Cancer Research UK:
Activity in Wales to improve cancer outcomes

Marion O’Neill
February 2017
• Cancer Research UK’s strategic priorities

• Working with different audiences
  - Policy and Public Affairs
  - Health Professionals
OUR STRATEGIC PRIORITIES FOR THE NEXT TWO YEARS

OPTIMISE THE PATHWAY
- Ensure national cancer strategies are developed and implemented
- Improve UK cancer data and deliver impactful cancer information

OPTIMISE THE WIDER CRUK ENVIRONMENT
- Ensure a thriving research environment
- Promote a charitable culture

PREVENT
- Sustainable support for tobacco control programmes
- Implementation of the soft drinks industry levy and introduction of restrictions on junk food marketing

DIAGNOSE
- Diagnose bowel cancer earlier through screening
- Ensure appropriate recognition, management and referral of patients in primary care
- Ensure swift access to, and reporting of, appropriate diagnostic tests

TREAT
- Improve patient access to modern radiotherapy, with a focus on IMRT
- Improve a process for assessing new cancer medicines and increase availability of molecular diagnostic tests

BUILD OUR PROFILE AS AN AUTHORITATIVE HEALTH AND SCIENCE BRAND
Policy and Public Affairs Activity
Cancer Research UK: Where next for cancer services in Wales?
The Cancer Landscape
Cancer Research UK: *Where next for cancer services in Wales?*

**Recommendations**

**Leadership:**
- Comprehensive strategy that includes introduction of new measures and consistent reporting

**Performance:**
- Review of metrics used to evaluate performance

**Early Diagnosis:**
- Development of public awareness campaigns
- Review of direct access provision for GPs

**Access to treatments:**
- Review existing approach to commissioning specialist servicers
- National dataset for chemotherapy and radiotherapy activity
Health Professional Engagement Activity
Tiered approach

- 24 hour commitment
- Increased pressure on OOH care
- Extended scope of work
- Professional isolation
- Shift of care from secondary to primary care

Facilitators

Rural Activity

National Activity

NCDA overview

The National Cancer Diagnosis Audit (NCDA) will provide new insights that will inform service improvements that in turn help to diagnose cancers earlier and improve cancer outcomes.
### Website: Learning and Development Tools

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CPD credits</strong></td>
<td>We've compiled a collection of recommended accredited educational resources from a variety of organisations such as Doctors.net, RCGP, BMJ and the Department of Health where you can earn CPD credits.</td>
</tr>
<tr>
<td></td>
<td>- <a href="#">CPD modules</a></td>
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<tr>
<td><strong>Clinical decision support tools</strong></td>
<td>See tools to help GPs decide if a patient needs more investigation based on their symptoms and risk. Includes RAT, QCancer, and CDS.</td>
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<tr>
<td></td>
<td>- <a href="#">See more about the tools</a></td>
</tr>
<tr>
<td><strong>Referral best practice</strong></td>
<td>We have summarised NICE suspected cancer referral guidelines and safety netting information, and created summaries to help implementation.</td>
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<td></td>
<td>- NICE referral</td>
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<td></td>
<td>- Safety netting</td>
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<tr>
<td><strong>GP practice and local data</strong></td>
<td>Links to tools to inform local clinical practice around early detection and diagnosis of cancer.</td>
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<tr>
<td></td>
<td>Includes GP Practice Profiles, Cancer e-Atlas and our Local Cancer Stats.</td>
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<td></td>
<td>- <a href="#">More about local data</a></td>
</tr>
<tr>
<td><strong>Audit tools</strong></td>
<td>See tools and templates to help GPs conduct audits.</td>
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<tr>
<td></td>
<td>Includes RCGP/NCAT cancer audit tool, SEA template and links to the NCDAs.</td>
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<tr>
<td></td>
<td>- <a href="#">More about the tools</a></td>
</tr>
<tr>
<td><strong>Return on investment (ROI) Tools</strong></td>
<td>Tools for public health commissioners and decision-makers to model the effects of interventions to estimate costs against the value of benefits and improvements.</td>
</tr>
<tr>
<td></td>
<td>- <a href="#">More on ROI tools</a></td>
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[http://www.cancerresearchuk.org/health-professional/early-diagnosis-activities](http://www.cancerresearchuk.org/health-professional/early-diagnosis-activities)
National Cancer Diagnosis Audit

The audit uses primary and secondary care data relating to patients diagnosed with cancer and will start this year by looking at cases diagnosed in 2014.

This will help us understand patterns of cancer diagnosis for all cancer types, and give benchmark, so that in time, we can assess the impact of the new referral guidelines.

AUDIT QUESTIONS:
– What is the interval length from patient presentation to diagnosis?
– What use is made of investigations prior to referral?
– What are the patients referral pathways?
HOW IS THIS GOING TO HELP IMPROVE CLINICAL PRACTICE?

