Moving towards personalised cancer care

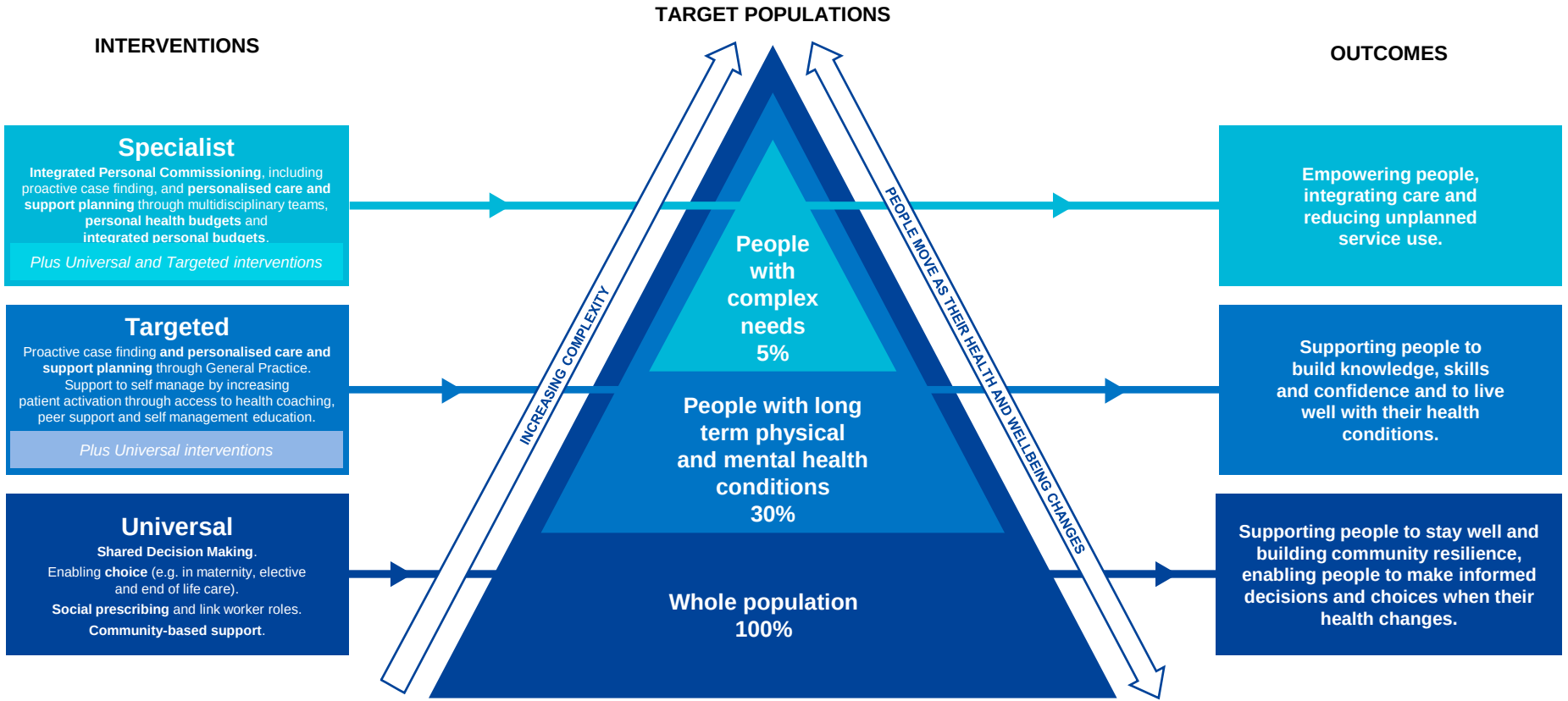
Personalised care national agenda

Nicola Kay, Personalised Care Group NHS England & NHS Improvement

April 2019

Comprehensive Model for Personalised Care

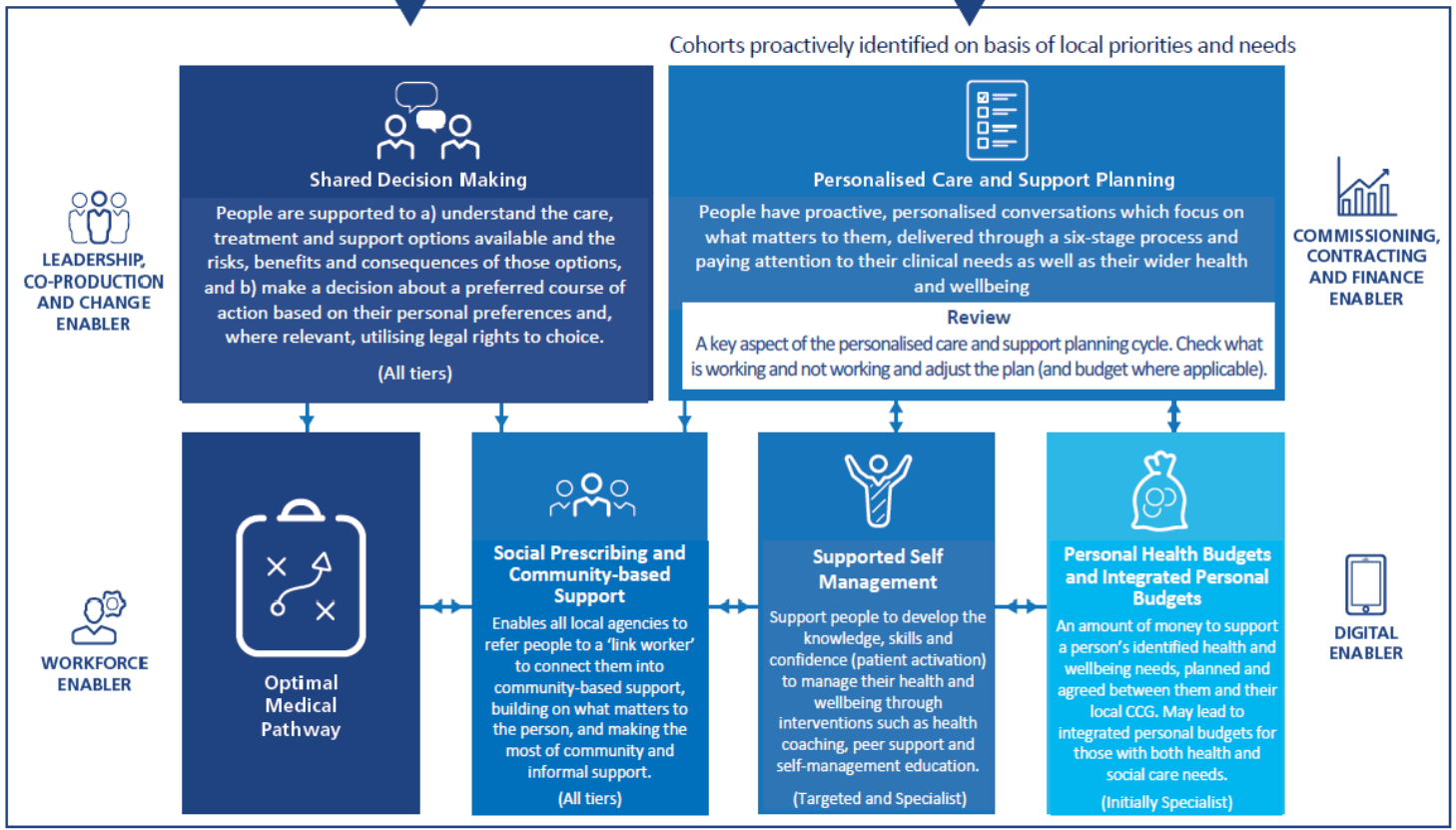
All age, whole population approach to Personalised Care



Personalised Care Operating Model

WHOLE POPULATION
When someone's health status changes

30% of POPULATION
People with long term physical and mental health conditions



Personalised Care: A shift in relationship between health and care professionals and people.

