Implementing the Cancer Strategy

Tuesday 7th March 2017 – Central London

Chair: Emma Greenwood
Director of Policy and Public Affairs
Cancer Research UK
Member of the National Cancer Advisory Group

Speakers Include:
- Dr Rory Harvey
  Clinical Co-Chair Cancer Programme of Care
  NHS England and Chair
  East of England Cancer Alliance
- Duleep Allirajah
  Head of Policy
  Macmillan Cancer Support
- Dr Catherine Wilson
  Head of School
  The Royal Marsden School
- Matthew Hayes
  Clinical Director
  Wessex Cancer Strategic Clinical Network and
  Wessex Cancer Alliance Lead
  NHS England
- Dr Paul Fenton
  Consultant Clinical Oncologist
  University Hospital Southampton NHS Foundation Trust

Contributors
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About the Event

Following the publication of Achieving World-Class Cancer Outcomes: Taking the Strategy Forward, our Implementing the Cancer Strategy Conference comes at the perfect time to enable you to drive improvement and transformation in your organisation’s cancer care services.

After NHS England’s announcement of a £130 million fund earmarked for modernising radiotherapy and £15 million investment into supporting earlier and faster diagnosis of cancer, do not miss this opportunity to gain insight into adopting the national approach to expanding and developing services locally.

Key topics include:
• Using the Sustainability and Transformation Plans (STPs) to ensure that improvement in cancer services is a local priority
• Developing shared learning and increasing capacity through the implementation of cancer alliances
• Overcoming the challenges of recruitment and retention by adopting new ways of working
• Developing diagnostics services and reviewing strategies for achieving the 28 day target

Bringing together key practitioners and policy makers, this event provides practical guidance and best practice examples to enable your organisation to achieve world-class outcomes for cancer patients and those living with and beyond cancer.

Benefits of Attending

• Explore strategies for reducing inequalities in services delivered to patients to improve cancer outcomes
• Review the use of preventative services to improve public health and increase awareness of the importance of early diagnosis
• Examine ways to offer a bespoke care package and clear service pathway for those living with and beyond cancer
• Gain insight into utilising information gathered from patient surveys to deliver developments in care and more efficient ways of working

Who Should Attend

• Hospital Chief Executives and Board Members
• Hospital Executive and Non-Executive Directors
• Cancer Lead Clinicians and Clinical Directors
• Cancer Service Managers
• Strategic Clinical Networks
• Consultant Oncologists
• Cancer Nurses
• Clinical Nurse Specialists
• Chemotherapy Nurses
• Clinical Commissioning Groups
• General Practitioners
• Cancer Commissioners
• Specialist Commissioning Teams
• Diagnostics Managers
• Endoscopy Teams
• Pathology Departments
• Radiotherapy Teams
• End of Life and Palliative Care Teams
• Cancer Survivorship Services
• Outpatients Departments
• Human Resources and Workforce Departments
• Public Health Teams
• Health Improvement and Health Promotion Teams
• Cancer Transformation Leads
• Cancer Operational and Support Services
• Third Sector Organisations and Charities

Forthcoming Events

Transforming Care for People with Learning Disabilities
Tuesday 28th February 2017 – Central London

Multi-Agency Information Sharing
Wednesday 22nd March 2017 – Central London

Achieving Effective Patient Flow
Friday 31st March 2017 – Central London

Sponsorship and Exhibition Opportunities

We provide a range of flexible packages which offer your organisation a platform to network and communicate with key organisations in the public sector.

