

**WE ARE
MACMILLAN.
CANCER SUPPORT**



Oonagh Turnbull – Boots UK

Holly Dawson – Macmillan Cancer Support

Today

- What we set out to achieve
- How we got there
- The future

Boots UK

- Founded **over 160 years** ago
- **c2,500** stores
- **625** Boots Opticians practices
- **c62,000** colleagues
- **Largest Pharmacy chain** in Europe
- **Largest healthcare product brand** in the UK



What we set out to achieve

- Partnership that would help improve the lives of people affected by cancer across the UK
- Partnership that would make a real difference to our customers in every community
- Positive, feel good brands
- Colleague and customer engagement
- Clear partnership vision based on solid insight and a robust strategy



Boots UK and Macmillan Cancer Support are working together to ensure everyone affected by cancer, wherever they are in the UK, has access through Boots to the best cancer information and support in their local community

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The story so far...

Accessible cancer
information and
Support for all



Unprecedented
local community
engagement



WOW



Recognised
and respected
partnership



Miles
For
Macmillan

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Accessible cancer information and Support for all

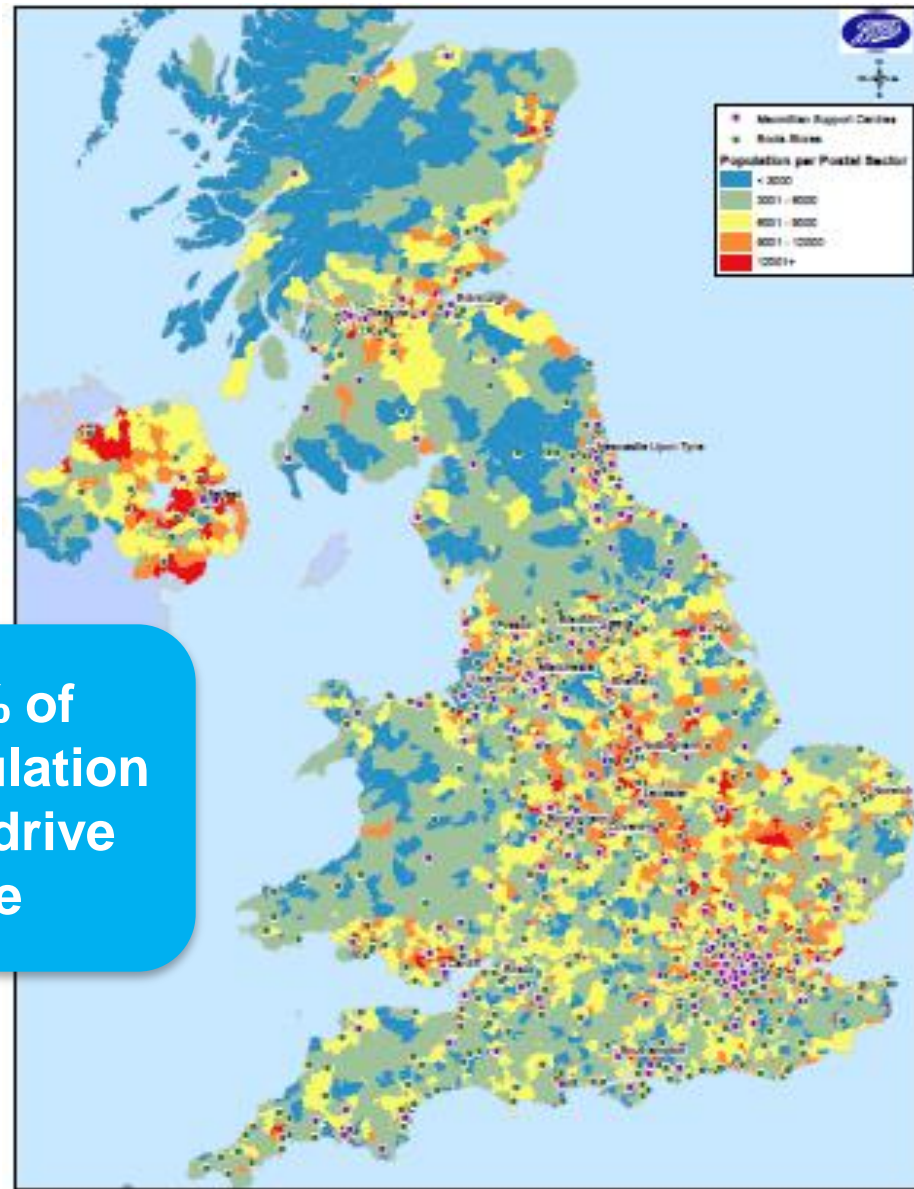
1,200 +
Boots Macmillan
Information
Pharmacists

11,000 +
Healthcare team

Local
information



97.5% of
UK population
30min drive
time



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Unprecedented local
community engagement

