

## Promoting Person Centred Care for people navigating life with cancer

As one of the Associate Medical Directors at the Cancer Alliance, I am delighted to support the Personalised Care Programme by providing overall clinical leadership. Personalised care has been around in many forms over the years and, going forward at the Alliance, we will bring together the various branches to embed an equitable holistic approach across all cancer pathways. The infographic we have designed goes some way to explain the breadth of the programme, and how you will start to see the impact of this important work throughout the patient pathway.

With this newsletter, we will keep you informed of the great work that is going on, and how you can get involved. Thank you to all the personalised care team members, including our wonderful patient representatives, for their hard work and perseverance in ensuring we continue to deliver cancer care in Greater Manchester that is patient-centred, personal, compassionate and supportive.



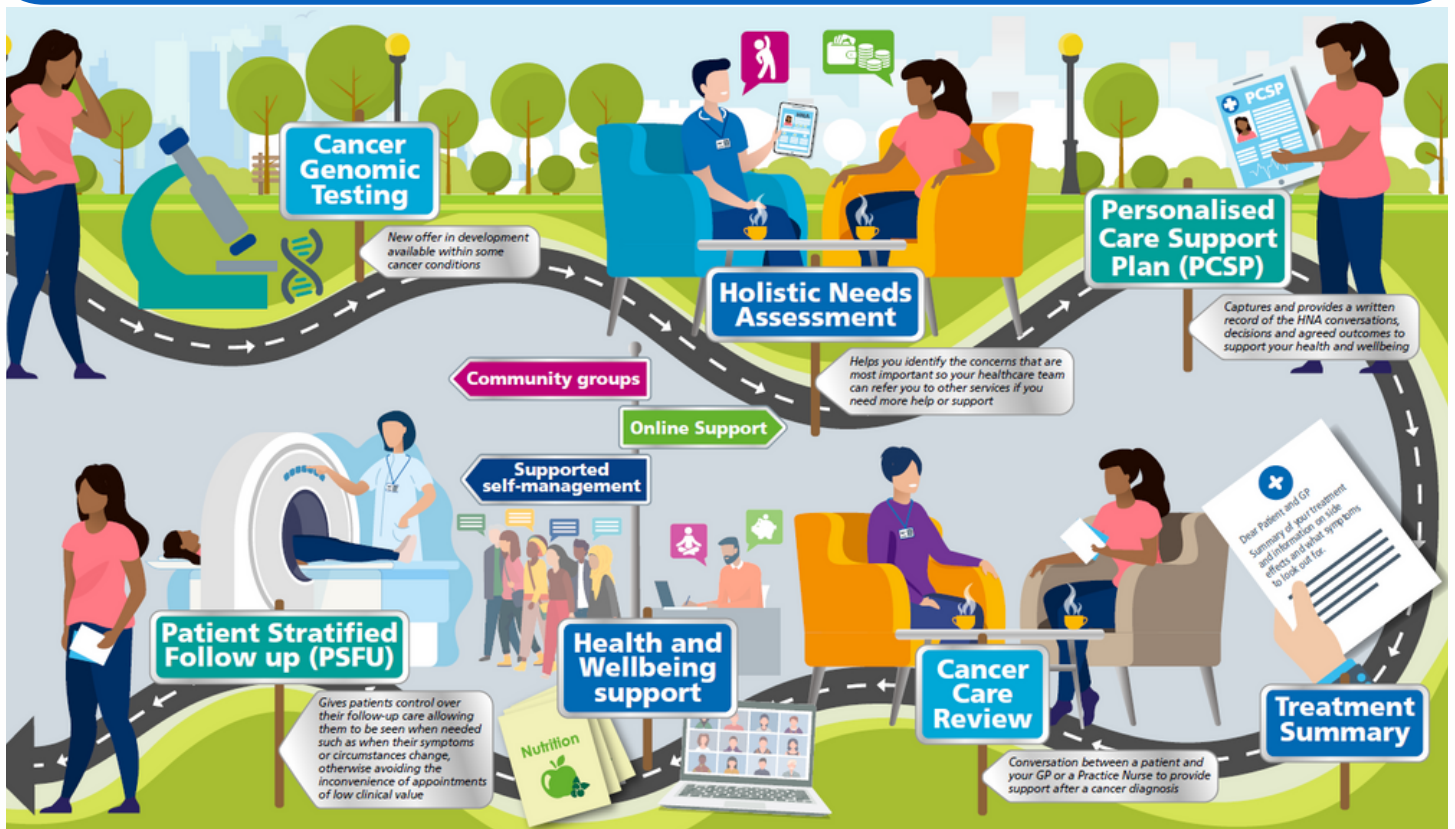
What does personalised care mean to you?