For further information please contact Jean Perrochon on 020 7960 7717 or email Jean.Perrochon@capita.co.uk
## Conference Programme

**09.20** Registration Tea and Coffee

**09.50** Chair’s Opening Remarks  
**Emma Greenwood**  
Director of Policy and Public Affairs  
Cancer Research UK  
Member of the National Cancer Advisory Group

### Keynote Addresses

**10.00** Embedding the National Approach to Cancer into Local Strategy  
- Delivering the recommendations of Achieving World-Class Cancer Outcomes: Taking the Strategy Forward in methods and systems  
- Utilising Sustainability and Transformation Plans (STPs) to integrate improvements for cancer patients in local strategy for the future  
- Meeting patients’ needs

**10.25** Questions and Discussion

**10.35** Cancer Alliances: Forming a Partnership Approach  
- Increasing capacity and developing shared learning through the implementation of local cancer alliances  
- Designing integrated care pathways by building strong relationships  
- Reducing inequalities in the services delivered to patients to improve outcomes

**Dr Rory Harvey**  
Clinical Co-Chair Cancer Programme of Care  
NHS England and Chair  
East of England Cancer Alliance

**11.00** Questions and Discussion

**11.10** Networking Tea and Coffee Break

**11.40** Addressing Workforce Challenges to Expand Cancer Care  
- Aligning future workforce needs with current educational planning  
- Adopting new ways of overcoming the challenges of recruitment and retention of staff  
- Developing training programmes to expand job roles and capacity

**Dr Catherine Wilson**  
Head of School  
The Royal Marsden School

**12.05** Questions and Discussion

**12.15** Driving Cancer Prevention and Early Detection  
- Assessing the use of campaigns to educate the public on preventable cancers and checking for symptoms  
- Installing effective and targeted screening programmes  
- Safeguarding public health and protecting the sustainability of future services

**Matthew Hayes**, Clinical Director  
Wessex Cancer Strategic Clinical Network and  
Wessex Cancer Alliance Lead, NHS England  
Wessex SCN ran a successful project on early detection and diagnosis in primary care and emergency settings

**12.35** Questions and Discussion

**12.45** Networking Lunch

### Panel Discussion

**13.45** Expanding the Capacity of Diagnostics Services  
- Implementing the 28 day diagnosis to improve waiting times  
- Reviewing the use of the ACE programme in establishing earlier diagnosis  
- Assessing the benefits of multidisciplinary diagnostics centres

**Join speakers from the day in a discussion on best practice methods for developing diagnostics services**

**14.15** Living With and Beyond Cancer: Developing the Right Support System  
- Treating the holistic needs of cancer survivors through the recovery package  
- Offering ongoing care closer to home  
- Ensuring survivors know how to self-manage their condition and instigate patient-triggered follow-ups  
- Planning for the future through risk stratified follow-ups

**Duleep Allirajah**, Head of Policy  
Macmillan Cancer Support

**14.35** Questions and Discussion

**14.45** Improving Cancer Patients’ Experience and Pathways  
- Utilising the results of patient surveys to drive developments in care  
- Mapping the journey made through care and pinpointing areas for improvement  
- Introducing new ways of working to advance patient experiences

**Dr Paul Fenton**, Consultant Clinical Oncologist  
Southampton NHS Foundation Trust  
Running a project on improving cancer experience with the introduction of a multidisciplinary palliative assessment and a radiotherapy clinic

**15.05** Questions and Discussion

**15.15** Chair’s Closing Remarks and Close of Conference

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*Join in the conversation #CancerStrategyConf @capitaconf*
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Correspondence Address
Organisation
Address
Postcode

1st Delegate
Surname
Forename
Job Title
Organisation
Department
Email
Telephone
Dietary/Access requirements

Please indicate how you would like to receive your delegate pack
☐ Electronic Version (48 hours prior to the event) ☐ Paper Version (on the day)

2nd Delegate
Surname
Forename
Job Title
Organisation
Department
Email
Telephone
Dietary/Access requirements

Please indicate how you would like to receive your delegate pack
☐ Electronic Version (48 hours prior to the event) ☐ Paper Version (on the day)

3rd Delegate
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Job Title
Organisation
Department
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Purchase of Delegate Pack Only
If you are unable to attend the event, but would like to receive supporting documentation please indicate below:
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VENUE AND REGISTRATION DETAILS will be sent within 14 days of the event date. We cannot be held responsible for non arrival of this information, if you have not received within 7 days of the event date, please call us on 0870 400 1020.

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