

**KEYNOTE** When personalised care meets technology -  
taking a people-centred approach to cancer care innovation



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# When Personalised Care Meets Technology: Taking a Person Centred Approach to Cancer Care Innovation

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# About Macmillan

**MACMILLAN**  
CANCER SUPPORT

# What are the 12 factors driving change?

Our research so far suggests that there are twelve factors shaping & changing the experience of people living with cancer. And that these will continue to evolve over the next 10 – 15 years.

Whilst we have identified each factor separately, we understand that there are significant interactions between them.

## Times of need Factors



1. People's understanding & awareness of cancer risks, symptoms and treatment



2. Prevention and early diagnosis (including targeted screening)



3. New and more personalised treatments



4. Person centred care (including wellbeing)



5. Living with and beyond cancer (including with multiple health conditions) and end of life care



6. Health inequalities

## Healthcare System & Workforce Factors



7. Location of care



8. Workforce availability



9. Workforce skillset



10. Data & digitalisation of healthcare



11. Prioritisation of cancer in policy (including funding of cancer care)



12. Collaboration between public, independent and voluntary sector healthcare organisations



**Artificial  
Intelligence**

**Societal  
Datasets**

**Digital  
Self-  
Management**

**Data Confident  
Workforce**

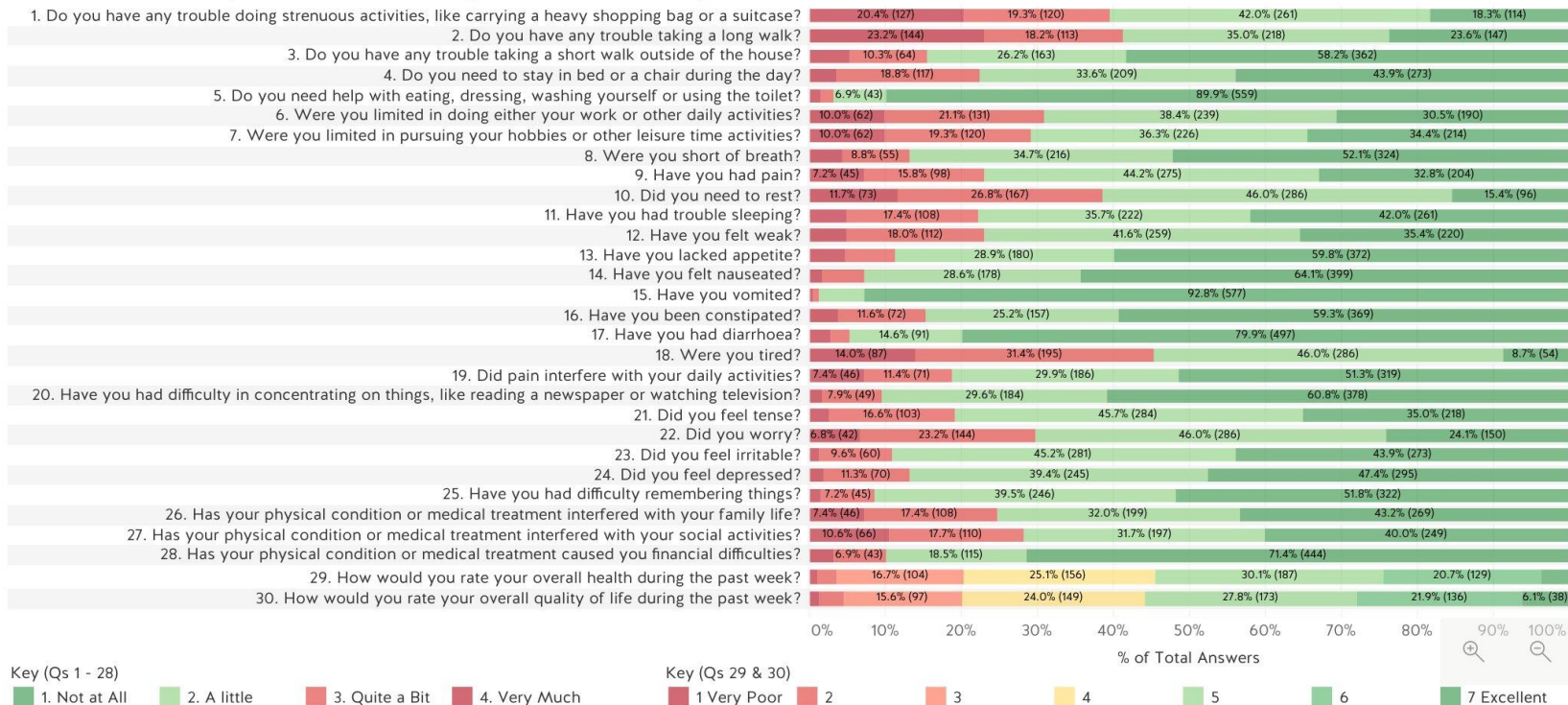


# Person Centred



## EORTC QLQ-C30 - Response Detail

All Validated Patients, All Assessments: 22 September 2020 - 17 May 2021







# Personalised Care

1. Needs parity of esteem
2. Designed in, not designed after
3. Do it, or do something else
4. Make it count, make it countable

**Work in progress**

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# INTELLIGENT HEALTH UK 2023

Breaking down the barriers  
between tech and healthcare