Being seen only as a **patient with symptoms** or separate conditions that need treating.

SHIFTS TO...

Being seen as a **whole person** with skills, strengths and attributes as well as needs to be met.

Being asked 'What's **the matter** with you?'

SHIFTS TO...

Being asked 'What **matters** to you?'

Being **told** what is wrong with you and how your health needs will be met.

SHIFTS TO...

Being valued as an **active partner** in conversations and decisions about your health and wellbeing.

Not having the information and support you need to make informed health and wellbeing choices and decisions.

SHIFTS TO...

Having the information and support you need to make **informed choices and decisions.**

Health and care professionals believing **they have all the knowledge**, expertise and responsibility for your health and wellbeing.

SHIFTS TO...

You and your health and care professional **sharing knowledge**, expertise and responsibility for your health and wellbeing.

Feeling **powerless** against a complex health and care system.

SHIFTS TO...

Working in partnership with health and care professionals and **sharing power**.

Having to tell your story **again and again.**

SHIFTS TO...

Only needing to tell your story **once.**

A **'One-size-fits-all'** approach to meeting your health and wellbeing needs.

SHIFTS TO...

Having more **choice and control** so your health and wellbeing needs are met effectively in a way that makes sense to you.

Significant delivery of Personalised Care

Shared decision making

SDM embedded into:

- Musculoskeletal elective care pathways across 13 CCGs
- Respiratory elective care pathways in 8 CCGs

Personalised care and support planning

- 142,904 people had a personalised care and support plan

Enabling choice

- 100% of CCGs have now completed Choice Planning and Improvement self-assessment
- Of these, 76% report compliance with all 9 choice standards