– While completing the audit, practices can reflect on their clinical practice and practice based systems and processes. Specific insights may include:
  • Types of delay and where delays occur
  • Factors contributing to multiple consultations
  • Impact of patient characteristics
  • Overview of presenting symptoms by key tumour types to highlight complexities
  • Presenting symptoms by place of presentation
  • Identification of good practice
– National and practice level feedback
– Tools and resources to support clinical improvement.
– Support from Cancer Research UK Health Professional Engagement Facilitators & Macmillan GPs
Cancer as a clinical priority
RCGP and CRUK strategic partnership

Working in partnership to raise awareness and knowledge of the role of primary care in cancer control

- Faculty workshops
- Cascade seminars
- Support to GP training programme
- E-learning tools
- Clinical News
- Conferences and posters
- Cancer Toolkit
- Curriculum review
- Medical School curriculum
- Position statements
- Primary care prevention research
- QI improvement in cancer

We provide face to face training and education, and e-learning
We raise awareness of the pivotal role of primary care in cancer control
We provide position statements and on-line resources
We ‘influence the influencers’
We integrate our activities across the RCGP
The Facilitator programme

We support healthcare professionals and organisations to improve prevention and early diagnosis.
How we work with the NHS

We work with:

- Primary care (general practice, pharmacy, dentists)
- Community care
- Diagnostics and secondary care
- Planners of care
Current picture

85 people (79 regionally-based)

Covering all of England, the urban areas of Scotland, and North Wales.

The potential to work with 8500 GP practices
Engagement with health professionals

% with different organisations

- Practices: 48%
- Dentists/Community Pharmacists: 5%
- Hospitals, diagnostics providers and community healthcare providers: 5%
- Public health, social care, or other organisation delivering care: 14%
- Commissioners and planners of care: 21%
- SCNs, Alliances, CSUs, Cancer Boards, Networks, Health Boards: 6%
### Engagement with health professionals

**Themes covered**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Preventing cancer</td>
<td>34%</td>
</tr>
<tr>
<td>Bowel screening</td>
<td>40%</td>
</tr>
<tr>
<td>Cervical screening</td>
<td>27%</td>
</tr>
<tr>
<td>Breast screening</td>
<td>25%</td>
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<tr>
<td>Improving patients awareness of signs and symptoms</td>
<td>29%</td>
</tr>
<tr>
<td>Improving professional recognition of symptoms,…</td>
<td>27%</td>
</tr>
<tr>
<td>Safety netting</td>
<td>20%</td>
</tr>
<tr>
<td>Improving referral and diagnostic pathways and their…</td>
<td>20%</td>
</tr>
<tr>
<td>Reflection and planning improvements based on cancer…</td>
<td>20%</td>
</tr>
<tr>
<td>Promoting and supporting SEAs and audit</td>
<td>26%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
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Evaluating the Programme
2 external evaluations showed that facilitators:

- Almost double the uptake of improvement activities (plans, SEA, audit, use of RATs) (69% vs 36% in comparator CCGs)

- Raise awareness, encourage practices to discuss cancer and review their performance

- Share best practice information and enable practices to draw comparisons.

Evaluation of the Cancer Research UK Primary Care Facilitator initiative 2013/14, Ablett-Spence, Gildea, Rubin 2014
The Team

*Knowledgeable*  *Helpful*

*Easy to work with*

*Positive & upbeat*

Experience of Primary care valuable.

Flexible to needs and availability of practice.

Quick to communicate, provide resources and follow-up.

**Provision of resources and tools**

Audit tools

Prevention leaflets

Safety netting checklist

Risk assessment tools

CRUK Patient Roadshow Team

Arranged shadowing opportunities within secondary care clinics

*They are a very motivated team, who are ..trying very hard to make a change and are willing to help in whatever way they can*
We are catalysts for change

Advise  Inform  Guide  Support

a) Within Practice
Encouraging fresh ideas, for staff at all levels, sharing good practice.

b) Primary/Secondary Care Interface
Collating primary care experiences and taking up issues on behalf of primary care practitioners.

It’s good that we’ve got somebody like that because it’s helps us. You can complain back every time to secondary care but you’re complaining to different consultants each time so there’s nobody there overseeing.

We were at a bit of a stalemate, engaging with the facilitator really freshened things up and inspired us to do more
Expanding the Facilitator Programme into Wales
Activity in North Wales

Engagement:
- Relationships established with key cancer planners, GP Leads and Screening Engagement Teams
- All practices engaged through at least one method:
  - 32 practices have had at least one visit
  - attendance at all 14 Cluster meetings
- provision of resources and cancer awareness training

Work streams:
- National Cancer Diagnosis Audit/SEA activity
- Bowel Screening
- Cancer Prevention
Expansion in Wales (April 2017)

Stakeholder Engagement:
- Wales Cancer Network
- Public Health Wales Screening Teams
- Macmillan Framework 4 Cancer Programme
- Wales Cancer Alliance
- Health Boards
- Wales Cancer Research Centre

Prevent

- Tobacco: Sustainable support for tobacco control programmes
- Obesity: Implementation of the soft drinks industry levy and introduction of restrictions on junk food marketing

Promoting understanding of the links between lifestyle (particularly obesity) and cancer
Expansion in Wales (April 2017)

**Diagnose**

- Diagnose bowel cancer earlier through screening
- Ensure appropriate recognition, management and referral of patients in primary care
- Ensure swift access to, and reporting of, appropriate diagnostic tests

**Treat**

- Support the NHS to increase participation in screening programmes (particularly bowel)
- Work with Public Health Wales to support implementation of FIT
- Increased focus on inequalities

- Supporting implementation of NICE guidance at practice level where relevant
- Dissemination of clinical decision support tools
- Cluster level SEA activity

- Highlighting issues raised in general practice regarding referral/diagnostic pathways to commissioners
- Work to specify and support good primary/secondary communication about test results
Further information:

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