



# BREAST CANCER NOW'S SERVICE PLEDGE

Improving breast cancer  
services for you



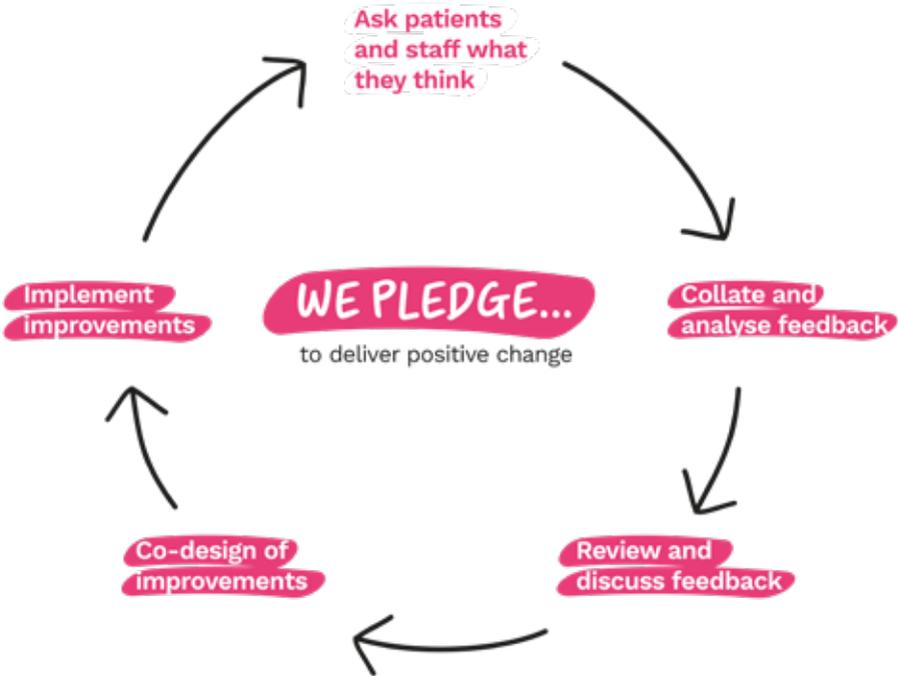
**BREAST  
CANCER  
NOW** The research &  
support charity

# WHAT'S BREAST CANCER NOW'S SERVICE PLEDGE?

Breast Cancer Now is the research and support charity. We're always working to improve treatment, care and services for anyone affected by breast cancer.

Our Service Pledge is dedicated to improving breast cancer services.

We help hospitals to gather feedback from patients and staff on their breast care services. Then together with patients and staff we come up with a plan to act on that feedback and create positive change.



## THE SERVICE PLEDGE AT IPSWICH HOSPITAL

To find out what was important to patients at Ipswich Hospital, we carried out surveys and focus groups to hear what you had to say.

Then we met with patient representatives and members of the Ipswich Hospital breast cancer team and worked together to create some goals based on this feedback.

Now, Ipswich Hospital is taking action.

Some goals are ongoing, but there are changes in place that are already making a difference for breast cancer patients.

Here's the feedback from patients and the changes that Ipswich Hospital is making:

YOUR FEEDBACK	IPSWICH HOSPITAL'S ACTION PLAN	PROGRESS
<p><b>Patients didn't always feel they were given enough emotional support at diagnosis.</b></p>	<p>Set up a Holistic Needs Assessment (HNA) process for primary breast cancer patients to understand their needs and give them the right support.</p>	<p><b>Achieved</b></p>
	<p>Clearly explain the HNA process so patients understand how it can help them.</p>	<p><b>Achieved</b></p>
	<p>Additional staff to support secondary breast cancer patients and make sure all patients are given a HNA so their emotional needs can be met.</p>	<p><b>July 2023</b></p>
	<p>Refer newly diagnosed breast cancer patients to Here For You, Breast Cancer Now's service that gives personalised and timely access to trusted information and specialist support.</p>	<p><b>April 2023</b></p>
<p><b>Secondary breast cancer patients didn't always feel their diagnosis was given to them in a sensitive way.</b></p>	<p>Give all diagnoses of secondary breast cancer sensitively and explain the diagnosis clearly, using the right terminology. Whenever possible, the breast oncology nurse specialist will be in clinic at the time of diagnosis to offer further support to patients.</p>	<p><b>Ongoing</b></p>
	<p>All hospital staff will attend Advanced Communication Skills training and remain up to date on these skills.</p>	<p><b>Sept 2023</b></p>