Social prescribing & community-based support

- 166,708 referrals
- 331 link workers employed in local areas

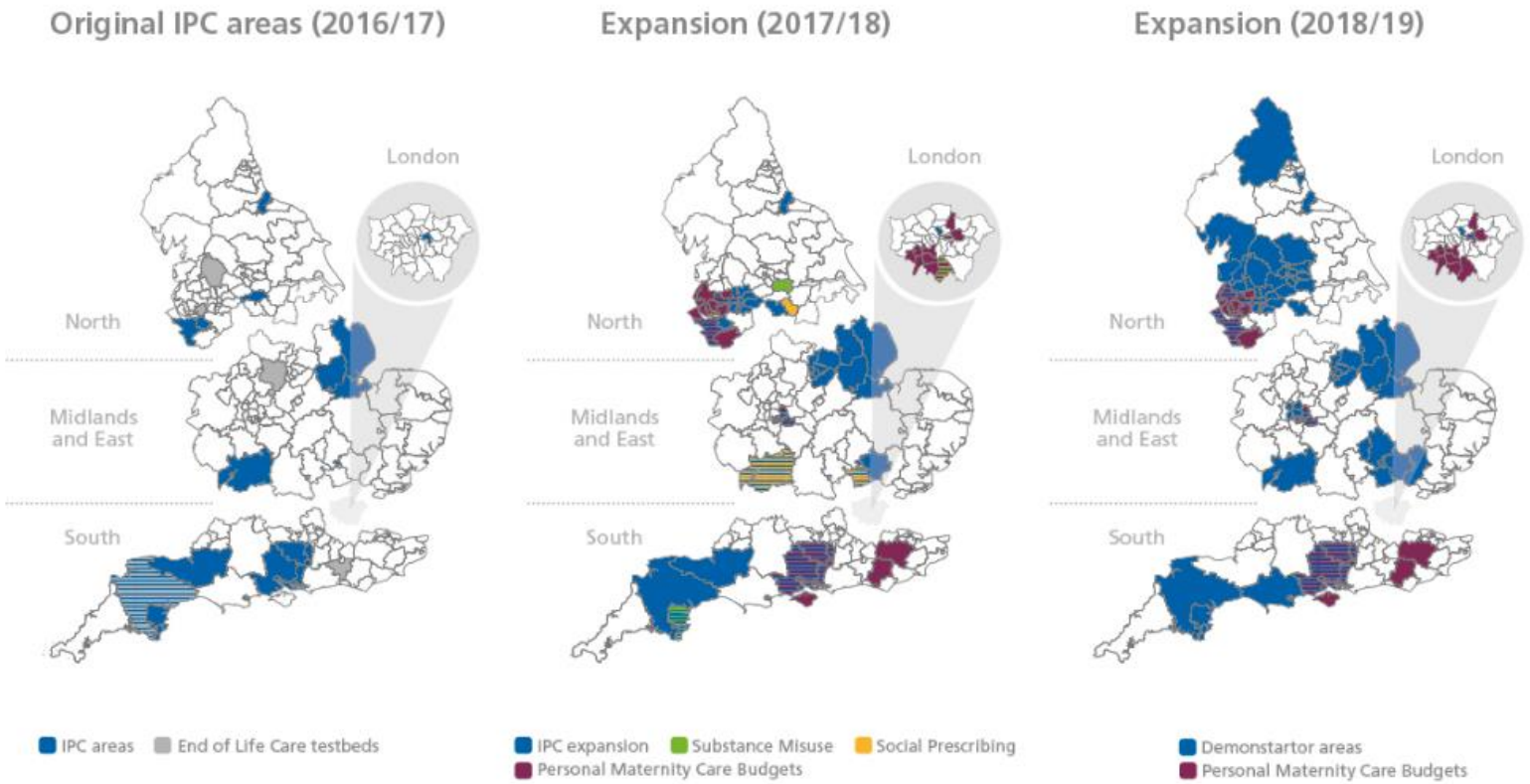
Supported self management

- 128,450 patient activation assessments (including PAM equivalent measures)
- 166,708 people referred to community-based support
- 130,335 people referred to self-management education or health coaching

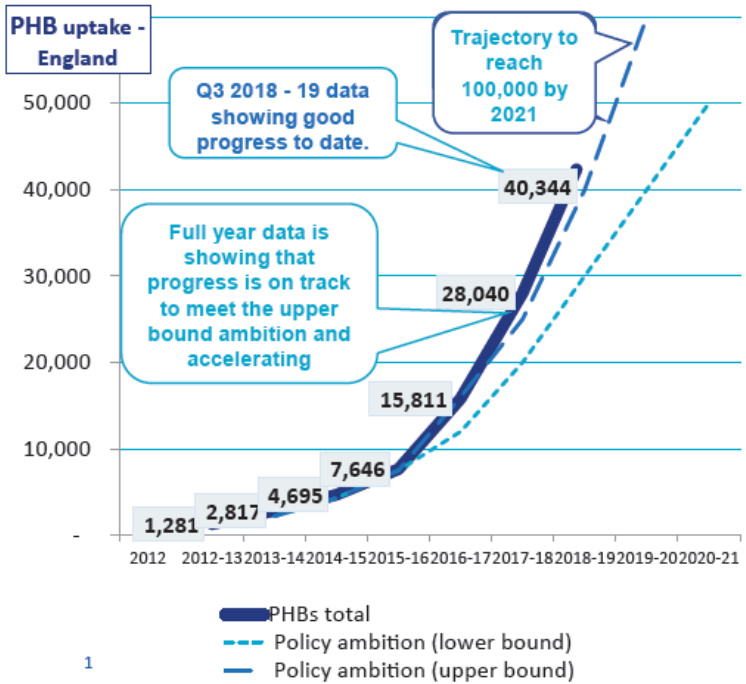
Personal health budgets & integrated personal budgets

- 40,344 PHBs by December 2018
- Up 43% in last 9 months alone
- Over 15% jointly funded with social care
- 72,647 Personal Maternity Care Budgets delivered by December 2018 across 36 CCGs

