

Cancer Alliance 360

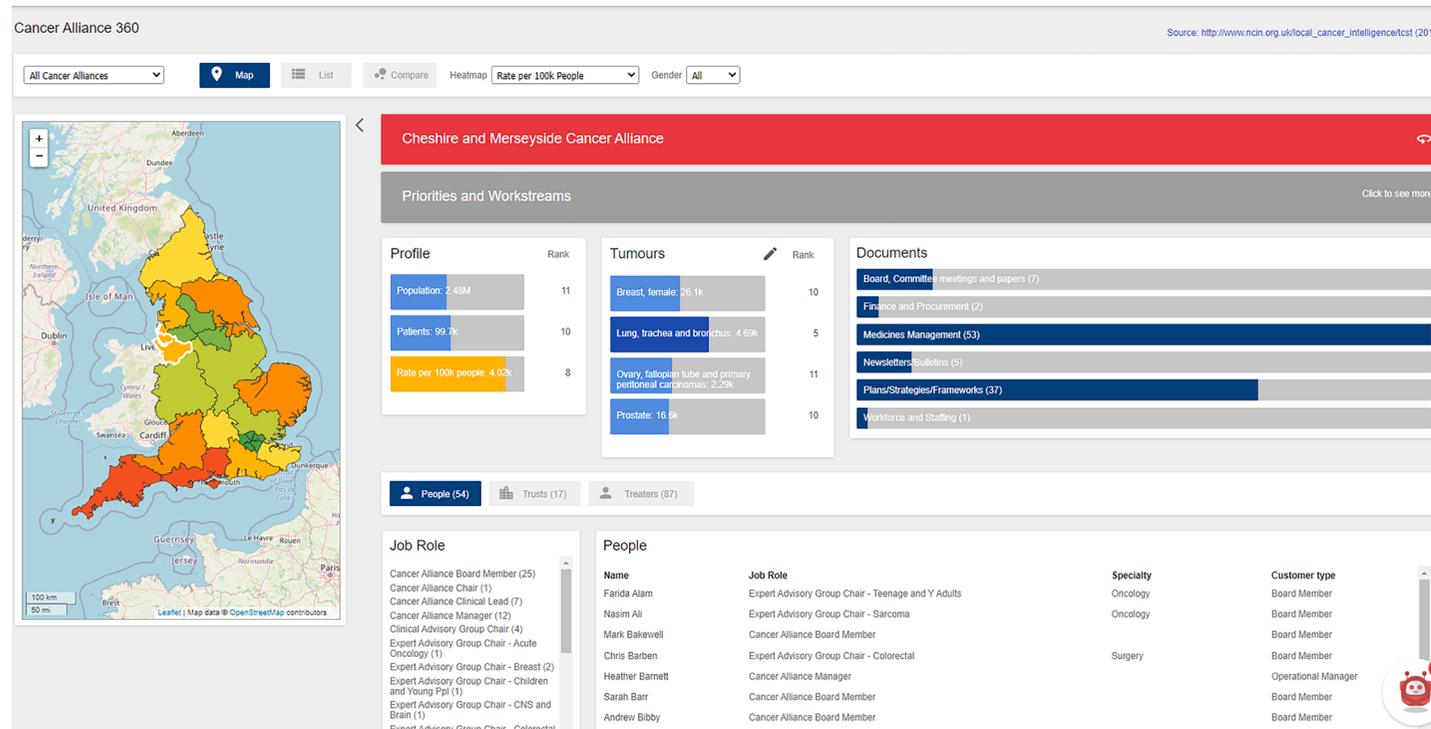
Transform your strategic key account planning and customer engagement

Cancer Alliances bring together clinical and managerial leaders from different hospital trusts and other health and social care organisations, to transform the diagnosis, treatment and care for cancer patients in their local area. These partnerships enable care to be more effectively planned across local cancer pathways, help drive system improvement, support integration in cancer services, and address variation and implement best practice.

As a Cancer Alliance, they will work closely with their Integrated Care System (ICS) partners to deliver the NHS Long Term Plan commitments for cancer for their populations.

