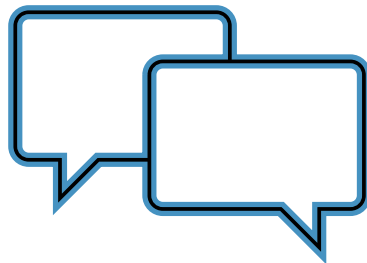


Glyn – BBC Radio Merseyside



A story about Scanxiety

# Thank you



Please do get in  
touch

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