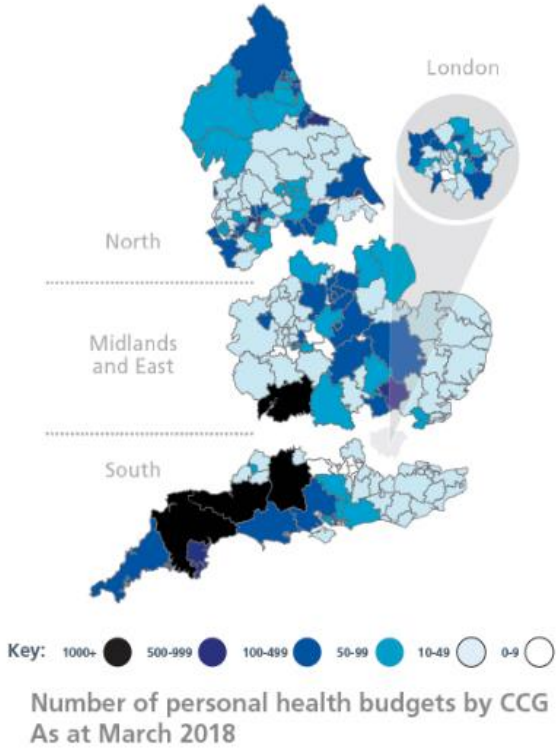
Expansion of personalised care over last 3 years



