

Working Together – A multi organisation approach to improve lung cancer referrals

1 Background

Sandwell & West Birmingham is a former heavy industrial area with poor air quality, high smoking, COPD/respiratory conditions and CVD prevalence.

By identifying potential improvement areas to accommodate 28 day Faster Diagnosis Standard and National Optimum Lung Cancer Pathway, 2 key areas were recognised by the Trust to improve lung cancer referrals:-

- 1) some patients were referred without CXR or referral reasons
- 2) a number were being seen as emergency presentations.

2 Key issues

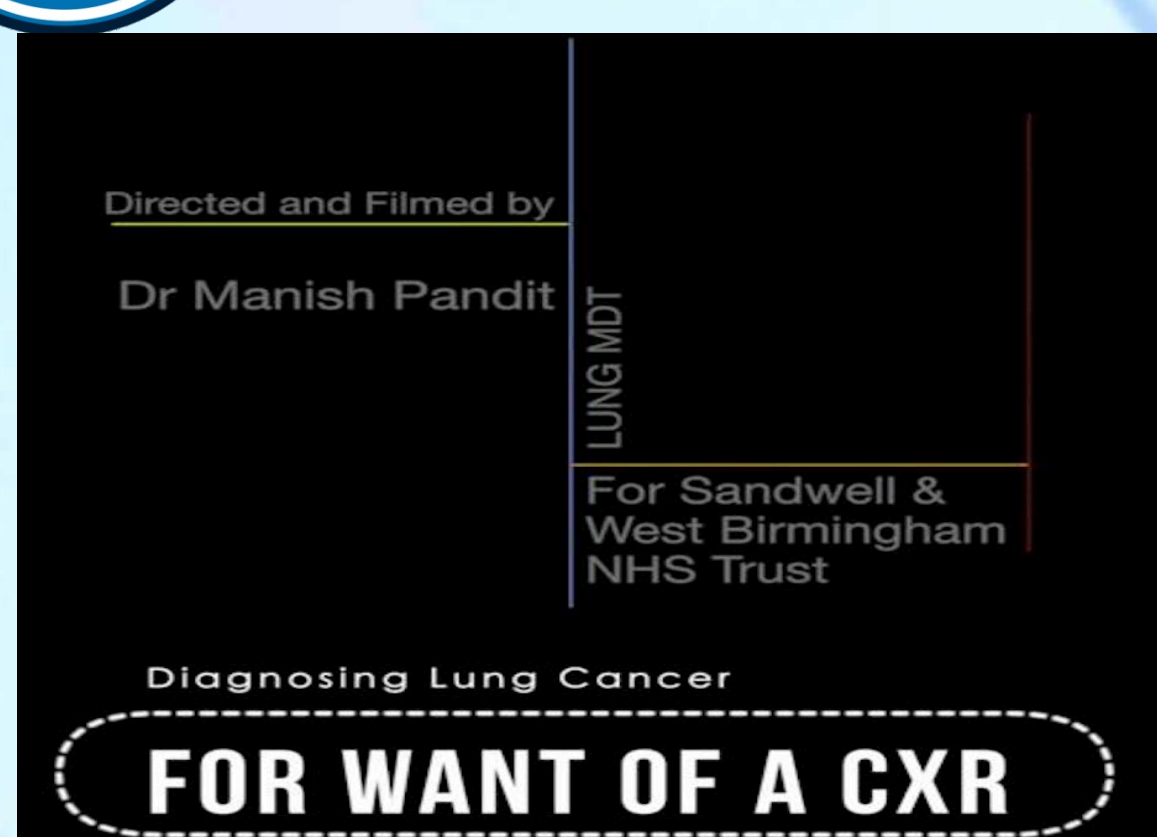
Finding a way to change GP referrals involved professionals across primary care, GPs, and Trust to effectively change thinking, processes and behaviour.

Notice was given that if, by a certain date, 2WW forms were incorrectly completed – i.e. CXR not performed or reasons omitted why a normal CXR patient was being referred, referrals would be returned to the GP.

As accountability lay with the referring GP practice and CCGs are monitored on cancer targets by NHSE this mattered.

Not using clinical slots effectively was increasing capacity pressure within primary and secondary care
Equally important was improving patient outcomes

3 intervention



A short compelling video was produced in a multi organisation effort, by Dr Manish Pandit, the Trust's Senior Clinical Lecturer, with a patient story of emergency presentation, perspectives from CNS, CRUK Primary Care facilitator and Trust's Lung Cancer Lead/Respiratory physician, Dr Imtiaz Ahmed.

Benefits of correct form completion and appropriate referrals were cited against evidenced poorer outcomes for those referred via emergency routes

Coordination support was provided by Trust Cancer services managers and CCG commissioning Managers

The video was produced in December 2018 for release in January 2019 and launched in CCG's 'Members News February 2019

4 Dissemination

- The changes to LC referrals were communicated to GP practices via CCG Members' weekly newsletter
- The CCG's Annual Protected Learning Time in September 2019 on Cancer was attended by 300+ and featured a patient presentation, the video and a session on the Trust's 'emergency presentations' initiative.
- The video link was repeated in Members' News after the event and a further link for lung cancer awareness month (November 2019)

5 Developments

- The initiative was shared with West Midlands Cancer Alliance for their work. They provide a link on their website for use by others
<https://wmcanceralliance.nhs.uk/clinical-leadership/expert-advisory-groups-a-l/lung>
- A link was provided in an international pharmacy magazine article April 2019
<https://www.pharmacymagazine.co.uk/lung-cancer-a-patients-perspective>

6 Key Learning

- The video increased awareness and generated interest at PLT
- Ensuring the video is only 5 minutes long enabled easy access
- Reinforcing the link via Members' newsletters provided a 'drip feed' messaging approach
- Incorporating the resource within a PLT enabled wider audience observation and feedback
- Including the patient story alongside healthcare professionals provided impact and evidence
- Its use by the local cancer alliance and other allied healthcare professionals should ensure the message continues to be spread
- Further links are planned
- Checks will be made on its effectiveness in clinical referrals in future Cancer Steering Group meetings

<https://vimeo.com/317099989/a98643734d>

7 Conclusion

- Using SWB's Cancer Steering Group's relationships to produce and disseminate the video to raise awareness on national service changes proved an effective collaboration
- CSG Members include Public Health, Mental health, CCG primary care clinical leads, Macmillan GP leads, CRUK GP facilitator, CNS, Trust cancer services managers, CCG commissioners and lay/patient member.