1,000+
colleagues
volunteered

8,000
Pre-reg
community
hours

£5m+



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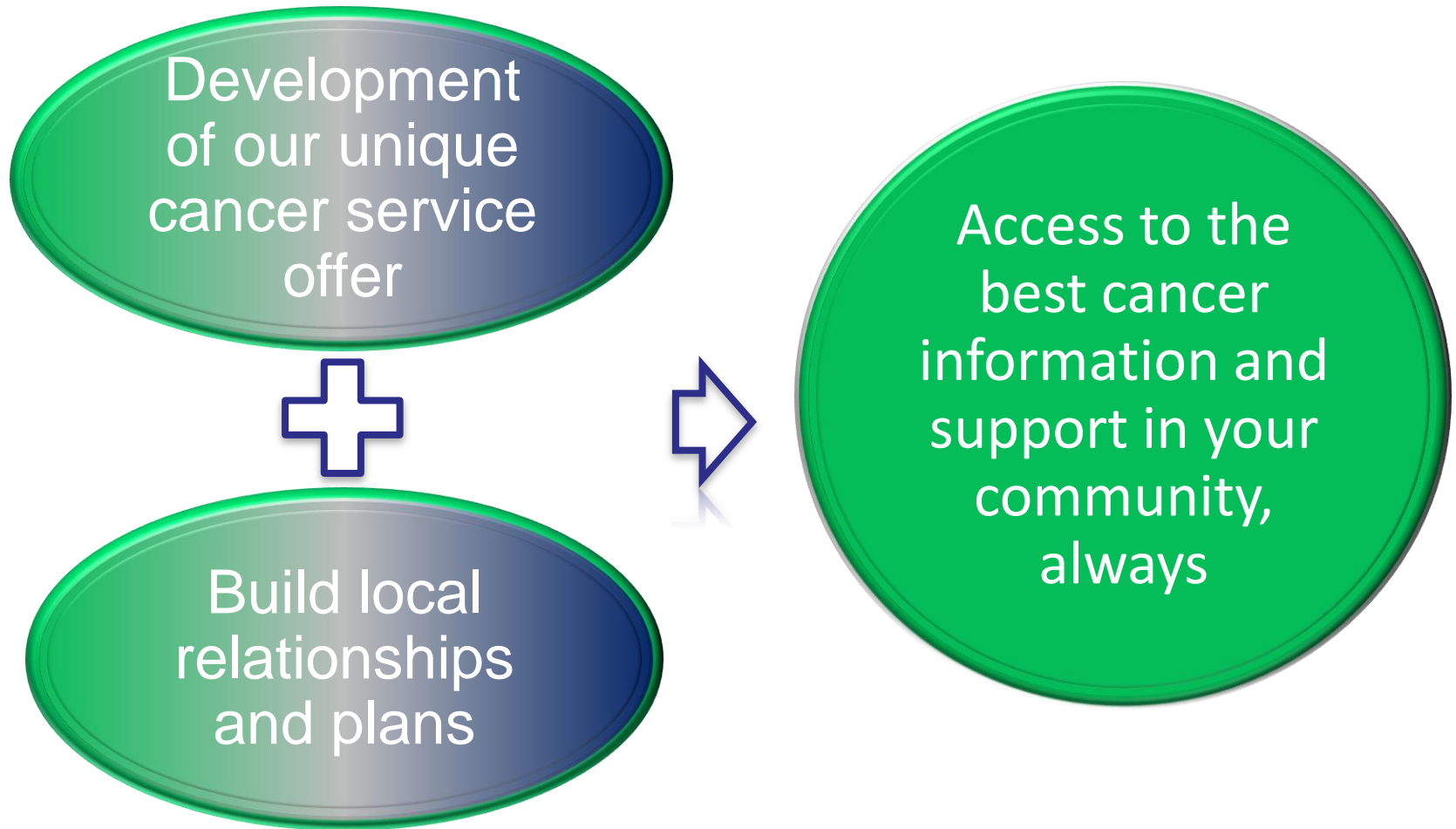


Building Success

- Clear Plan
- Managing Expectations
- Facilitating ongoing innovation
- Encouraging flexibility
- Building Trust



The future



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Development of our unique offer

NEED
CANCER SUPPORT?
TALK TO A
BOOTS MACMILLAN
INFORMATION
PHARMACIST TODAY.



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visit boots.com/macmillan



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Local relationships

The cancer story in **NOTTINGHAM**



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Working together to improve the lives of everyone living with cancer.

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There are
140,000
people living with cancer in the area¹

56
people are diagnosed every day²

10,100
people sadly die every year³

287,300
people will be living with cancer by 2030⁴

Making sure no one faces cancer alone

Whether someone is newly diagnosed or nearing the end of life, Macmillan aims to be there for everyone, every step of the way. There are **122** cancer nurses helping people across the region⁵. In 2011 Macmillan spent over **£3.9 Million** on services for local people which included:

- The Macmillan Support Line, which answered **3,628** calls from local people.
- **£636,112** in grants benefitting **3,637** people.

Boots is a vital part of the Macmillan team

The Boots and Macmillan partnership is helping more people affected by cancer access the best cancer information and support. A key part of this work is the Boots Macmillan Information Pharmacist (BMIP) role, which we launched in 2012.

We already have **21** BMIPs in Nottingham working in Boots stores to provide people affected by cancer with information and support in a place that's every day, familiar and trusted. These people may also need support from more specialist care or support, a key part of the BMIP role is to link local people to vital Macmillan services.

£133,377

was raised in 2012 by Boots colleagues in Support Office to support vital Macmillan professional roles and services.

However, with the increase in cancer diagnoses we'll need to do even more together to reach everyone affected by cancer.

By working together we can support people like Leanne from Nottinghamshire:

'It got really hard for Mum and everyone in the family towards the end, and I turned to Macmillan for support.'



To find out more contact the Boots and Macmillan partnership team on **020 7840 4901** or email boots@macmillan.org.uk

Statistics relate to the population living in the East Midlands Cancer Network, a geographical area created by the NHS.

¹Population 2010 (ONS), ²Incidence 2006-2008 National Cancer Intelligence Network e atlas, ³Mortality 2007-2009 National Cancer Intelligence Network e atlas.

⁴Prevalence 2010 Macmillan Cancer Support estimate, ⁵Number of CNS's 2011 National Cancer Action team.

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