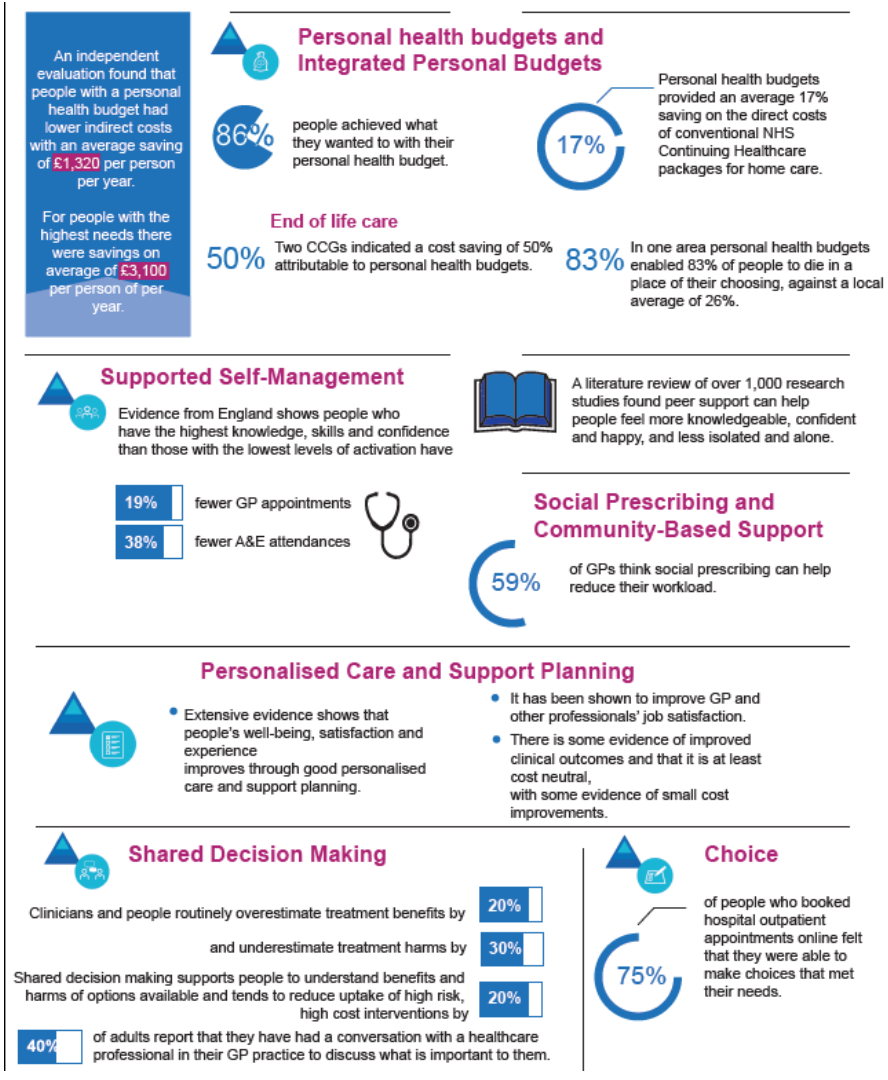
Spread of Personal Health Budgets



1



The difference personalised care makes



www.england.nhs.uk

Local examples of impact

NHS England

WARRINGTON
End of life

Personal health budgets in end of life care - 83% were able to die in a place of their choosing, against an average of 26%
One week's worth of traditional services funds six weeks of services commissioned through a personal health budget

BRADFORD
Social prescribing

Health improvements included average 10 point increase in EQ-VAS scores
74% of people increased their mental well-being after being referred to the scheme

STOCKTON
Care planning

12% reduction in unplanned admissions in 2017 within two GP practices
24% reduction in A&E attendances in 2017 within two GP practices

NOTTINGHAMSHIRE
Personal health budgets

£25,000 saving in transport costs for siblings with very complex health conditions
Lease their own adapted vehicle through a personal health budget for journeys to day centre and respite, instead of a commissioned transport package

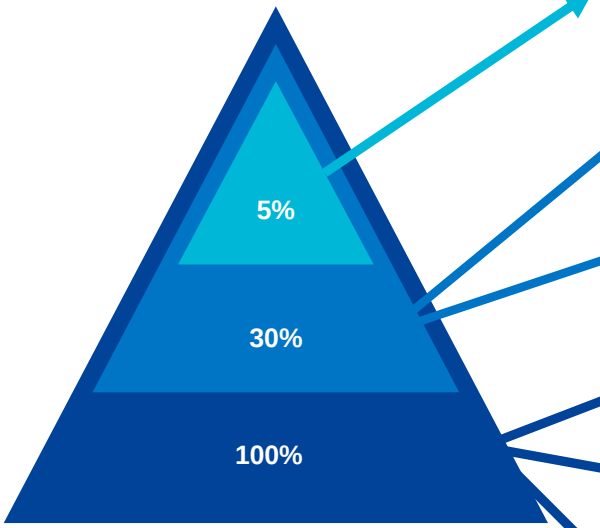
The NHS Long Term Plan

Chapter One sets out a new NHS service model for the 21st century. This will be achieved through the following five major, practical, changes over the next five years:

1. Boost ‘out-of-hospital’ care and dissolve the divide between primary and community services
2. Redesign and reduce pressure on emergency hospital services
3. **People will get more control over their own health, and more personalised care when they need it**
4. Digitally-enabled primary and outpatient care will go mainstream across the NHS.
5. Local NHS organisations will increasingly focus on population health and local partnerships with local authority-funded services, through new Integrated Care Systems (ICSs) everywhere

Specific Personalised Care commitments in LTP

Roll out the Comprehensive Model for Personalised Care across England, reaching 2.5 million people by 2023/24 and aiming to reach 5 million people by 2028/29 (para 1.39)



- •Accelerate roll out of **Personal Health Budgets**… Up to 200,000 people will benefit from a PHB by 2023/24 (para 1.41)
- •Over 1,000 trained **social prescribing** link workers by 2020/21 and 900,000 people referred to social prescribing link workers by 2023/24 (para 1.40)
- •Ramp up **support for people to self-manage** their own health (para 1.38)
- •People have **choice of options for quick elective care**, including choice at point of referral and proactively for people waiting for six months (para 3.109)
- •Support and help **train staff to have personalised care conversations** (para 1.37)
- •Use **decision-support tools** (para 3.106) and ensure **the least effective interventions are not routinely performed**… potentially avoiding needless harm (para 6.17viii))

