

Graeme Allan



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Southport and Formby Clinical Commissioning Group.

As a GP and Macmillan GP, Dr Graeme Allan has led on the implementation of the Macmillan Cancer Information Centre in Southport, Merseyside. The Centre is unique in having a community base within an independent living centre.

The vision for the Centre sees cancer as a long term condition and makes close links with other services provided for people affected by long term health conditions such as Motability, home adaptations, welfare benefits and carer support.

Graeme ensured that the role of the Information Centre within the local health economy was clear and demonstrated how it met the strategic vision for cancer in Sefton. The Centre's role stretches right from prevention and awareness of cancer through treatment and survivorship to end of life and bereavement.

The very specific needs of Southport and Formby's population affected by cancer have been fully considered in planning the Centre. Southport has an elderly demographic and a comparatively high proportion of its population in residential care. There is also a significant migrant worker population and pockets of deprivation.

Graeme worked tirelessly for several years before coming into post as a Macmillan GP to ensure the need for this resource has been kept high on the local agenda and has engaged many stakeholders along the way such as GP colleagues both as providers and commissioners, voluntary sector organisations, patient groups and acute trusts.

The sheer number and variety of stakeholders involved in the project and who are members of the Steering Group is a testament to the need for the Information Centre and successful engagement and relationship management with these organisations

- Patients and Carer representatives
- GP practices
- Local cancer support organisations
- Acute Trust managers and clinical teams
- PCT Public Health
- Macmillan Cancer Support
- Citizens Advice Bureau
- Sefton Carers
- Queenscourt Hospice
- Southport & Formby Clinical Commissioning Group

As a Board Member of the CCG, Graeme will ensure that that cancer will remain high on the CCG agenda, working towards sustainability of the Macmillan Cancer

Information Centre. The time limited nature of financial support from Macmillan has been a key factor in planning operational delivery of the service and the need to evidence the case for seeking sustainable funding from CCGs has been critical from day one.

Lessons learned: If you have a clear vision for service improvement and can demonstrate patient benefit, get out there and share it; you will be surprised how many people are willing to help once they understand where you are coming from.

If you have any questions about Graeme's case study please email Macmillan development manager Sonia Holdsworth SHoldsworth@macmillan.org.uk