***“Being treated like an individual, not just someone on a production line”***

Nic Clews  
Patient/Carer Representative & Member  
of the Personalised Care Programme Board



## Personalised Care Patient Experience



# Personalised Care Programme Governance



**Clinically-led Delivery and Innovation**  
All programmes of work to demonstrate clinically-led decision making, working collaboratively with the Greater Manchester Cancer Pathway Boards

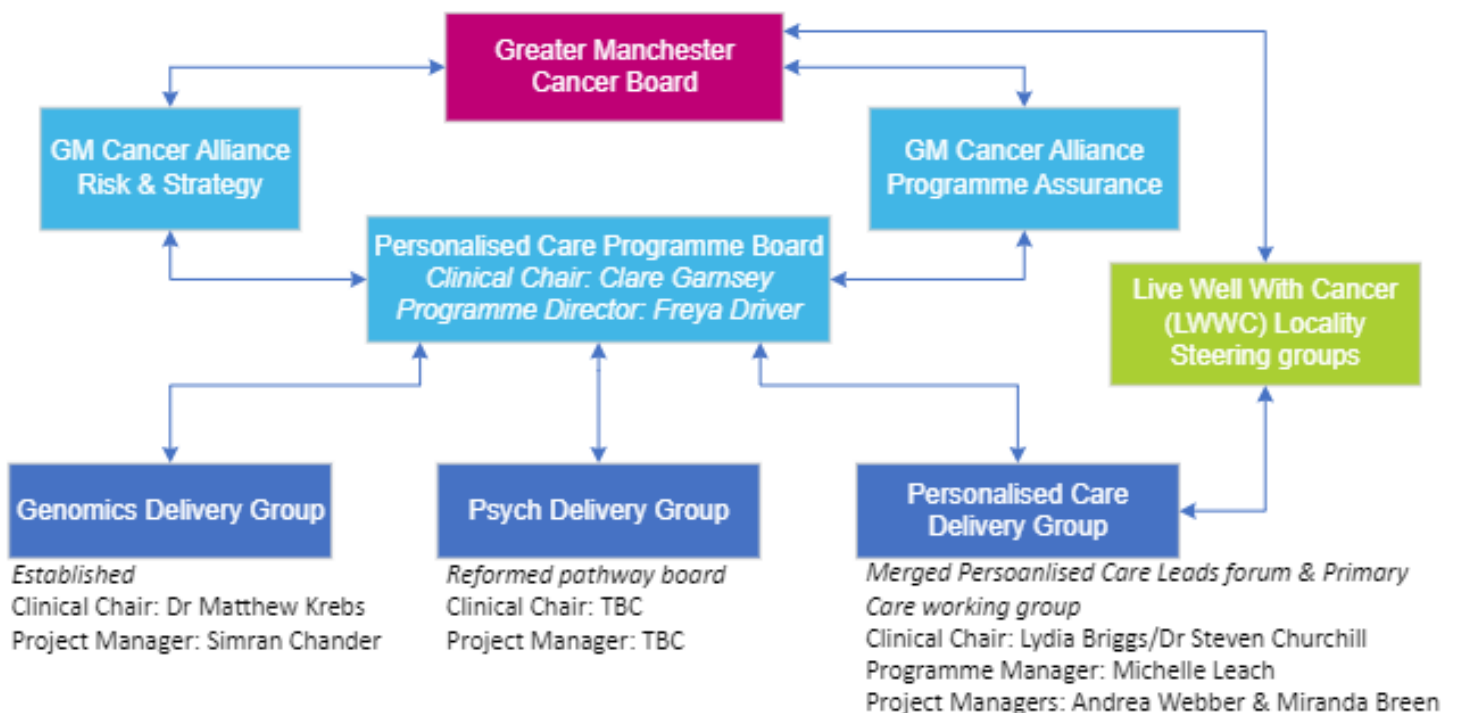


Target			
Increase Stage 1 & 2 Diagnosis to 75% by 2028	Achieve Cancer Waiting Times standards Deliver Backlog reduction	Increase survival, 2750 more patients in GM living with cancer beyond 5 years (2018 > 2028)	Be fully integrated with the NHS GM Integrated Care System (ICS)
<b>Early Diagnosis</b>	<b>Faster Diagnosis and Operational Performance</b>	<b>Personalised Care and Treatment</b>	<b>Structure/Governance</b>
Effective Primary Care Pathways (including pharmacy referral pilot, Primary Care Network (PCN) support, GP Direct Access Diagnostics)	Diagnostic Transformation (Single Queue, Shared Capacity and Reporting, Community Diagnostic Hub, Digital Pathology and others)	Embed quality offer of personalised care interventions – Holistic Needs Assessments (HNAs), Personalised Care Support Plans (PCSP), Treatment Summaries (TS) and Cancer Care Reviews (CCR)	Support Networks including Operational Delivery Networks (ODNs) in cancer - Teenage & Young Adults, Children's, Radiotherapy
Symptom Awareness, presentation and referral: patient and public facing communications	Best Practice Timed Pathway including Non-Site Specific	Delivery of Patient Stratified Follow-Up (PSFU) supported by a digital remote monitoring system	Models of Care (Breast, Lung, Colorectal & Others)
Targeted Case Finding (Lung Health Check, Liver, Prostate, Pancreatic)	Treatment transformation to achieve Cancer Waiting Time (CWT) targets incl. hubs and system capacity	Improve psychosocial support offer and provide better access to Health & Well Being services	Collaboration with PCNs & localities
Cancer Screening programme delivery and uptake (Bowel, Breast, Cervical)	Innovation to drive recovery (Mastalgia pathway, tele-dermatology etc)	Improve experience of care through piloting a Live Well with Cancer model	Integration with GM governance and decision making
Innovation to drive earlier cancer diagnosis	Effective secondary care pathways to reduce unwarranted variation in waiting time access	Embed genomic testing and targeted treatment	Assurance of financial scrutiny, evidencing value for money
	Systemwide re-design of pathway delivery	<b>Treatment Variation</b>	Engagement in GM system work on prevention and Population Health
	System re-focus on CWT	Reduced Variation in treatment (Lung Get it Right First Time (GIRFT) & Breast, Colorectal and Prostate audit recommendations)	

Cross Cutting Programmes	<b>Workforce and Education</b> Workforce Integration (One Workforce), Workforce Wellbeing, Growing and Developing our Workforce, Addressing Workforce Inequalities
	<b>Identifying and addressing inequalities:</b> e.g. Data, PCN Leads/DES, Locality engagement, Inequalities Programme Board & Strategy, Equality Impact Assessments