Other commitments that depend on Personalised Care

- Significant commitments to support care quality and outcomes, including applying the Comprehensive Model of Personalised Care to **end of life care** (para 1.42) and **dementia** (para 1.20)
- Enabling more personalised care and choice and control for people with **learning disabilities, autism or both** (para 3.34), **children and young people** (para 3.47), and **people with mental health conditions** (para 3.106)
- Personalised care and support planning approaches in **maternity** (para 3.13), **CVD** (para 3.70) and to support people to manage their condition in **work** (appendix on health and work)
- Expand supported self-management for people with **long-term conditions** (para 2.2), including **diabetes** (paras 3.79, 5.13), **respiratory disease** (para 3.85) and **MSK conditions** (para 3.107)
- Community pharmacies will also promote and support self-management for people (para 1.10)

- In addition to the above, personalised care is:
    - Recognised as enabling the shift to **digital** and vice versa (para 5.8-5.9)
    - Recognised as a practical enabler of **integration** (para 1.58)
    - To be supported and enabled through the **revised QOF** (para 1.11)

How will we deliver this?

Universal Personalised Care is the delivery plan for personalised care, and sets out 21 detailed actions to achieve the systematic implementation of the Comprehensive Model for Personalised Care. These actions are summarised below

Communications, partnerships and co-production	Skills, behavior and culture change	Local implementation	Community-based approaches	Transition and infrastructure	Levers and incentives	Impact and outcomes
• Publish Comprehensive Model with standard models • Behaviour and culture change campaign • Support people with lived experience to be system leaders and build demand	• Training and support for clinicians and professionals • Embed personalised care in pre- / post-training • Embed shared decision making into specific clinical situations	• Deliver Comprehensive Model in ICS, STP and PCNs • 3 Integration accelerators • Effective mechanisms to enable choice and control • Implement supported self-management approaches • PHB expansion, increasingly by default	• Social prescribing link workers in all local areas • Explore best models for commissioning and supporting voluntary sector	• NHS Personalised Care • Digital and personalised care • Personalised Care dashboard • Health inequalities	• Introduce new legal rights to personalised care • Embed and use levers and incentives • Integrate model into wider transformation and frameworks • Include wider funding streams	• Evidence and impact • National Impact Statement

What does this mean for cancer?

Personalised care for all patients and transform follow-up care:

- Surveillance and aftercare that is tailored to individual needs – supported self-management, shared care or complex case management.
- Personalised care to address holistic needs from diagnosis onwards, including needs assessment, care plan and health and wellbeing support. Focus on what matters to people and how best to support them
- Quality of life metric to demonstrate how well people are living beyond treatment.

The journey so far…

Personalised Care and Living With and Beyond Cancer working together to align programmes and build in the personalised care comprehensive model to the cancer recovery package:

- Personalised care and support planning development with Macmillan – ‘What about me? and what matters to me?’ added to the eHNA
- Testing PCSP in cancer pathways in Bradford – what does this mean for people, the system and professionals? Training for cancer staff in Bradford and Leeds
- Delivered share and learn webinars for the 19 cancer alliances on personalised care and cancer
- Developing the personalised care and support planning metrics to enable counting
- Personalised Care, Cancer and the Long Term Plan…

Cancer and personalised care in the long term plan

“By 2021, where appropriate every person diagnosed with cancer will have access to personalised care, including needs assessment, a care plan and health and wellbeing information and support. This will be delivered in line with the NHS Comprehensive Model for Personalised Care”

Paragraph 3.64 NHS Long term plan

What next?

- Working with Macmillan on PCSP and embedding personalised care in their ‘Right by you’ strategy, linked into 19/20 personalised care test sites
- Continuing testing personalised care in Bradford, report of key learning in June
- 3 workshops at the NHSE Living With and Beyond Cancer conference at the end of April for people to learn more about the components of the model and how they operate in practice
- Currently finalising workforce development plans for 19/20, cancer workforce as a priority
- Embedded in our demonstrator programme to engage with local systems

Nicola Kay – Deputy Director, Personalised Care
nicola.kay1@nhs.net
07568 431923

Gemma Clifford – Senior Manager, Personalised Care (Strategy)
g.clifford@nhs.net
07702407678