See the complete picture of a Cancer Alliance

Cancer Alliance 360 within **Investigator XD** gives your key account teams **fast and easy access** to an **interactive snapshot view** of the oncology landscape, allowing you to gain a deeper understanding of people, priorities, and performance of Cancer Alliances in England – all within a single dashboard.



Cancer Alliance 360 will allow you to:

- Reduce the need for desk research through access to up-to-date and consistent oncology insight and information in one place
- View by Cancer Alliance and tumour type - tailor data in the dashboard specific to your area of focus
- Engage Cancer Alliances by understanding their challenges, priorities, and objectives
- Locate and target key oncology decision makers, especially the new expert advisory group chairs
- Potential to bolt on specific tumour site treaters, and key opinion leaders (KOLs)
- Identify opportunities and focus your territory key account plans with confidence

Why Cancer Alliance 360?

Understand at-a-glance variation of key demographics between Cancer Alliances and tumour type, such as:

- Population size
- Cancer patients
- Patients per 100K of population
- Age
- Deprivation
- Stage of Diagnosis
- Trends over 8 years
- Years since diagnosis



Our researchers regularly review the plans of each Cancer Alliance; highlighting their vision, challenges, priorities and workstreams into easy to digest summaries, allowing you to align your engagement with their individual needs.

Priorities & Workstreams

Cheshire and Merseyside Cancer Alliance

Vision/Mission

Ambition

The long term ambition of Cheshire and Merseyside Cancer Alliance is to take every opportunity to prevent cancer and ensure outstanding cancer care is provided across Cheshire and Merseyside. The Alliance wants to help more people to survive cancer and support them to live well, with and beyond cancer.

The Alliance will:

- Deliver high quality, equitable, and integrated cancer care
- Ensure that Cheshire and Merseyside Cancer Alliance always focus on quality, patient experience and sustainability in equal measure
- Drive improvements in cancer prevention, achieve earlier diagnosis, ensure access to comprehensive treatments in a research-active climate and accelerate the adoption of new technologies and innovations
- Build on the strengths of Cheshire and Merseyside Cancer Alliance existing service model, promoting change which is necessary to deliver system sustainability, working with partners across the Cheshire and Merseyside Health and Care Partnership

The Alliance will aim to achieve the following by 2025:

- 1 year survival to increase to more than 70% by 2020
- The mean Netter Diagnosis Standard by 2020, to support 60-day compliance
- Reduce adult smoking rates to 10%
- Deliver the cancer recovery package to all, including supported self-management
- Improve access to clinical trials
- Deliver greater system sustainability by focusing on networked capacity solutions for radiology, endoscopy and pathology (and IM&T), supporting necessary system change and implementing best practice management pathways

Challenges

Organisational Overview

Policies

Key Activities/Deliverables/Workstreams

Website Source and Copyright Status

<https://www.canceralliance.nhs.uk/about-us/website>

<https://www.canceralliance.nhs.uk/about-us/our-view/cancer-cheshire-and-merseyside>

<https://www.cheshireandmerseysidecanceralliance.nhs.uk/wp-content/uploads/2021/04/Strategic-Document-Final-Version-4-03-2021.pdf> (Page 2)

<https://www.westmid.nhs.uk/cancer/cancer-alliances/merseyside-cancer-alliance/online-engagement-support-and-guidance-for-cancer-alliances/>

<https://www.cheshireandmerseysidecanceralliance.nhs.uk/wp-content/uploads/2021/04/Strategic-Document-Final-Version-4-03-2021.pdf> (Page 3)

Define opportunity and inform conversations with access to key cancer policy documentation – includes board papers, committee meetings, medicine management, strategy frameworks and workforce and staffing guidance. These allow you to identify the hot topics and uncover the pathway board members.

