USING LOCALISED DATA TO INFORM THE PLANNING AND DEVELOPMENT OF SERVICES TO BEST SUPPORT PEOPLE LIVING WITH CANCER

WE ARE MACMILLAN. CANCER SUPPORT

T Barreto, H McConnell
Macmillan Cancer Support

Background

Macmillan's ambition is to reach and improve the lives of everyone living with cancer. To realise this ambition at a local level Macmillan works with local services and planners across the UK to identify unmet needs and support the delivery of high quality cancer services. For Macmillan teams to be able to operate effectively and maximise their impact locally they need to be equipped and have quick access to high quality, timely local information.

Methods

Macmillan Cancer Support's capability to turn data into insight and present it to the right people at the right time is constantly developing. Macmillan have developed and use an internal tool called the 'Local Route Maps'. This tool brings together available demographic, cancer epidemiology and patient experience data from a number of different sources alongside information about the work that Macmillan is doing by granular geographies in an accessible format for different audiences. It is presented in an easy to use charts and tables to display local information alongside national figures. This allows teams to identify areas of need in localities and understand this in the context of national figures and other localities. The tool provides detailed and accurate data which together with local insight, are used to identify issues and needs of people living with cancer to inform local plans, priorities and discussion with partners. Having this range of data drawn together alongside local insight in an accessible way helps in identifying service solutions which match the needs of the local population.

Results

The *Local Route Maps* are one example of how Macmillan uses evidence to inform decision making. Macmillan teams currently use *Local Route Maps* data to create briefing papers and presentations assessing the issues in their area and informing the development of solutions to address those issues. These briefings (Figure 1) and presentations inform the basis for discussions with commissioners and provider trusts. Feedback on the tool has been positive; Macmillan teams feel that the information in the tool has helped them to really tailor local plans, influence the development of existing and new services and added impact and evidence to conversations with key decision makers and partners to ensure that we together develop services and solutions to meet the needs of people affected by cancer. We know the cancer story is changing and the cancer population is expected to increase to 4 million by 2030[i]. The *Local Route Maps* enable this story to be really clearly articulated in the local context.

Coming soon...

LOCAL CANCER INTELLIGENCE

'Data and intelligence collated and analysed nationally are highly valued at the local level. Macmillan's Local Route Maps have a wealth of useful data around cancer, including projected prevalence, patient experience and stratified pathways of care for certain cancers. Macmillan uses this local insight together with our cancer expertise to inform service planning, strategy development, commissioning intentions and JSNAs. Resources such as this are a powerful tool for identifying commissioning priorities and presenting a persuasive argument for service redesign and improvements to the cancer care pathway to deliver the best patient outcomes and experience possible.'
Beth Capper, Commissioning Support Programme Lead, Macmillan Cancer Support

Figure 1: Briefing papers

Conclusions

While it is positive news to be able to have access to local data, there are still many gaps in the data and challenges with access to and timeliness of certain databases. Being able to access timely data is vital to be ensure we fully understand the numbers and needs of the cancer population both now and in the future across the whole cancer pathway. The threshold of evidence required to make the case for change is rising, and the appetite for easily digestible summaries of local data is growing. Macmillan is therefore expanding the capabilities of the *Local Route Maps* whilst making them more accessible and usable. Over time the maps are progressing into an externally facing, online, dynamic, user friendly tool called – Local Cancer Intelligence. Local Cancer Intelligence will paint a high level picture of the current cancer population but also draws insight on the growing needs of the future cancer population in to ensure that the right care and support can be put in place today for future needs.

References
References: Maddams J, Utley M, Møller H. Projections of cancer prevalence in the United Kingdom, 2010-2040.
Br J Cancer 2012; 107: 1195-1202. (Projection scenario 1)