Transforming Cancer Care: Implementing the New National Strategy

A Public Policy Exchange Symposium

Wednesday 18th May 2011
10:15am – 4:30pm
Central London

Public Policy Exchange, in association with the Centre for Parliamentary Studies, holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.

In partnership with

Government Gazette
Overview

In 2007, the Cancer Reform Strategy outlined the significant challenges facing cancer care services in the UK. As the NHS strives to meet world-class standards in cancer care, many barriers must be overcome: increasingly expensive advances in treatment, the persistent cancer inequalities gap and the risk of higher incidences linked to an ageing population. Despite NHS spending on a par with European levels, the UK is still failing to deliver comparative survival rates, with those for colorectal, cervical and breast cancer amongst the worst in the developed world, according to the Organisation for Economic Cooperation and Development.

Pledging to transform cancer care services in the UK, saving an additional 5,000 lives a year from 2014/15, the Government has launched its ambitious strategy, ‘Improving Outcomes: A Strategy for Cancer’ (January 2011), underpinned by £750m over four years. Central to the new strategy is the improvement of patient outcomes through empowering patients to exercise real choice over the care they receive, providing better and accessible information throughout screening, diagnosis, treatment and survivorship care. Patient empowerment will be supported by stronger commissioning to drive up the quality and efficiency of services, alongside harnessing the innovation and responsiveness of the third sector.

With earlier diagnosis and treatment vital to improving survival rates, the strategy commits to improving responses amongst front-line practitioners through training and better access to diagnostics, alongside equipping hospitals with advanced radiotherapy treatments and new screening techniques. The Government has also committed £9m to fund a series of campaigns designed to increase public awareness of cancer, particularly in disadvantaged areas, encouraging sufferers to act quickly on the warning signs for breast, bowel and lung cancer.

This special symposium offers an invaluable opportunity for NHS practitioners, local authorities, health visitors, voluntary organisations and other key stakeholders to assess the latest Government initiatives and consider how to transform cancer care services in the UK to match the highest standards in Europe.

“We know the main reason our survival rates lag behind other countries is because too many people are diagnosed late. This is why our Strategy focuses on earlier diagnosis which we will achieve through raising the public’s awareness of the signs and symptoms of cancer and also providing better access to diagnostic tests… But improving outcomes for people with cancer isn’t just about improving survival rates. It is also about improving patients’ experience of care and the quality of life for cancer survivors and our Strategy also sets out how that will be tackled.”

- National Clinical Director for Cancer, January 2011

“Cancer affects us all. Everyone will have a story of someone they love battling the disease. In those instances we all need to know that the NHS will be there for us… Our ambition is simple, to deliver survival rates among the best in Europe and this strategy outlines how we will make our first steps towards this… The Coalition Government’s reforms of health and care services will drive improvements in what matters most to patients and their families – cancer outcomes. Our commitment is to save 5,000 extra lives a year from 2014/15 and that is what we will be measuring our success against.”

- Health Secretary, January 2011

Why Attend?

✓ Assess the new cancer strategy and current progress made in reforming cancer care services
✓ Explore how to improve cancer treatment and provide patient centred care throughout a patient’s journey
✓ Examine how to raise awareness of cancer and its warning signs amongst the public and front line practitioners
✓ Consider how to further tackle cancer inequalities, ensuring services target the most disadvantaged groups

Who Should Attend?

- Cancer Research and Care Networks
- Heads of Cancer Services and their Teams
- Chief Executives and Medical Directors
- Clinical Leads for Cancer and Long Term Conditions
- Primary Care Cancer Leads
- Community Nurses and Matrons
- Consultants
- Directors of Nursing
- Specialist Nurses for Cancer Long Term Conditions
- Allied Health Professionals
- District Nurses, Health Visitors and GPs
- End of Life Care Services
- EPP Leads
- Information Governance Teams
- Joint Commissioners
- LINKS
- Medical and Nursing Boards
- Nurse Practitioners
- PALs
- Patient and Public Involvement Teams
- Practice Based Commissioners
- Public Health Teams
- Quality and Review Teams
- Self-Care and Personalisation Leads
- Adult Social Services

Accommodation

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit www.HotelMap.com/M5NUZ/

Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner at HotelMap, on 020 7292 2335 quoting Special Reference Code M5NUZ

Enquiries: 0845 606 1535  www.publicpolicyexchange.co.uk
Programme

09:30 Registration and Morning Refreshments
10:15 Chair’s Welcome and Introduction
10:30 Panel Session One:
Transforming Cancer Care Services in the UK – From National Vision to Local Reality
- ‘Improving Outcomes’: Understanding the New Strategy for Cancer
- Ensuring Better Treatment: Investing in Specialists and Facilities, Utilising the Drugs Fund and Scrutinising Performance
- Working in Partnership to Deliver Patient Centred Care: Utilising Information and Third Sector Innovation to Improve Quality and Choice
- Living With and Beyond Cancer: Supporting and Empowering Patients throughout Their Journey
11:15 Morning Refreshments
11:30 Open Floor Discussion and Debate with Panel One
12:30 Networking Lunch
13:30 Panel Session Two:
Driving Up Cancer Survival Rates – Raising Awareness and Improving Early Diagnosis
- Preventing Cancer: Promoting Understanding of the Risk Factors and Improving Awareness and Identification of Early Warnings Signs
- National Awareness and Early Diagnosis Initiative (NAEDI)
- Extending Screening and Supporting Primary Care Professionals to Detect and Address Symptoms
- Reducing Cancer Inequalities: Tailoring Cancer Services to the Most Disadvantaged Groups
14:15 Afternoon Refreshments
14:30 Open Floor Discussion and Debate with Panel Two
15:30 Chair’s Summary and Closing Comments
15:40 Networking Reception
16:30 Close

**Please note that the programme is subject to change without notice**

Event Details

Date: Wednesday 18th May 2011
Time: 10:15am – 4:30pm
Venue: Central London

Forthcoming Events

Offender Management: Working in Partnership to Deliver a Rehabilitation Revolution
3rd March 2011
Schools Reform: Transforming Teaching and Learning in Every Classroom
8th March 2011
From Vision to Reality: A New Direction in Tackling Violence Against Women and Girls
10th March 2011
Recruiting Non-UK Nationals: Understanding and Working With the Points-Based Immigration System:
17th March 2011
Towards New Health and Safety Regulations in the Workplace: Ensuring Your Organisation is Ready
24th March 2011
Working in Partnership to Tackle Hate Crime in Every Community
29th March 2011
Local Communities Fit for the Future: Delivering a Joined-Up Public Health Strategy
5th April 2011
Child and Adolescent Health and Well-being: Transforming Front-line Mental Health Services
12th April 2011
Life After ASBOs: Developing an Effective Toolkit to Challenge Anti-Social Behaviour
13th April 2011

Sponsorship and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact Parvin Madahar on 020 3137 8630 or email parvin.madahar@publicpolicyexchange.co.uk
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Delegate Fees

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Company No: 7350384
Registered Office: UNIT N0001, Westminster Business Square, 1-45 Durham Street, London SE11 5JH
Telephone: 0845 606 1535
Fax: 0845 606 1539
Email: bookings@publicpolicyexchange.co.uk
Web: www.publicpolicyexchange.co.uk