	<b>Communications &amp; Engagement:</b> e.g. Patient and Public Involvement and Engagement (PPIE) programme, public campaigns, media, digital channels, GM Cancer Conference
	<b>Data, Digital and Innovation:</b> e.g. Tableau & Curator Developments, Clinical Outcomes Data, Primary Care Dataset, Artificial Intelligence, Secure Data Environment.
	<b>Research:</b> Research Framework, Activity and Inclusivity data, PWBs engagement, Charity-Industry Research Equity project, Annual report

Here is the GM Cancer Alliance's Plan on a Page for 2023/24. This is developed in response to the centrally mandated key deliverables as well as projects which align with the NHS Long Term Plan. As you can see, for the first time, Personalised Care sits alongside other key workstreams and is recognised as being integral to Greater Manchester achieving its challenging targets. We have set up a governance structure to support us in delivering change and monitoring progress



# Project Updates

## Genomics

We are reviewing pathways to improve access to genomic testing for patients improving equity to the latest targeted (personalised) treatments. A few spaces left on our [Genomics Education event on 09/10/23!](#)

**Simran Chander, Project Manager**

We are supporting secondary care to embed Personalised Stratified Follow Up in to their pathways to provide more efficient surveillance of patients creating more capacity in secondary care. The Project includes the implementation of a remote digital monitoring system to support teams to keep track of their patents.

## PSFU

**Andrea Webber - Project Manager**

## Live Well with Cancer

Everyone who has received a cancer diagnosis deserves high quality care that addresses their wider health and wellbeing needs. The Live Well with Cancer programme will build on services and systems already in place across our health, community and neighbourhood settings. It will be about how we can knit those excellent services together around people affected by cancer. The delivery of this offer will be led by a Programme Manager in the Cancer Alliance & Macmillan and in partnership with all providers and people affected by cancer to map and build upon existing strengths and assets. The programme will be rolled out iteratively across all 10 localities and is currently underway in Tameside and Rochdale

**Michelle Leach, Programme Manager**

Miranda and Andrea will update you next month on **Health & Wellbeing, Late Effects and Core Interventions**

Next month we will be telling you all about The Programme Board and providing more info on Our Genomics Event



**Freya Driver**  
Programme Director for Personalised



**Dr Lydia Briggs**  
Acute Care Clinical Lead for Personalised Care



**Dr Steve Churchill**  
Primary Care Clinical Lead for Personalised Care

### Important dates

- PC Board 04/10/23
- Genomics Education Event 09/10/23
- Psychological support & Mental Health Delivery Group 18/10



### Patient/ Carer Rep involvement this month

We now have patient/carer reps members on our Board and each of our delivery Groups!

See the list of opportunities available across GMCA [here](#)

### New content on our NHS Futures page

- [Join our discussion "what does Personalised Care Mean to you?"](#)
- [Money Talk Tool kit](#)
- [Late Effects Project Plan](#)