Documents

Board, Committee meetings and papers (7)
Finance and Procurement (2)
Medicines Management (53)
Newletters/Bulletins (5)
Plans/Strategies/Frameworks (37)
Workforce and Staffing (1)

Plans/Strategies/Frameworks

Document Title	Uploaded
Prevention and Early Diagnosis Programme	24 May 2022
Liverpool Bowel Cancer Screening Awareness Toolkit	24 May 2022
Under 16 Cancer Patient Experience Survey Communications Toolkit	22 April 2022
Cancer Inequalities in Cheshire and Merseyside - January 2022	1 April 2022
Under 16 Cancer Patient Experience Survey	1 April 2022
Prevention and Early Diagnosis Programme Brief 2021-22	1 April 2022
Personalised Care Programme Brief 2021-22	1 April 2022
Workforce Programme Brief 2021-22	1 April 2022
Rapid Diagnostic Services (including FIT) Programme Brief 2021-22	1 April 2022

Cancer Alliance 360

As Cancer Alliances form their own site-specific advisory groups, Wilmington Healthcare will flag the new Chairs as they are established, helping you to **understand who's who** and **keep up-to date with changes** within these organisations.

Job Role	People	Name	Job Role	Speciality	Customer type
Cancer Alliance Board Member (25)					
Cancer Alliance Chair (1)					
Cancer Alliance Clinical Lead (7)					
Cancer Alliance Manager (12)					
Cancer Advisory Group Chair - Adult Oncology (17)					
Cancer Advisory Group Chair - Breast (2)					
Cancer Advisory Group Chair - Breast and Young PG (1)					
Cancer Advisory Group Chair - Child and Adolescent (1)					
Cancer Advisory Group Chair - Colorectal (1)					
Cancer Advisory Group Chair - Head and Neck (1)					
Cancer Advisory Group Chair - Lung (1)					
Cancer Advisory Group Chair - Prostate (1)					
Cancer Advisory Group Chair - Urology (1)					

Additional modules are available to include treaters of specific tumour types or KOLs for your indication, allowing you to **compare the level of HCP resource available with disease prevalence**.

Name	Job Title	Job Role	Speciality	Customer type
Dr Mark Heath	Consultant	Senior Consultant	Urology	Hospital Doctor
Dr Mark Heath	Consultant	Senior Consultant	Urology	Hospital Doctor
Dr Mark Heath	Clinical Lead - Respiratory Medicine	Clinical Lead Senior Consultant	Thoracic/Respiratory/General Medicine	Clinical Manager/Hospital Doctor
Dr Mark Heath	Consultant	Senior Consultant	Urology	Hospital Doctor
Dr Mark Heath	Clinical Nurse Specialist	Clinical Nurse Specialist	Urology/Urology	Hospital Nurse
Dr Mark Heath	Consultant	Senior Consultant	Thoracic/Respiratory/General Medicine	Hospital Doctor
Dr Mark Heath	Consultant Registrar	Senior Consultant	Urology	Hospital Doctor
Dr Mark Heath	Urology/Clinical Nurse Specialist	Specialist Nurse	Urology/Urology	Hospital Nurse

Name	KOL Score	Rising Stars	Role	Location	Twitter	LinkedIn	Works with Ind.	Publications	Associations	Recognitions	Engagement	TOV
★ Anthony Howell	79	0	Oncologist	Manchester		✓	✓	422	56	10	6	1
★ Robert Thomas	77	0	Oncologist	Bedford		✓		70	26	18	7	
★ Charles Coombes	72	0	Oncologist		✓	✓	✓	182	24	7	7	2
★ Paul Ellis	68	0	Oncologist	London				62	22	7	0	
★ Andrew Tutt	67	0	Oncologist	London			✓	164	16	8	4	12
★ David Dodwell	67	0	Oncologist	Leeds		✓		78	22	12		
★ Ian Smith	66	0	Oncologist	London		✓		295	21	8		
★ Andreas Makris	65	0	Oncologist	Harrow		✓	✓	136	11	6	5	12

Compare Cancer Alliances at a glance across populations and tumour types. For example, compare the percentage of patients for your tumour types by organisation – allowing you to **plan your focus for your territory based on your customers cancer burden**.



Transform your strategic key account planning and customer engagement.

To find out more about how Cancer Alliance 360 can help you understand, plan, and engage with your NHS customers or to request a demo email our cloud solutions team at:

Paul.Rowe@wilmingtonhealthcare.com.