**YOUR FEEDBACK****IPSWICH HOSPITAL'S ACTION PLAN****PROGRESS**

**Patients weren't always aware of the support services available or how to access them.**

Update the resource list given to patients at their diagnosis and make sure patients know about the services available to them.

**Achieved**

Recruit cancer care navigators to offer patients further information and support as they go through treatment.

**Achieved**

Medical secretaries will let patients know where they can find support and information when they call.

**Achieved**

**Primary breast cancer patients didn't always feel well informed about how to reduce their risk of lymphoedema after surgery.**

Set up a lymphoedema education session for patients after their surgery to explain how to reduce their risk of developing lymphoedema.

**Ongoing**

Share Breast Cancer Now's leaflet on lymphoedema with all patients at high risk of developing lymphoedema.

**Achieved**

**Primary breast cancer patients weren't always clear how their appearance would be affected by surgery.**

Develop photo resources for different surgical options and their outcomes so patients can make informed decisions.

**July 2023**

Manage patient expectations about how long blue dye will take to disappear post-surgery.

**Achieved**

**Patients didn't always feel well informed about the possible side effects of treatment, including menopausal symptoms.**

All hospital staff will receive up-to-date training about the side effects of treatment.

**Achieved**

Share up-to-date advice and guidance about managing side effects of treatment with patient GPs.

**Achieved**

YOUR FEEDBACK	IPSWICH HOSPITAL'S ACTION PLAN	PROGRESS
<p><b>Some secondary breast cancer patients didn't always feel their care was well co-ordinated.</b></p>	<p>When it's possible, co-ordinate appointments for secondary breast cancer patients to reduce their visits to the hospital.</p>	<p><b>Ongoing</b></p>
	<p>Look into ways to give more time to discussing secondary breast cancer patients in multi-disciplinary team (MDT) meetings, including setting up a dedicated MDT for secondary patients.</p>	<p><b>Ongoing</b></p>
	<p>The oncology pharmacist will manage the smooth distribution of chemotherapy drugs.</p>	<p><b>Achieved</b></p>
<p><b>Some secondary breast cancer patients wanted more access to a clinical nurse specialist.</b></p>	<p>Additional staff to offer further support and care to secondary breast cancer patients.</p>	<p><b>July 2023</b></p>
	<p>Make sure the wider breast clinical nurse specialist team knows what information and support to provide secondary breast cancer patients if the breast oncology nurse specialist is unavailable.</p>	<p><b>Achieved</b></p>
<p><b>Secondary breast cancer patients wanted more information about palliative care services.</b></p>	<p>Work with the palliative care team to make sure their wishes for future treatment and care are discussed with patients in the right way at the right time.</p>	<p><b>Ongoing</b></p>
<p><b>Primary breast cancer patients finishing treatment didn't always feel comfortable with follow up care or know the signs and symptoms of secondary breast cancer to look out for.</b></p>	<p>Give patients finishing treatment the option to have their end-of-treatment appointment in person or online.</p>	<p><b>March 2023</b></p>
	<p>Give patients and their GPs a summary of their treatment along with an information sheet about the signs and symptoms of secondary breast cancer.</p>	<p><b>Achieved</b></p>
	<p>Work with Breast Cancer Now to explore the possibility of running Moving Forward, a course that provides people finishing treatment for primary breast cancer with tools, information and support to move forward with confidence.</p>	<p><b>Sept 2023</b></p>

If you need support and information about breast cancer, call our free Helpline on **0808 800 6000**, or visit **[breastcancer.org](https://breastcancer.org)**

**Breast Cancer Now**

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