

# SERVICE PLEDGE

Dedicated to improving breast cancer services

**Reduce variation in  
breast cancer services  
in your area with the  
Service Pledge**

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

# WE PLEDGE...

## TO HELP SUPPORT BREAST CANCER SERVICES ACROSS YOUR REGION TO:

- Involve patients and hospital staff to review and improve breast care services
- Create consistency in the standard of breast cancer care in your region
- Deliver against the Cancer Strategy

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

The Service Pledge is a programme that brings patients, healthcare professionals and Cancer Alliances together to work in partnership to design and deliver a concrete action plan of improvements, for everybody's experience of breast cancer. For over 15 years we've been helping to improve breast cancer services, making a real difference to people's experiences and their outcomes.

Aligning with the National Cancer Strategy, we recognise that patient experience is as important as clinical effectiveness and safety. By continually improving services, you can help more people with breast cancer to live and receive the support they need to live well.

## BEST PRACTICE

Bringing patients and healthcare professionals together and facilitating the conversation enables positive lasting change to services across your region. By working with Cancer Alliances across the country, we can make sure that learnings and best practice are shared across teams, hospitals and regions.

## WHAT YOU AND YOUR SERVICES WILL GET OUT OF IT:

Cancer Alliances	Services	Patients
By actively involving people with different perspectives of breast cancer, we can develop a more complete understanding of the challenges and opportunities to improve healthcare services.	Involving patients in service development means resources are focused on improving the areas that matter most.	Patients feel they are really listened to, as well as benefiting from service improvements.

*"This work brought people together around a common purpose that was evidence based and of proven value to patients"*

Sean Duffy, West Yorkshire & Harrogate Cancer Alliance

## PATIENT-FOCUSED IMPROVEMENTS

We have already helped over 120 hospitals and Trusts identify and implement improvements, benefiting more than 30,000 patients.

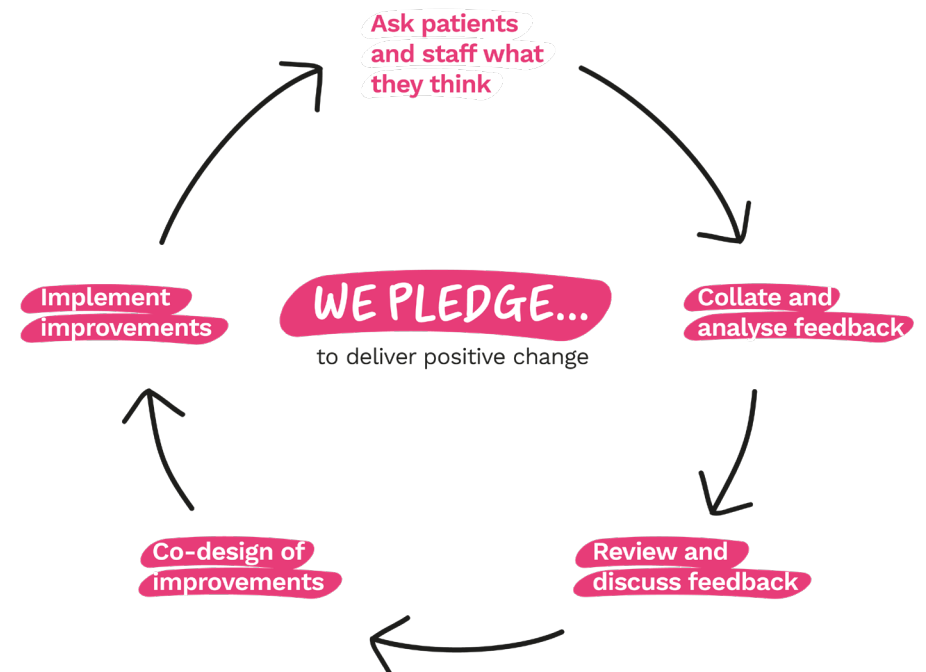
As a result of our work, services across the UK have improved patient experience and made time and cost savings through their patient-centred improvements.

Many services involved have reported a significant reduction in patient complaints. One hospital saw complaints reduce from five to six per day down to 1 per month.



*"Unless you've been that person with cancer you'll never start to understand what it's like. If I can make it better for three or four people, then my job is done."*

Beverley, Patient Representative 2018



## NEXT STEPS

If you think this could be the right programme for your Cancer Alliance, or you have any questions at all, get in touch – we'd love to hear from you. We can then provide further information on what is involved.

## CONTACT US

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