

Process for the use of Macmillan Name (adoption) for a professional or service

1) Background

What is Macmillan Adoption?

Under certain circumstances Macmillan Cancer Support will enter into partnership with other organisations and 'adopt' professionals or services into Macmillan. This allows the professional or service to be branded as Macmillan and use the Macmillan name. This also allows the professionals within that Macmillan professional or service access to all of the benefits available to other Macmillan Professionals.

What are the benefits of being adopted by Macmillan?

The professional/service will be entitled to the following.

- To be described as a Macmillan professional/service and to use the Macmillan name and logo in association with the professional or service
- Access to support and consultation from the appropriate Macmillan Development Manager or Information & Support Service Adviser and where relevant, other members of the Macmillan Improving Cancer Services Team
- Access to Macmillan's information and support systems

A professional holder of the adopted professional/service will have access to:

- The Macmillan Induction Programme for professional holders, as part of Macmillan's 'New ways of working' programme
- Access to Macmillan's CHAIN network (Contacts, Help, Advice and Information Network)
- Macmillan's Learning and Development opportunities and web-based 'Learn Zone'
- Opportunities to attend Macmillan hosted events (regional and national)
- Macmillan's learning and development grants scheme
- Macmillan's equipment grant scheme
- Access to the web- based publication and marketing site Be.Macmillan

2) Where do we start?

Stage 1- Application Process

A meeting should be organised with the Macmillan Development Manager (MDM) or Information and Support Service Advisor (ISSA) for information services with the applying professionals and their Manager. The purpose of this meeting is to:

- Ensure understanding of the adoption process and terms of using the Macmillan designation by your organisation.
- Undertake an initial assessment to ensure the professional or service fits Macmillan's criteria for adoption
- Undertake an initial, basic assessment of the service to ensure it is in Macmillan's best interests to proceed with the adoption.

What are the criteria for application to use the Macmillan name?

A professional or service can be considered to be adopted if that professional/service meets all of the following criteria:

- a) It is a dedicated specialist cancer and/or palliative care professional/service where the majority of patients within the service have a cancer diagnosis.
- b) The professional/service is in line with Macmillan's current strategy
- c) The adoption of the professional/service will enhance the profile of Macmillan
- d) b) The host organisation follows the Macmillan Application Process.
- e) The host organisation signs and agrees to the Macmillan Adoption Agreement.

3) What happens if both parties want to proceed?

Stage 2 - Application Process

If the initial discussion indicates that you want to proceed and the service fits Macmillan's criteria for adoption the following documents are required for consideration by the Macmillan service development representative:

- A formal letter of support for the adoption to Macmillan on headed paper from an executive level within your organisation. (If the professional or service is within the private sector the letter must state 'the professionals providing the services do not charge the patient/client for that service')
- A completed application form see attached
- The job descriptions, operational policy and the latest annual report if available.

4) Then What?

Stage 3 - Approval Process

Macmillan will have to consider as an organisation if it can proceed with the adoption of your professional or service based on the assessment of the Macmillan service development representative. This assessment may require a review of the service by the Macmillan representative to obtain more information to support the application.

5) How long does this take?

Macmillan takes the adoption of services very seriously and so, depending on how closely your service fits with Macmillan's current strategy, this can take a number of months. This lengthy time scale ensures that discussions are had within the relevant regional or national meetings within Macmillan.

6) When do we find out if we have been adopted?

Stage 4 - Approval has been given

If Macmillan is happy to proceed with the adoption it needs to ensure your organisation is happy to accept the terms of the agreement with Macmillan.

7) What does Macmillan expect?

Macmillan expects all Macmillan designated (Macmillan named) services to;

- Wear the Macmillan name as part of the job title / badge and meet Macmillan's branding guidance
- Provide to Macmillan, as a partner organisation such information as it may request about the professional/service, including annual reports, statistics and other relevant documents
- Have a Macmillan Development Manager or nominated representative involved in the recruitment process of a replacement or new professional post holders
- Permit the service to be professionally reviewed at regular intervals by Macmillan's Development Manager or his/her representative
- Provide appropriate office accommodation, office equipment, including phone, bleep or page, access to a computer and secretarial support. All basic equipment required for the service must be provided by the employing organisation
- Support the professional in relation to attending Macmillan's 'New ways of working' programme and other Macmillan educational and development events.
- Fulfil all other elements of the adoption agreement (a sample copy can be requested at any stage in the process)

The adoption agreement will be sent or emailed where possible to your organisation for signing by the Chief Executive or other executive level if appropriate and returned to the Macmillan regional office.

Once an agreement has been returned it will be signed by the Macmillan Regional Director and one copy sent back to your organisation and a copy to your line manager. The other retained by the Macmillan regional office for its records.

Once the documentation has been signed you are officially a Macmillan Professional. At this point Macmillan will send you;

- A welcome letter
- A Macmillan handbook
- A copy of the signed adoption agreement
- Any other relevant information for a new Macmillan professional

The service development team in Macmillan will then arrange;

- An Initial Professional Meeting with the Service Development Representative to talk through how to work with Macmillan effectively and maintain a relationship that adds value to both your service and Macmillan
- A date for regional induction day and professional development day called 'Setting Out'

APPLICATION TO USE THE MACMILLAN DESIGNATION

Applications should be returned with job description, an operational policy and annual report if available

Employer's details	Line Manager's details
Employers Name	Full Title
Address	Line Manager's Address
Postcode	Postcode
	Email Address

Service/Professional to be adopted	
Current Holders Name	
Base Address	
Postcode	
Switchboard Number and extension	
Direct Line Number	
Email Address	
Grade/Level:	Full Time/Part Time/Jobshare Hours worked per week:
Professional Qualifications	
Professional Registration Number: (e.g. NMC)	
To be signed by a Senior Manager of the Employer	
SIGNED	POSITION
PRINT NAME	Date
Authorisation (for Macmillan use only)	ps@mac number
All approvals must be consistent with Macmillan's services objectives.	
REGIONAL OFFICE	
signed as approved	