



# Transforming Cancer Care Services in the UK

A Public Policy Exchange Symposium

**Wednesday 9th February 2011**

**10:15am – 4:30pm**

**Central London**

Public Policy Exchange, in association with the Centre for Parliamentary Studies, holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.

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**GOVERNMENT GAZETTE**

# Transforming Cancer Care Services in the UK

## Overview

In 2007, the Cancer Reform Strategy outlined the significant challenges facing cancer care services in the UK. As the NHS strives to meet world class standards in cancer care, many barriers must be overcome: increasingly expensive advances in treatment, the persistent cancer inequalities gap and the risk of higher incidences linked to an ageing population. Despite NHS spending on a par with European levels, the UK is failing to deliver comparative survival rates, with those for bowel cancer the second lowest in the developed world, according to the Organisation for Economic Cooperation and Development.

With earlier diagnosis and treatment vital to improving survival rates, the Government has emphasised the need to improve responses amongst front-line practitioners through training and better access to diagnostics. The Government has also allocated £9m to fund a series of campaigns designed to increase public awareness of cancer, particularly in disadvantaged areas, encouraging sufferers to act quickly on the warning signs for breast, bowel and lung cancer.

As well as raising public awareness, the Government has stressed its commitment to improve cancer services, providing patient centred care with greater quality and choice. Underpinning its commitment, the Government has pledged £164m to recruit more NHS specialists and equip hospitals with advanced radiotherapy treatments and new screening techniques, alongside introducing a new £50m Cancer Drugs Fund.

This special symposium offers an invaluable opportunity for NHS practitioners, local authorities, health visitors, voluntary organisations and other key stakeholders to assess the latest Government initiatives and consider how to transform cancer care services in the UK to match the highest standards in Europe.

**“ Today we are announcing that we are going to be spending another £164 million on cancer prevention and updating and improving our screening provision, particularly in bowel cancer, which can save 3,000 lives a year... The truth is we're never going to get to... the best in Europe levels of cancer unless we recognise the symptoms earlier and treat people earlier... It's not just money, this is about how well GP's do the job and we need to improve that as well.”**

- Prime Minister, August 2010

**“ In England we are lagging behind European countries when it comes to the common but big killer cancers such as breast, bowel and lung... The NHS is spending at European levels but still not delivering European cancer survival rates... We know that generally the earlier cancer is diagnosed, the better the outlook. That's why our campaign will help people to be more alert to the early signs and symptoms of cancer and encourage them to seek medical advice as soon as possible.”**

- Minister of State (Care Services), Health, September 2010

## Venue and Accommodation

Guoman Charing Cross Hotel  
The Strand  
London WC2N 5HX

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit [www.HotelMap.com/M5NUZ/](http://www.HotelMap.com/M5NUZ/)

Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner at HotelMap, on 020 7292 2335 quoting Special Reference Code M5NUZ.



## Why Attend?

- ✓ Assess the new policy landscape and current progress made in reforming cancer care services
- ✓ Explore how to improve cancer treatment and provide patient centred care throughout a patient's journey
- ✓ Examine how to raise awareness of cancer and its warning signs amongst the public and front line practitioners
- ✓ Consider how to further tackle cancer inequalities, ensuring services target the most disadvantaged groups
- ✓ Discuss, debate and network with colleagues from across the cancer care sector

## Who Should Attend?

- Cancer Research and Care Networks
- Heads of Cancer Services and their Teams
- Chief Executives and Medical Directors
- Clinical Leads for Cancer and Long Term Conditions
- Primary Care Cancer Leads
- Community Nurses and Matrons
- Consultants
- Directors of Nursing
- Specialist Nurses for Cancer Long Term Conditions
- Allied Health Professionals
- District Nurses, Health Visitors and GPs
- End of Life Care Services
- EPP Leads
- Information Governance Teams
- Joint Commissioners
- LINKS
- Medical and Nursing Boards
- Nurse Practitioners
- PALs
- Patient and Public Involvement Teams
- Practice Based Commissioners
- Public Health Teams
- Quality and Review Teams
- Self-Care and Personalisation Leads
- Adult Social Services

# Transforming Cancer Care Services in the UK

## Programme

- 09:30** Registration and Morning Refreshments
- 10:15** Chair's Welcome and Introduction
- 10:30** **Panel Session One:**  
**Transforming Cancer Care – Towards a New National Strategy**  
- Cancer Care Services Reform: Understanding the Policy Landscape  
- Ensuring Better Treatment: Investing in Specialists and Facilities, Utilising the Drugs Fund and Scrutinising Performance  
- Working in Partnership to Deliver Patient Centred Care: Utilising Information to Improve Quality and Choice  
- Living With and Beyond Cancer: Supporting and Empowering Patients throughout Their Journey
- 11:15** Morning Refreshments
- 11:30** **Open Floor Discussion and Debate with Panel One**
- 12:30** Networking Lunch
- 13:30** **Panel Session Two:**  
**Driving Up Cancer Survival Rates – Raising Awareness and Improving Early Diagnosis**  
- Preventing Cancer: Promoting Understanding of the Risk Factors and Improving Awareness and Identification of Early Warnings Signs  
- National Awareness and Early Diagnosis Initiative (NAEDI)  
- Extending Screening and Supporting Primary Care Professionals to Detect and Address Symptoms  
- Reducing Cancer Inequalities: Tailoring Cancer Services to the Most Disadvantaged Groups
- 14:15** Afternoon Refreshments
- 14:30** **Open Floor Discussion and Debate with Panel Two**
- 15:30** Chair's Summary and Closing Comments
- 15:40** Networking Reception
- 16:30** Close

\*\*Please note that the programme is subject to change without notice\*\*



If you would like us to send you a certificate of attendance for CPD points please email your name and details of the event to [info@publicpolicyexchange.co.uk](mailto:info@publicpolicyexchange.co.uk)

## Event Details

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**Time:** 10:15am – 4:30pm  
**Venue:** Central London

## Forthcoming Events

The Education Sector Masterclass:  
Teaching and Learning in the 21st Century  
*11th November 2010*

Universities Challenged: Is Our Higher Education Sector Fit for the Future?  
*16th November 2010*

The Immigration and Border Control Sector Masterclass:  
Immigration Policy in the UK  
*17th November 2010*

The Health Sector Masterclass:  
Health Policy and Delivery in the 21st Century  
*25th November 2010*



The Policing and Justice Sector Masterclass:  
Law Enforcement in the 21st Century  
*17th November 2010*

From Staycation to International Destination: Redrawing the Tourism Landscape  
*30th November 2010*

The Work Welfare and Pensions Sector Masterclass:  
Working in the Welfare and Benefits System  
*25th November 2010*

## Sponsorship and exhibitors opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact **Parvin Madahar** on **020 7840 6081** or email [parvin.madahar@publicpolicyexchange.co.uk](mailto:parvin.madahar@publicpolicyexchange.co.uk)



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